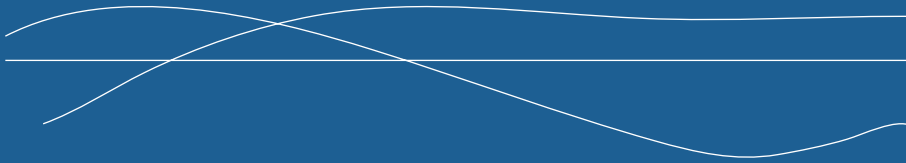
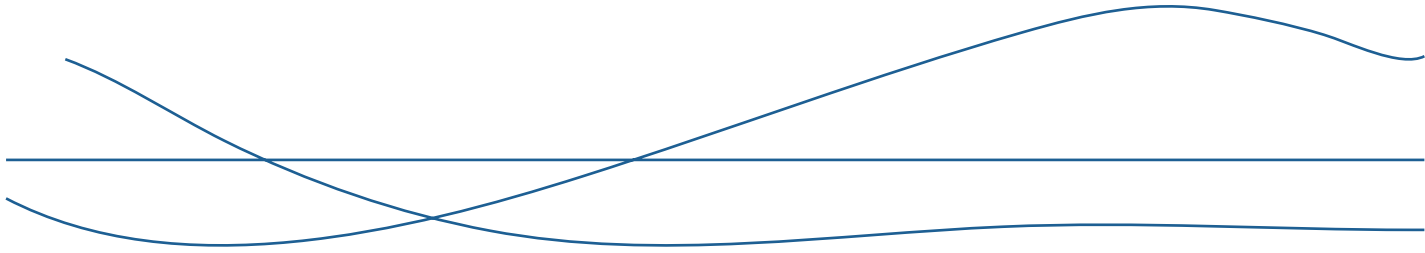


*think global, be direct and fast*





# About us

Fast Direct Link was born from the needs of many companies to be supported in their strategic and international development. The multisectoral and international experience of our team of experts and the network of professionals who believe in our objectives allows us to offer effective services in strategy and organization, internationalization, partnerships, mergers and acquisitions (M&A), marketing, communication, scouting, headhunting, coaching and training.

## Mission

Our mission is to be a direct link for companies and to help them achieve their goals in international and highly competitive markets.

## Values

### PROFESSIONALISM

Leveraging on skills, thoroughness and preparation of our team and network of professionals that we work alongside with, we present complete solutions centered on our customers needs.

### CUSTOMIZATION

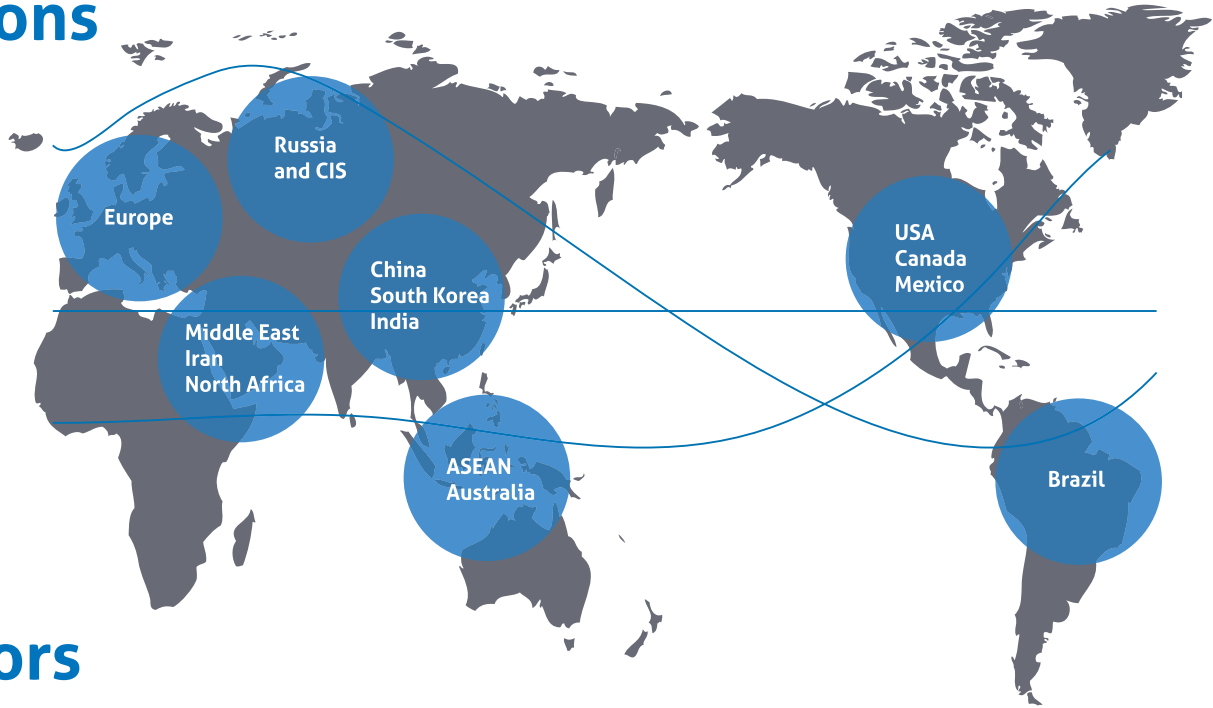
Our work is like that of tailors: each service is fitted to the customers needs. The attention we pay to details allows us to meet any requirement and make every project truly one of a kind.

