



# ELITE

Connecting companies with capital

# ELITE Overview



ELITE accelerates long-term growth by offering access to a diverse network, a range of funding options, and a dedicated training programme.



## What?

ELITE is a programme that **helps** fast-growing private companies prepare and structure for further growth through sharing experiences, access to financing opportunities and education.



## Who?

ELITE **serves** the most exciting and ambitious businesses with a strong business model, clear growth strategy and the commitment to implement useful changes for development.



## How?

ELITE **offers** an innovative approach through training and access to a diverse community of companies, entrepreneurs, investors and corporate advisers. Companies **access** a unique digital platform enabling collaboration and communication with peers and partners.

# International community



# International growth

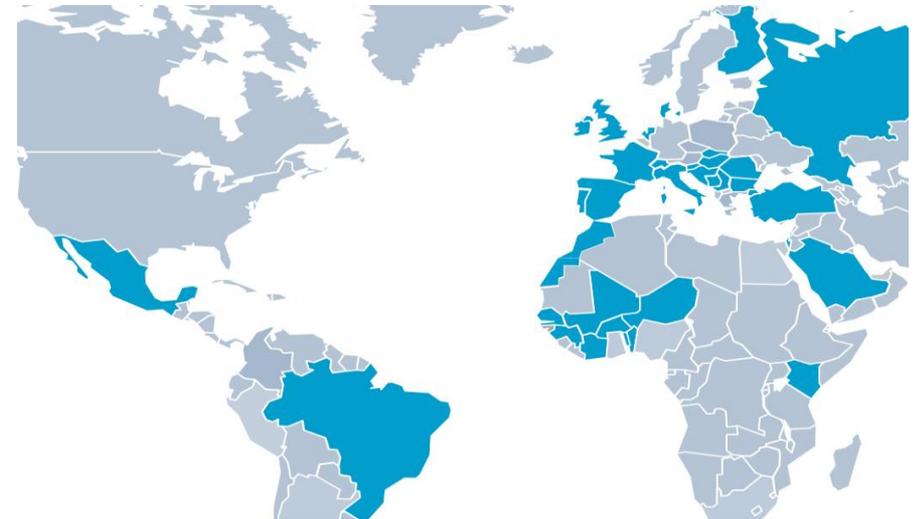
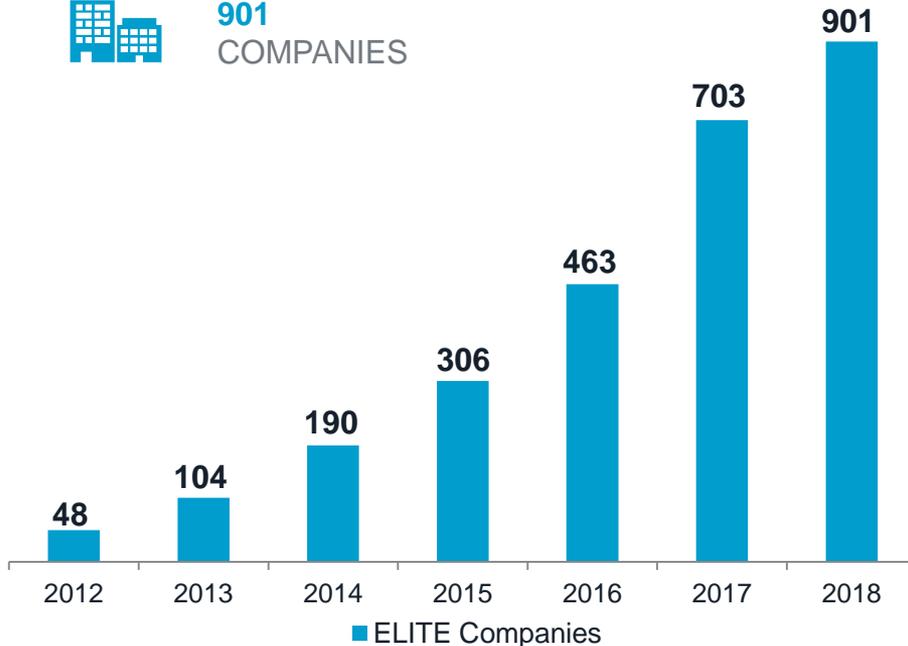
Launched in 2012, ELITE has over 900 companies enrolled and is growing rapidly.



