

# Latina Finance & Co

Corporate Finance Advisory in Latin America



## Corporate Presentation

July 2011

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# 1. Introduction



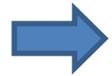
**Latina Finance provides corporate finance advisory and consulting services in Latin America**

➔ Focused on European Corporates, Funds , Banks, FIs and Technology providers

➔ Our expertise and added value



# 1. Introduction



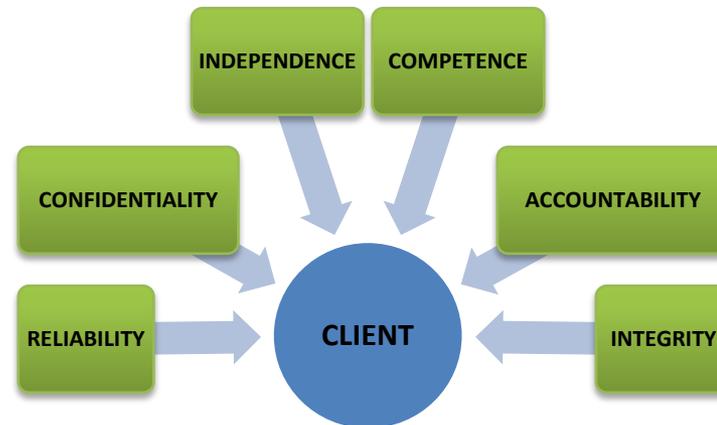
## Mission

Serve European corporates, equity funds, banks and FIs doing business in Latin America