### PASSION

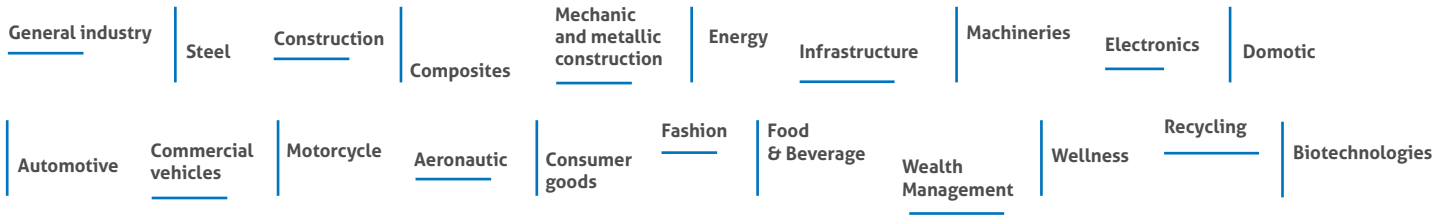
Valuing companies is our passion and for this reason we operate with an entrepreneurial mindset, we believe in the opportunities that arise from collaboration, we delve into each entity to fully understand the history and the relationship between the company and its market. Our goal is to be a partner, not just a service provider.



# Regions



# Sectors



# Organization

## Our Team

### CEO

Philippe Lefort

### Operations &

### Communication Manager

Simona Truglio

### Project Managers

Zhao Xiao Bing

Gaetano Bonfissuto

Eugenia Castelli

Patrizia Fabianelli

Fabio Malinverni

Yi Pin

Stefano Ravera

Patrizia Salmistraro

Juan Tan

Zhije Zhang

### Finance and analysis

Alberto Fiocchi

Carlo Sirombo

### Digital Project Manager

Ines Tamaro

## Our Partner

### Architecture & interior design

+39Platform

### Import/Export

Nosotti International

### Food&Beverage

Ullio

### Flat carbon steel distribution

Revis

## Our Network

### Corporate Finance

JR Yocum

Movent Capital Advisors

Optim Consulting

Oxigen

Prodem

Studio SCBS

Umberto Bono & Partners

### Legal

Art of Contracts

Avv. Alice Bruno

Avv. Roberta Miotti

Avv. Fabio Regoli

Avv. Claudia Rondelli

### Raw Materials

Green Way Co

SK Networks

### Events

Giri di vite

Gran Tour Events

### Human Resources

Socialsurf

Studio Associato Bontempo

### Consumer goods

Accès Chine

Cascina Ca' Rossa

Fashion Times

# Services

## Corporate Finance

Company Evaluation  
M&A  
Strategic Planning & Cost Reduction  
Wealth Management

## International Business Development

Partnerships  
Trade agreements  
Joint Venture  
International Marketing

## Growth Strategies

New business ideas  
Sales development  
Market development  
Temporary Export Management

## Companies Support

Headhunting  
Training and Coaching  
Communication and Events  
Reception of foreign delegations

# Corporate Finance

The Corporate Finance activities are aimed at supporting management in economic and financial decisions by assessing business operations, cash flow, advancement perspectives and necessary resources.

Our purpose is to become accelerators of growth: we maximize the company's value, propose strategies for efficient and effective management, we create links between the company and stakeholders interested in corporate finance transactions.

## Company valuation

A company valuation, which can be defined as economic and financial analysis, needs and organizational structure assessments, is the first step that leads to the definition of corporate objectives and to the strategic planning phase. After careful analysis it is possible to implement various actions that are defined according to customer needs.

## M&A

The M&A service assists in the management of extraordinary transactions such as:

- Acquisition of equity or business branch
- Mergers
- Business transfers

We assist our customers throughout the process, from defining the strategy to identifying the target company, passing through the economic and financial analysis to get to the negotiation

and closing phase.