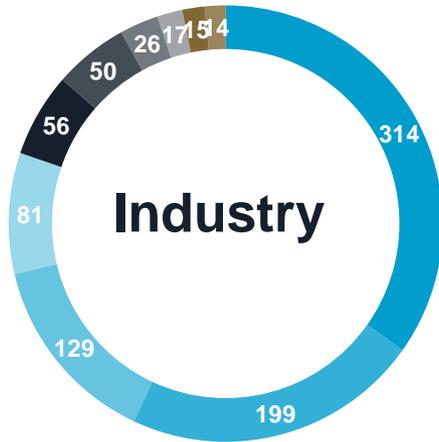
**901**  
COMPANIES



**32**  
COUNTRIES



# Diverse company network



- Industrials
- Consumer Goods
- Technology
- Consumer Services
- Basic Materials
- Health Care
- Financials
- Utilities
- Telecommunications
- Oil & Gas



- <€50M
- €50-€100M
- €100-€200M
- €200-€500M
- >€500M

# ELITE Companies Access Capital



## Highlights

**587** Corporate transactions involving **251** ELITE companies

**28%** ELITE companies completed a corporate transaction\*

**€7.8bn** transaction value by ELITE companies\*\*

### M&A, Equity investments and Joint Ventures

- **302** M&A and JV deals involving **158** ELITE companies
- **145** PE/VC transactions involving **94** ELITE companies

### Capital Markets (Equity and Debt)

- **44** ELITE companies issued bonds raising **€930m**
- **19** ELITE companies listed on a public market, raising **€820m**

# Company access requirements

**ELITE serves the most exciting and ambitious businesses with a strong business model, clear growth strategy and the commitment to implement useful changes for development.**

## ELITE ACCESS REQUIREMENTS



High quality and ambitious company



Evidence of past growth and future potential



Commitment to participate in the programme and motivated to implement valuable changes



Desire to obtain funding in the future to accelerate growth



Credible company management

# A long term objective

The progressive adoption of new management practices will allow companies to be prepared to deal with their investors.



## Our aim

Boosting **cultural change** to get access to **long term financial opportunities**

Our Academic partners are leading **Business Schools**

- ESCP
- Imperial College
- Università Commerciale Luigi Bocconi
- IE-FT Corporate learning alliance
- WHU – Otto Beisheim

and leading professors from:

- London Business School
- Cambridge Judge Business School

# Company training timetable

## Growth Strategy

London, UK

20 & 21 Nov 2018

**CEO/CFO/Founder**

## Innovation & Internationalisation

Milan, Italy

28 Feb & 1 Mar 2019

**CEO/Business development**

## Corporate governance & organisation

London, UK

11 & 12 Apr 2019

**Head of HR/Head of Legal/CFO**

## Business plan & Equity story

Milan, Italy

3 & 4 October 2019

**CFO/Finance Director**

## Company Valuation & Funding

London, UK

27 & 28 January 2020

**CEO/CFO/Finance Director**

## Investor Pitch preparation

Two hour video call with mentor ahead of Investor Pitch

## Pitch with Investors & ELITE Certification

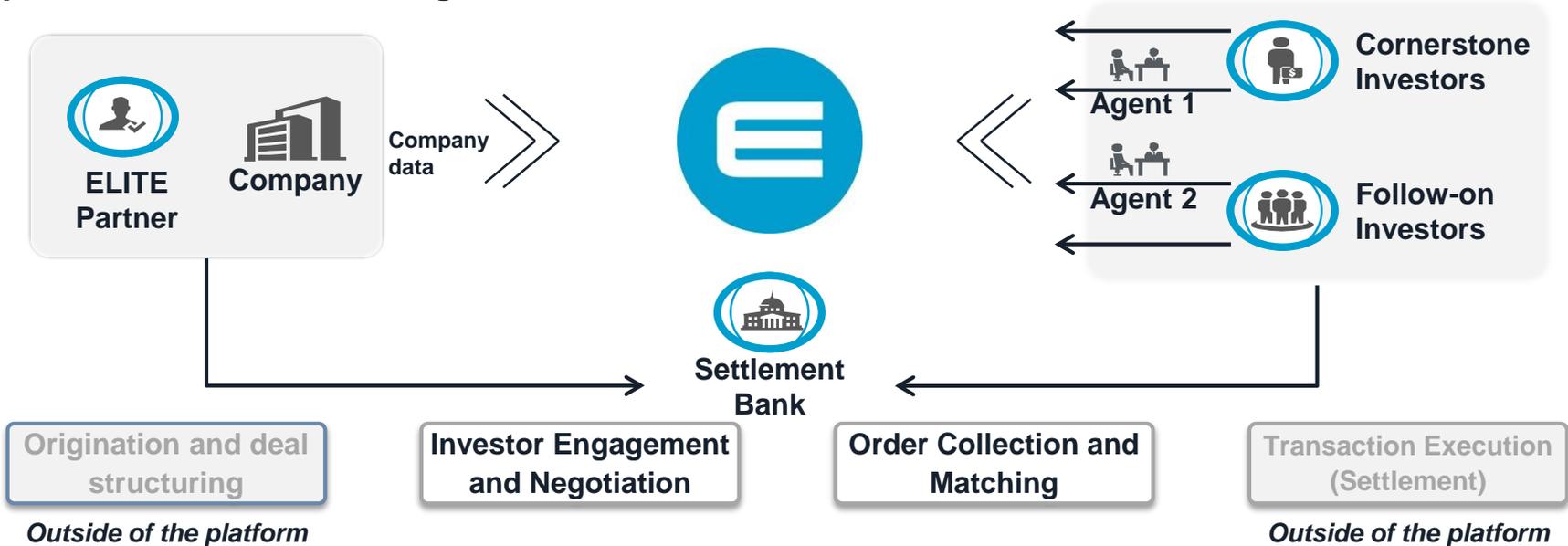
London, UK

23 April 2020

**CEO/CFO/Founder**

# ELITE Funding

The platform enables companies to connect to professional investors offering a host of funding options in a secure and integrated environment



-  **9m**  
Users
-  **140**  
Countries
-  **\$161m**  
Total Capital Raised
-  **2015**  
Joined ELITE

 **Rothschild & Co**  
**ELITE Partner**  
 **Company**

Series E →



**Amount raised: \$100m**  
**Closing Date: 21st March 2018**

**CORNERSTONE INVESTOR**  
 **中国民生**  
CHINA MINSHENG INVESTMENT

**FOLLOW ON INVESTORS**  
 **SBI Holdings**  
 **true friend Korea Investment Partners Co., Ltd.**  
**2x Large Family Offices**



**Use of Proceeds:** Company expansion – global offices; marketing budget; M&A in selected geographies; and R&D (including development in Blockchain)

**Valuation:** \$700m pre-money (2.7x 2017 revenues)

## About

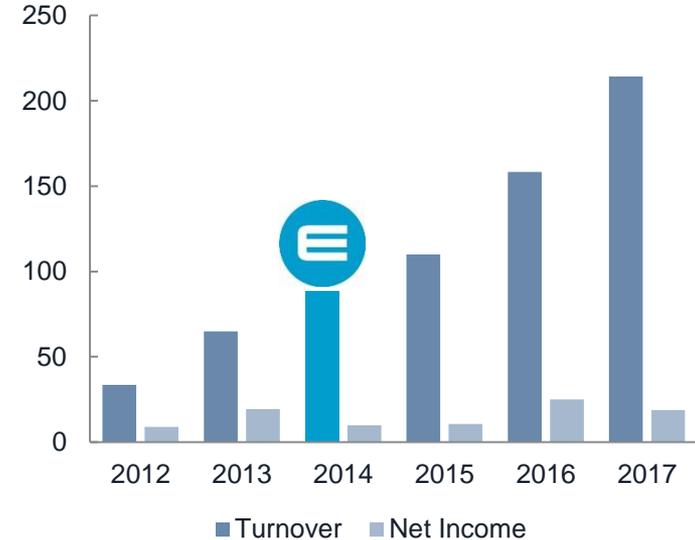
Skyscanner is a global travel search website that provides a free flight search service as well as online comparisons for hotels and car hire.