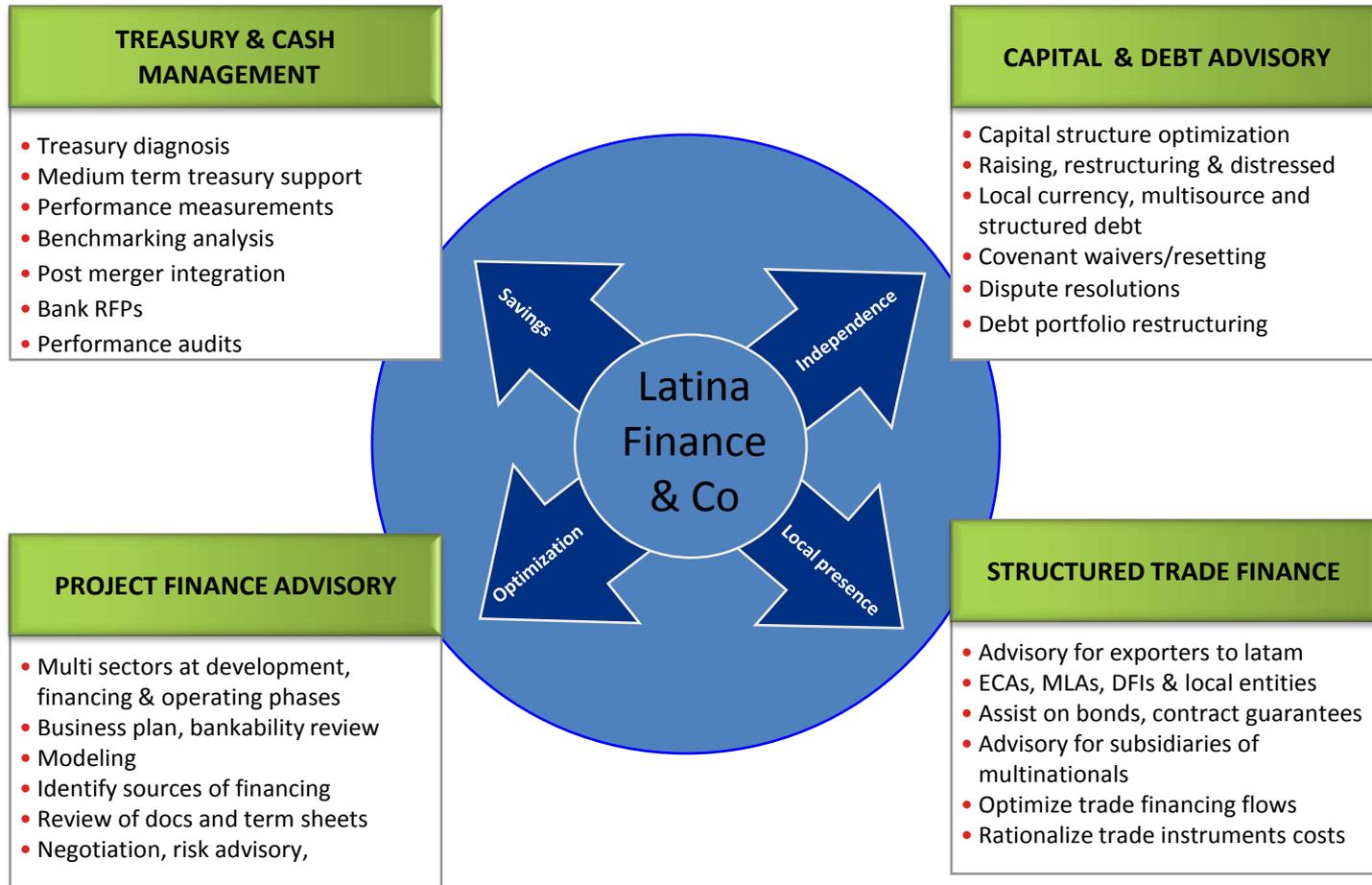


## Philosophy

Our governance is based on Confidentiality, Transparency, Integrity, and Accountability.



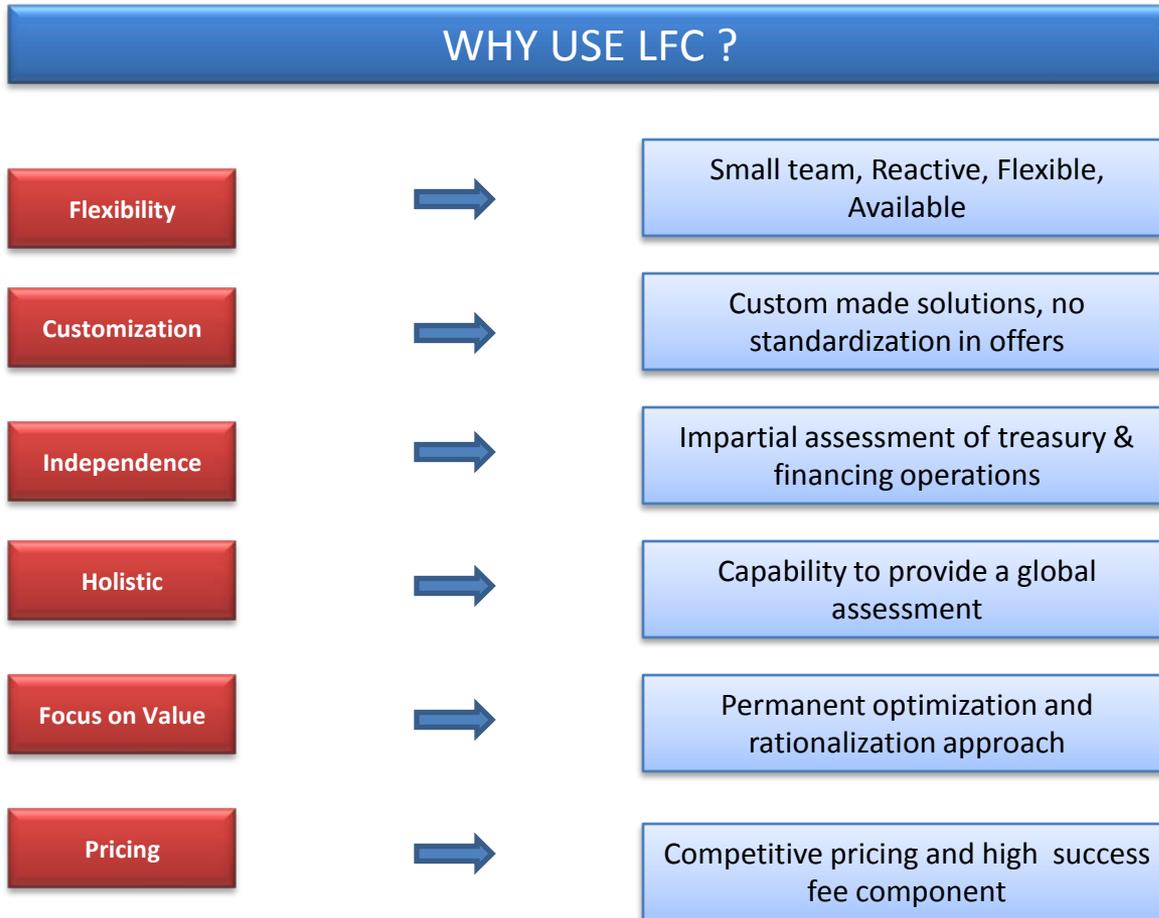
## 2. Our expertise



Latina Finance & Co

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### 3. Why LFC ?



