

# ADN GROUP LTD

General presentation  
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Confidential document

ADN GROUP SA  
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# What are our missions?

- Use innovation and new ideas to solve today's problems of local and international SMBs
- Integrate new approaches and high technologies to ease access to the fundamentals of running businesses
- Share our strategic, economical, methodological, business and technological intelligence with our customers
- Abstracting the complexity of solutions to focus on the heart of the issues to address



# What are our business segments?

- Specific multidisciplinary expertise services
- Business Management and Strategy consulting services
- “Big Data” oriented solutions to help decision-making processes
- Consultancy Aided Projects’ description in order to get 0-equity financing
- Solution-oriented control- and risk-centric business development process management



# What do we offer?

- Recognized expertise of many extended competencies backed by proven, long and multidisciplinary experiences
- Professional, accessible and innovative solutions to today's complex business or organization issues
- Midterm support in all evolution steps adapted to dynamic companies in Switzerland and abroad
- Proactive and evolutionary long term relationship
- Our unconditional commitment to meet deadlines and targeted objectives within defined budgets



# What are our business domains?

- Industry
- Services
- Medical
- Finance
- Real estate
- Food sector
- Commodities
- Fundamental research



# What are our services?

- Management and strategic business consulting
- Decision-making oriented consultancy and solutions
- Risk management and controls' consolidation approaches
- Management and supervision of projects
- Zero Equity Project Financing
- Time creation and shared resources management
- Optimization and automation of business processes
- "Big Data" oriented palette of solutions for fix and mobile platforms



# What is our approach?

- ❧ Quadridimensional analysis of the problematic to address:
  - ❧ Impacts
  - ❧ Key factors
  - ❧ Value creation
  - ❧ Success generation
- ❧ Definition, validation and execution of targeted or global actions linked with measurable effects
- ❧ Continuous improvement or optimization cycles through iterations based on the evolution of predefined indicators
- ❧ Periodical, synthetic and easy-to-read reporting



# Which packaged solutions do we provide?

- Time creation solution, time-based services billing, appointments optimization and shared resources management: **Time Genius**
- Business plans and business development strategies management and interactive monitoring solution: **BP Genius**
- Internal/external control management solution and risk detection framework: **Control Genius**
- Business process automation platform based on active QR codes with on-site and mobile access: **Q-Air** 





# Which standard mandates do we offer?

- Targeted sectorial expertise (real estate, for example)
- Writing of business plans and corporate documentation
- Support in fundraising for projects which are innovative, creating value and/or aiming to improve the quality of life
- Margins' detection, value analysis, definition and setup of monitoring indicators, process optimization
- Business valuation; merger, acquisition and trade sale solutions' evaluation; refinancing assessment



# What is our business model?

- In all cases, we charge our services on a all-inclusive basis, working on-site alongside together with our clients
- Same model for our conferences, seminars and training sessions
- In some cases, we charge success fees on top of needed fixed setup fees to achieve commonly predefined target objectives
- Our solutions are charged on a shared or per-license basis
- Our tailor-made solutions belong to our customers and cannot be used or sold without their permission
- We resell products and services on behalf of our partners



# What are our principles?

- 🧬 Truth
- 🧬 Quality
- 🧬 Listening
- 🧬 Efficiency
- 🧬 Discretion
- 🧬 Robustness
- 🧬 Sustainability
- 🧬 Transparency
- 🧬 Commitment
- 🧬 Methodologies

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# What is your next challenge?

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*Music : «Inception» Original-Soundtrack, © Hans Zimmer*

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