The company was formed in 2001 and grew to become the number one flight search engine in Europe. **In 2014, Skyscanner joined** the London Stock Exchange Group's ELITE programme.

The company outstanding performance in its early years (68% annual CAGR in the period 2012-2014) got the attention of **Ctrip** that bought the website in November 2016 for £1.4bn.

As of the first quarter of 2018, **Skyscanner accounts for 10% of Ctrip total revenues with its margin increased above 30%**. The great financial outcomes are given by the profound synergies with the parent companies as well as the access to the Chinese travel market which value is \$115.3bn

JOINED ELITE IN 2014		
<b>\$200m</b>	<b>6</b>	<b>10</b>
MONEY RAISED IN 2016	M&A	LOCATIONS



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# Appendix

# ELITE Growth Compass

**ELITE Growth Compass** is a digital self-assessment tool to evaluate company readiness by identifying key strengths and areas of improvement of the business. It also provides suggestions about relevant growth strategies and offers access to a network of ambitious companies.

## Growth Compass

**Digital guide** providing a self-evaluation on company performance in 10 dimensions, resulting in:

- Aggregate score for each dimension of analysis
- Group of strategic tips to improve company performance

## Strategic Insights

Short **tutorials** (15-20 mins) to identify new possible strategic routes related to:

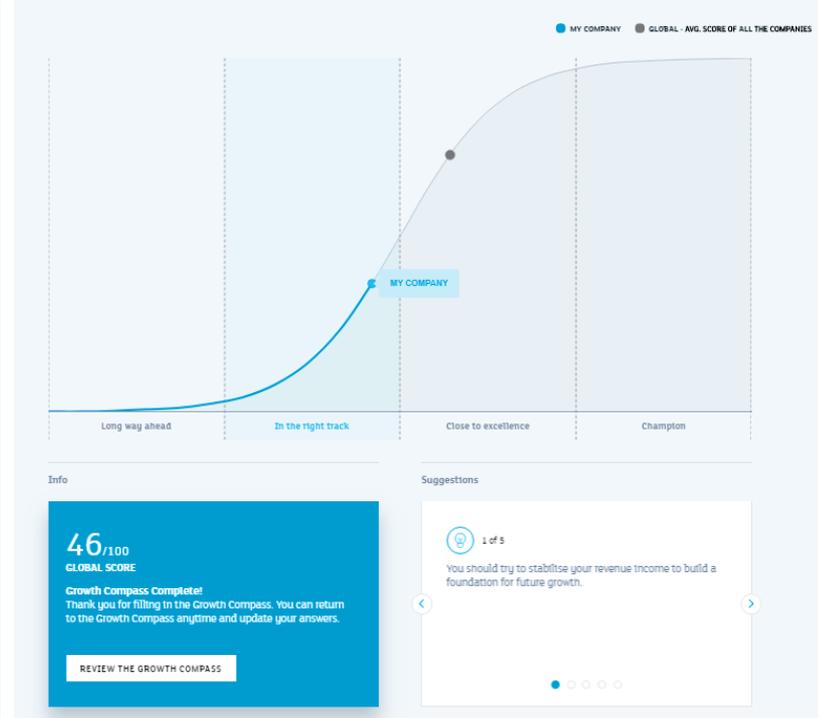
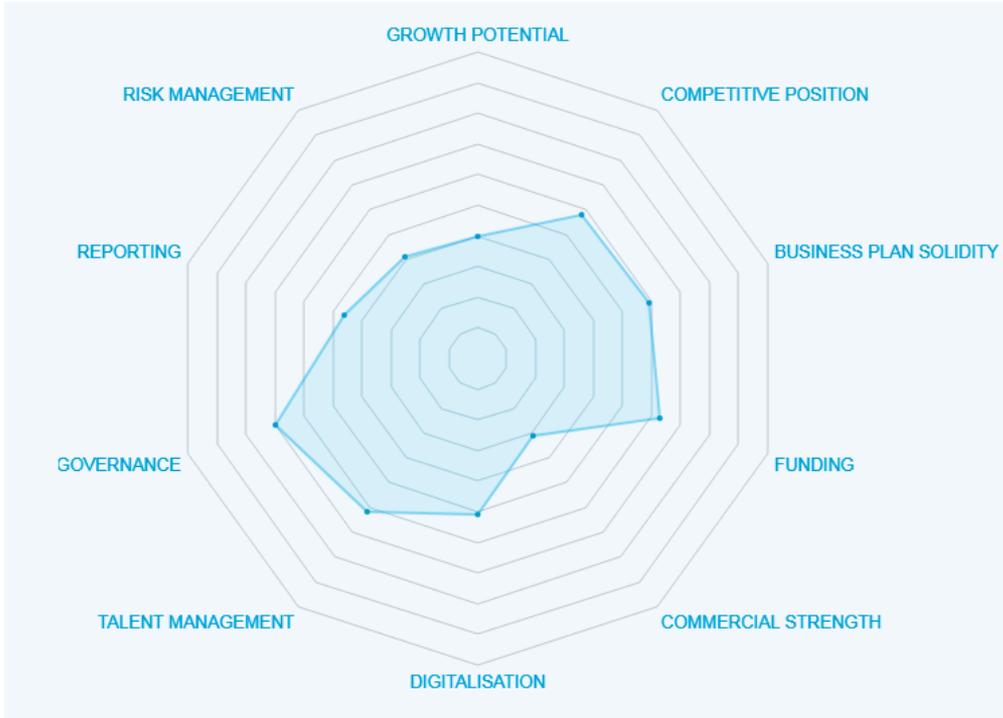
- Topics addressed in the Growth Compass
- Other topics related to company business

## International Network

Access to the **international network** of companies part of the ELITE ecosystem:

- Share challenges and growing opportunities