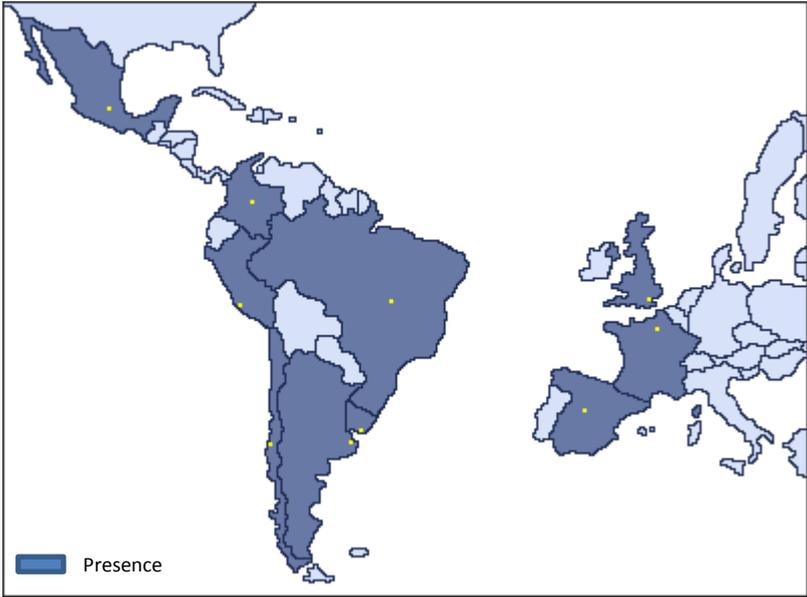
# 4. Our team

**TEAM BASED IN LATIN AMERICA AND IN EUROPE**



**CROSS BORDER TEAM TO DELIVER GLOBAL ASSIGNMENTS**

**COMPETENCIES IN ALL FOUR AREAS IN KEY COUNTRIES**



# 4. Our team



## Management team



### **Florent Michel**, Managing Partner

Florent Michel, 47, has 23 years of corporate finance experience in various major financial institutions. He was a Managing Director and Senior Credit Officer at Citigroup, France where he worked for 15 years until 2009 as head of the Oil & Gas and Power and then Telecom Media & Technology sectors. As part of his international career he also headed project and contract financing for Asia for the French construction company Bouygues after some postings in Seoul and Bangkok for Banque Indosuez. His product skills ranges from international treasury and cash management to bank, capital market and structured debt including a strong export and project financing practice. He also has a strong restructuring experience having led for example the Citigroup team for the financial restructuring of Vivendi Universal, France Telecom and Alcatel in 2002 and Thomson in 2009.

He has an extensive knowledge of Latin American markets in the area of cash management and treasury servicing large multinationals needs but also in the field of corporate and project financing. He was directly involved in large projects financings such as Sincor (Venezuela), Gas Andes, Aluar (Argentina), Metrovias, Telecom (Argentina), Chiloe Bridge (Chile), Telemar, Intelig (Brazil), Pegaso, Avantel (Mexico) among others. Multi cultural and trilingual in English, French and Spanish he is accustomed to a wide range of complex financial situation. Florent has an MBA from French business school Institut Supérieur de Gestion (ISG), France.



### **Antoine Viel**, Partner

Antoine, 47, Founded Mozartis in 1993, a Consultancy company focused on corporate Strategy, Organization and Management. Prior to this he spent nearly a decade working as consultant in prestigious consulting firms. In the last years he has started to develop a financial practice as part of Mozartis' core businesses and recently decided to support Latina Finance initiative to help European corporate in their financial strategy in Latin America. Mozartis is well known in the French market for its experience in the following practices: (a) Strategy: refreshed business plans for new strategies, cost and benefits of new sales approach, ROI of new distribution channels, pricing tactics, low-cost strategies, sourcing as a tool. (b) Organization: financial cost killing, effective downsizing, administrative tasks optimization and streamlining (zero paper, virtualization), business balance scorecards (c) Management: Organizational structures of support functions (legal, finance, control), productivity plans.