We also offer our assistance to take care the post-closing integration that follows the operation.

## Strategic Planning

Strategic planning is the basis for progress and business development. Having in mind where you want to go and how to get there enables the company to orient decisions and actions in the right direction to comply to a mid-long term plan. Define clearly mid-long term objectives and then engage in operations aimed at the improvement and development of the business is key for the growth of the company. Planning is the identification of means, tools and actions to be implemented to achieve set objectives.

The business plan is the tool that helps to understand the feasibility of projects, to assess their cost-effectiveness, it serves as a handbook and reference for future projects. It guides and reminds the right way to pursue. Planning is the key to obtain funds, to find parties interested in M&A transactions (i.e. mergers and acquisitions), joint ventures or partnerships.

## Cost Reduction

Frequently during the process of evaluation and analysis of the current situation it is possible to identify efficiencies that could help improve business performances. For this reason we provide Our customers cost reduction activities aimed at reducing costs and optimizing performances.

## Wealth Management

Through specialized facilities, we offer support in any decision concerning management of personal, family or corporate assets in order to provide an integrated service that meets the needs of anyone who wishes to invest for the future.

These services are provided in close collaboration with our partnership network.

Services

# International Business Development

Globalization and development opportunities arising from emerging countries such as China, India, Brazil and other areas with great potential like ASEAN, have led many companies to consider the possibility of approaching these new markets.

Our International Business Development service allows dealing with this delicate process go a little smoother thanks to the dedicated support of our team of experts and related partners.

Knowledge of the market, of the economy and culture of the country, of all the aspects related to the legal, trade and local business practices allows us to follow the customer step by step in order to avoid the risks associated to investments abroad.

Projects can range from customers and trade agreements research up to complex operations of M&A and direct investments with the guarantee of our support for everything related to cross-cultural communication.

## Partnerships and trade agreements

Internationalization, partnerships and trade agreements are good tools for business development, whether the companies intend to find a “long-distance” partnership or invest directly abroad. Our goal is to find the right partner to achieve the best results in the short term and the appropriate agreement for medium-long term objectives.

## Joint venture

In global and competitive markets, the cooperation between two or more companies is essential to meet requirements arriving from customers or to develop the business in countries particularly strategic. Join strengths and cultures for the realization of a common project, which can be industrial or commercial, brings significant advantages by creating synergies and sharing risks. We help our customers find the right partner to give life to the joint venture, and we make sure to safeguard the interests of the parties from all points of view.

## International marketing

We help companies to guide their choices in international contexts, starting from the identification of interesting markets for their products and services.

Having assessed all the micro and macroeconomic variables and the dynamics of markets of interest, we proceed with the draft of a plan to define the development strategy, the positioning of products or services, possible distribution channels and potential clients.

We support companies that have difficulties in international relations or have not found the right people to maximize sales and profits despite having already access to a specific market.



# Growth Strategies

Strategies of growth and development are based on the preliminary analysis of micro and macro economic environment in which the company is positioned.

We analyze the company's history, consolidated and new customers, current and potential markets. We focus on innovation, technology, products and services attractiveness to identify new sales channels and suitable marketing tools to reach goals set together with our clients.

## **New business ideas**

Identification of competitive advantages through the analysis of what the product or service offers to the market, its positioning, opportunities that can generate and its development potential.

Check the resources needed for its launch and for the operational management.

## **Sales Development**

Strategies aimed to increase sales without a loss of profit and reach new prospects to establish the right relationship with them.

## **Market Development**

A Market development strategy is the way a company enters new market segments with current products or expand sales through new use of the product.

Definition of the target market and research of contacts to reach new channels or new geographic segments.

## **Temporary Export Management**

When our background allows us to work effectively, we assist our customers in supporting managers by taking the coordination of corporate functions and helping to facilitate the transition.

# Companies Support

Through our partnerships we offer complementary services to support companies in order to meet needs that arise in times of growth, improvement and changes.

## Headhunting

Searching for candidates, even on international markets, through analysis of the customers desires and studies of the reference market.

## Training

Organization of training sessions in order to improve communication skills, relationships within the team, negotiation and leadership skills.

## Coaching

Definition of strategies to accelerate the achievement of professional goals through the development of individual and group potential.

## Communication and events

Implementation of marketing strategies through editing and production of POS materials, press and communication, materials for internal training and sales network, creation of online editorial plans that include websites realization and social networks management, organization of events and exhibitions for business promotion.

## Reception of foreign delegations

When an internationalization process begins, it occurs to welcome overseas guests who travel to Italy seeking attractive business opportunities. We rely on solid structures that offer cultural, wine and food, adventurous tours to discover the atmospheres and flavors of Italy.

## Headquarter

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