- Business matching opportunities and strategic partnerships

# Growth Compass



# Zirra report



## Henderson

Henderson offers fashionable and stylish clothes for men under the "HENDERSON" and "HAYAS" labels. Henderson makes casual attire as well as business attire and footwear. Henderson also offers a collection of fragrances, "Henderson Pour Homme," that were hand crafted in Provence, France. Henderson uses classic Italian fabrics and tailoring techniques to ensure comfort and elegance.

Henderson was founded in 1993 and is headquartered near Moscow, Russia.

Save Report as pdf



### Benchmarked Valuation

Available upon request.



### Success Factor

The company has expanded its product offering.

[More Success Factors](#)



### Possible Risk

Henderson's name is identical or similar to that which is used by other companies or brands. This may cause confusion which may translate to leaks in the funnel.

[More Possible Risks](#)

Data last reviewed 12-Feb-18

### Overall score



[View full Ratings](#)



### Success Factors

- Henderson is in a stable field that is expected to continue to be relevant in the long term.
- Henderson is enjoying a phenomenal growth in website traffic.
- The company has expanded its product offering.

### Possible Risks

- There is little or no coverage of the company, their products or activities in news, blogs or other editorial media.
- Henderson's name is identical or similar to that which is used by other companies or brands. This may cause confusion which may translate to leaks in the funnel.
- The geographic region in which the company is based is not considered as a leader in the industry in which the company operates.

### Ready to Proceed?

Purchase a full Market Analysis

[Order Market Analysis](#)

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