

Strategic Positioning of 99th Street Advisory in Asian and APAC Markets

www.99thstreetadvisory.com

The Reality of the Asian & APAC Market

~50%

of global IB
revenues
from Asia

Growing ~7% annually

~10%

CAGR in APAC
investment banking

*India, SEA & cross-border
flows*



Wealth & Family
Offices Exploding

*Cross-border co-
investments*



Regional Platform
Integration

Not country silos

Fragmented · High-growth · Cross-border · Relationship-driven — mid-market advisory still underserved

Strategic Positioning

"A cross-border, mid-market investment banking and strategic execution platform enabling capital, partnerships, and scale across Asia & APAC."

1. Cross-Border First

Corridor-driven, not
geography-driven

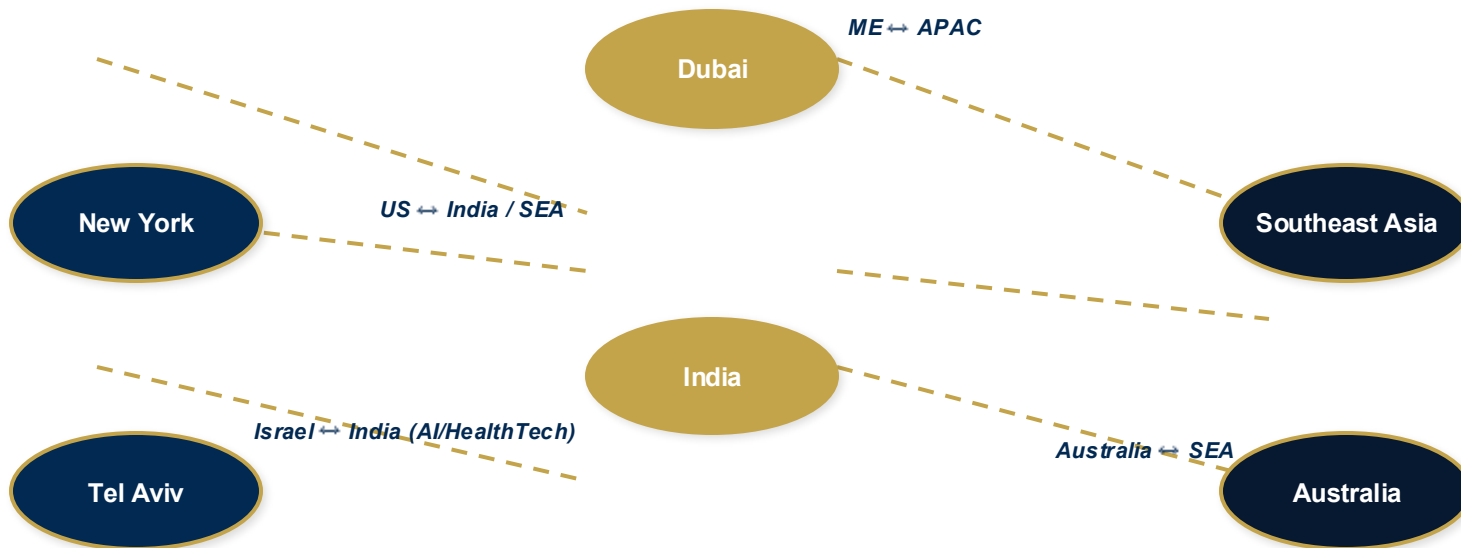
2. Mid-Market Specialist

\$20M–\$500M deals with
bulge-bracket quality

3. Operator + Advisor

Strategy + Capital +
Execution partner

Pillar A: "Cross-Border First" — Capital Corridors



NOT

an India firm
expanding
abroad

BUT

A cross-border
platform
across capital
corridors

Differentiation Strategy — 6 Pillars

01

Deal Origination Engine

Proprietary off-market opportunities via founder networks, family offices, sector ecosystems

02

Deep Sector Pods

Healthcare · Clean Energy
Technology & AI · Mobility
Domain experts + embedded capital networks

03

Co-Investment & Capital Syndication

Co-investment platform with LP/GP networks across geographies. Capital alongside deals

04

Multi-Hub Execution

Gurgaon · Bengaluru
Sydney · Tel Aviv
Dubai · New York

05

Data + Relationship Hybrid

Data-led identification + relationship-led execution.
Institutional rigor

06

End-to-End Portfolio Support

Market entry, JV structuring, partner sourcing, post-deal scale-up

Multi-Hub Execution Model

Gurgaon

India Hub

Tel Aviv

Deep Tech

Bengaluru

Tech Hub

Dubai

Capital Gateway

Sydney

ANZ Access

New York

Institutional Capital

"A truly multi-hub execution platform connecting innovation, capital, and markets."

Competitive Positioning Map

Segment	Weakness	Our Opportunity
Bulge Bracket Banks	Expensive, less agile, large-deal focused	Win mid-market + cross-border deals
Big 4 / Consulting	Strategy heavy, execution light	Offer execution + capital
Local Boutiques	Limited global reach	Provide cross-border access
PE/VC In-house Teams	Limited origination bandwidth	Become their deal sourcing partner

99th Street Advisory fills the gap: too complex for boutiques, too small for bulge bracket — perfectly positioned for cross-border mid-market.

A Investor-Led Entry

- Anchor clients: Global PE/VC funds
- Deal origination & co-investments
- Portfolio expansion support

B Founder & Entrepreneur Network

- Strong founder communities
- India · Southeast Asia · Israel
- Proprietary deal sourcing

C Thematic Platforms

- Asia Healthcare Investment Platform
- Climate & Energy Transition Platform
- Cross-Border Tech Corridor

D Thought Leadership

- Asia deal flow reports
- Sector insights & analysis
- Cross-border playbooks



"A cross-border, mid-market investment banking and strategic execution platform that combines proprietary deal origination, sector expertise, capital syndication, and hands-on execution — connecting global investors with high-growth opportunities across Asia & APAC."

Our strong investor relationships, backed by sector depth and ability to stay involved post-transaction, will be a game changer.

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