Some of Mozartis' references include: Renault, Total, GDF Suez, Bouygues, Axa, Allianz among others (all in all more than 100 assignments in 20 years). Mozartis has been active in cross border assignments notably in the US, Canada and Brazil. The Mozartis team brings to Latina Finance years of management consulting experience and resources especially to support the area of treasury and finance organization and processes. Antoine is an engineer from Arts et Métiers and holds and a degree of EDHEC business school.

# 4. Our team



## Consultants



**Jorge Barnfather, Buenos Aires**

Jorge ("Teddy") 57, developed an international career as an auditor at Price Waterhouse & Co, where he worked for ten years in different countries (Argentina, Bolivia and Spain). Back in Buenos Aires, he joined the internal audit group of Citibank N.A. covering the SARP Division (South Andes and River Plate), which included responsibilities for Argentina, Peru, Bolivia, Chile, Paraguay and Uruguay. In 1989 he joins the Citi Cash Management Unit, where he specialized in that discipline, and finally became VP, and Cash Management Head, with business responsibilities over Argentina, Uruguay and Paraguay. Involved in the development and implementation of local and regional Cash Management solutions for some important firms in Argentina (Telefonica, Ford, Exxon, Procter & Gamble, Volkswagen, Danone, Edenor, Petrobras,etc).

Jorge holds a CPA degree obtained at the University of Buenos Aires and is fully bilingual in Spanish and English.



**Ashley Barnes, London**

Ashley, 40, has over 15 years experience in financial analysis and global cash management. He was heading HSBC's Payments & Cash Management Sales team in France, covering the bank's large corporates, after joining HSBC in 2006 as Senior Sales Manager. The portfolio of clients included French large caps worldwide and foreign multinationals operating in France. Before that, he spent 7 years with Deutsche Bank AG in various roles spanning electronic banking, solution design, proposal writing and sales. He has recently participated in several domestic and regional cash management projects in Latin America for large corporates in transport/energy/utilities sectors.

Fully bilingual in French and English, Ashley studied at the Sorbonne University and holds a Master's degree in Finance and Tax.



**Mariangela Ribeiro, Sao Paolo**

46, has 22 years' experience in the areas of corporate finance, planning, contollership and business consulting in Brazil including 16 years in management functions. She has a strong track record in multiple practices including organizational reengineering, general accounting, cash management, financial management and analysis, reporting and documentation, business analysis, tax, budget process, audit standards and techniques, IFRS / GAAP, and Sarbanes-Oxley compliance. Until recently she was the Chief Financial Officer at Elsevier Publisher Company in Brazil and before that of Sita/Equant/Orange for Latin America.

Multi cultural and trilingual in Portuguese, English and Spanish she is accustomed to a wide range of complex financial situation. Mariangela has an MBA from Brazilian business school Coppead / UFRJ.



**Denise Hillel, Montevideo**

Denise, has more than four years experience in consulting working on a number of projects both on the local Argentinean market and overseas. She has been involved in market studies and analysis in the financial sector. Analysis of development and financing plans, Company's valuation as well as implementation strategies. Her experience has been primarily focused on the financial sector with both banks and equity funds. She worked for companies such as Europraxis Consulting, Infupa, Pymar Venture Capital Fund and The Mind Company among others.

Denise has a degree in electronic engineering from the University of the Republic of Uruguay and holds an MBA from IAE. She also has a postgraduate degree in finance from the Darden Graduate School of Business Administration, University of Virginia. She is fluent in Spanish, French and English

# 5. Affiliations, Links & contacts



LFC & Co is member of AFTE



LFC & Co is the correspondent of TMI magazine for Latin America <http://www.treasury-management.com/contact.php>



LFC & Co is co-founder and Director General of the Latin America Treasury Association <http://www.latinatransury.org>



Join us on our Treasury and Cash Management Groups on LinkedIn



## 5. Affiliations, Links & contact



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## 6. Disclaimer and confidentiality

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