



Strategon Asia

A new approach to Asia

- ◆ Investment
- ◆ Partners
- ◆ Manufacturing

Global Markets within your reach

Strategon Asia Pte provides an effective portal for small and mid-sized Australian companies seeking to capitalise on the many opportunities offered in this rapidly expanding region.

Big Vision – Big Challenges

Many emerging businesses in Australia recognise the significant opportunities Asian markets present to them for market expansion, manufacturing cost efficiency and investment capital. Currently many companies have difficulty accessing these high growth markets due to lack of market knowledge, cost and cultural barriers.

Strategon Asia removes these barriers by providing a range of consultancy and facilitation services for companies seeking capital funding or to benefit from expansion into the dynamic and fast growing markets in the region.

Commercialisation and Growth Specialists

Strategon Asia parent company, Strategon Capital Pty Ltd has established a reputation as a leading Australian provider of corporate advisory, Small and Medium Enterprise funding, and business and strategic planning services to growing businesses. Its management team has extensive experience in the commercialisation of technology, capital raising and in implementing domestic and international market growth strategies.

Of particular strength is Strategon Capital's access to capital through our Australian Business Angels network, which is a 600 strong investor group representing over \$200 million in available capital. We also have strong linkages to the Venture Capital marketplace.

Strategon's Asia's in-market services are tailored to the individual requirements of each company. We recognise that informed decision making is the key to success and so we bring a focused, high quality, structured decision-making framework to each set of corporate requirements.

Strategon Asia PTE services include:

1) Capital Raising Facilitation

- ◆ Full business and strategic planning
- ◆ Preparation of investment memoranda or offers
- ◆ Customisation of investment documentation for Asian investor requirements.
- ◆ Preparation and rehearsal of investment presentations for in-region investor roadshows or one on one meetings
- ◆ Qualification of potential investors
- ◆ Boardroom investment forums to showcase the company
- ◆ Transaction negotiation and assistance
- ◆ Ongoing support of investment relationships

2) Strategic Business Expansion Services

- ◆ Regional Export Planning including
 - Market research
 - Operational and capacity reviews
 - Distribution and sales channel analysis and solutions
 - Promotional activities
 - Financing – cash flow and working capital considerations
 - Government regulation and international standards
- ◆ Identification of and negotiation with potential distribution or joint venture partners
- ◆ Sourcing and structuring of manufacturing arrangements
- ◆ Up to date market intelligence including competitor analysis
- ◆ Organisational development training
- ◆ Broader Strategon services including organisational development training.

STRATEGON CAPITAL

In addition Strategon Asia will facilitate Asian companies and investors seeking opportunities in Australia. These opportunities may be in the form of marketing partners or distribution arrangements to allow Asian based companies to gain access to technologies and quality business opportunities. As part of its overall service, Strategon Asia offers capital raising services to selected companies who may be of interest to the Australian investment community.

Our Commitment - Our People

Strategon's team is committed to fostering the development of innovation and client services excellence. Our personalised approach to business improvement ensures that the identification of issues and development of solutions reflect the dynamic environment in which our clients' operate, their business products and services, staff, competitor position and financial health.

In Singapore, the team is lead by Russell Smith. Russell joined Strategon after an extensive investment banking career in Australia, Asia and the United States.

In his role at Strategon, Russell has drawn on his extensive financial experience to provide a range of companies with high quality advice in strategic planning, financial modelling and options for developing maximum equity value for the founders of businesses. In addition Russell has been involved in the commercialisation of a number of innovative technologies.

Testament to Strategon Capital's high level of activity in the equity markets and successful track record in commercialisation is the number of clients Strategon has recently secure funding for through equity, debt and government grants.

A selection of the companies we have assisted include:

Mobile Payment Systems

- ◆ Wireless mobile payment and financial transaction hardware and software provider.
- ◆ Strategic planning, market entry strategy, export development plan, negotiation with offshore investors, structuring local and international market partnership arrangements.

Advance Agecare Pressure Matting and Medical Bandaging

- ◆ Strategic planning, negotiating of joint venture research and development agreement, securing government grant funding, completing a distribution agreement and equity raising.

Surgical Outcomes Software

- ◆ Strategic planning and syndication of equity funding of \$1 million to fund the company's commercialisation in Australia and the US.

Bottle Coating Process

- ◆ Sourcing and negotiating venture capital funding in the amount of \$2 million dollars+.

Telephony Software

- ◆ Assistance with preparation of business plan, distribution channel assessment and facilitation of investment by ASX listed company in the amount of \$2 million +. Of particular strength is Strategon Capital's access to capital through our Australian Business Angels network, which is a 600 strong investor group representing over \$200 million in available capital. We also have strong linkages to the Venture Capital marketplace.

Further information contact:

Russell Smith on 65 98160690 or Lisa Nolan at Strategon Capital on 1300 364 527

Telephone – 1300 364 527 **Email** – info@strategon.com.au **Web** – www.strategon.com.au