

MP Morgan Capital

Your vision, our strategy

Corporate Advisory . Business Strategy . Consulting . Business Restructuring . Merger & Acquisition (M&A) Advisory

Joint Venture (JV) Advisory . Private Equity (PE) Advisory . Debt Advisory . Due Diligence



We are globally experienced advisors whose aim is to help businesses identify and access value through 2 main verticals

MP Morgan Capital is a global business strategy and corporate advisory firm (started by the management team of Que Capital Limited, a DFSA licensed & regulated Investment Banking Advisory company in Dubai) dedicated to providing services that create lasting value for its clients and its partners. MP Morgan leverages its services in a two pronged approach: Strengthening a company's core business while helping it expand into key markets in **South & East Asia, Middle East & Africa (MENA), Europe, North & South America**. Our specialization advisory skills and unique access to markets enable us to excel in the fields of representation, licensing, and concession and contract acquisition in lucrative markets which are difficult to penetrate. The team members come from diversified backgrounds with a wealth of entrepreneurial, consulting, and managerial roles. MP Morgan team members have worked in global law firms and financial institutions such as HSBC, Barclays, UBS, Julius Baer, KPMG, E&Y and Merrill Lynch, among others. The team have collectively raised and managed more than USD6 billion in debt, USD5 billion in equity, and USD2 billion in assets in their previous roles.

MP Morgan vision is summarized in the following:

MP Morgan is an independent and conflict-free firm: we do not offer underwriting, fund management, auditing, research, or trading services

MP Morgan utilizes a problem solving mindset: Our services are tailor made for different clients and in different situations and needs

MP Morgan is all about value creation. One subject drives us: **how to boost value?**

MP Morgan team creates tailor made services: We don't just offer the standard advisory services as most firms do, we create services targeted to specific industries and for a special purpose

MP Morgan Capital believes in partnerships. Whether with our clients or with leading firms and governments in Europe, Eastern Europe, the Middle East, Africa and South & East Asia, we value partnership and we commit to it.



The MP Morgan difference

Client Issues & Concerns

Inability to offer clients access new lucrative markets

Lack of negotiating capability due to weak cultural and business insight in emerging markets

Lack of experience regarding creating ideal agreements in emerging markets with shifting business and political climates

Pre-packaged approach, both in terms of services and deliverables, that is difficult to justify from a cost and time perspective

Projects being sold by senior management or partners, but the actual work is being done by juniors and fresh hires; while being charged for senior resources

Reluctance to engage with outside resources that develop generic strategy documents

Lack of cultural sensitivity and use of copy-paste solutions, methodologies, and projects from the West

Lack of implementation services which mean that internal client resources will have to be relied upon to implement strategy

Need for a more collaborative working style, which facilitates client input and engagement

Our Differentiated Approach

Through our unique contacts in both private and government institutions across South & East Asia, Middle East & Africa (MENA), Europe, North & South America. we are able to open doors to high growth difficult to access markets

Strong negotiation ability based on skilled navigation of cluttered and chaotic economic, business, and political climates

Experienced in crafting tailor made solutions and agreements to access difficult yet lucrative markets on a long term basis while avoiding future pitfalls

Customized services and deliverables depending on the exact needs of the client

Provide high end senior experience flexibly and cost-effectively

Our mission is to help our clients by delivering superior, sustainable, and rapid results, not strategy binders

We adapt global best practice methods, tools, and our approach to match the GCC business and cultural environment; what works in the West does not always work here

We commit to implement our strategy

We structure our projects around dedicated and frequent interactions and workshops with key management personnel

MP Morgan helps companies generate new value streams by granting access to new markets via representation, licensing, and concession and contract acquisition services

What are representation, licensing, and concession and contract acquisition?

In essence this is the practice of granting the exclusive rights to market and sell a company's products and services to other companies within certain constraints such as:

- Product/service category
- Territory/distribution channel
- Market sector
- Time frame

This allows stakeholders to monetize brand, product, or service equity via the commercial activities of third parties especially in markets which were previously not targeted due to lack of exposure or influence.

Every company with a differentiated brand, product, or service should be aware of the potential impact of this service on their business.

Why representation, licensing, and concession and contract acquisition?

Companies which choose to extend their brands, products, or services hail from all types of industries.

Regardless of background or business objectives, they all share the following:

- They understand their brand has a cachet that reaches beyond their specific markets and competencies
- They understand the limits on their ability to build new business streams with acceptable levels of cost, risk and delays
- They seek ways to increase their overall brand penetration/brand loyalty by activating new opportunities
- They understand the strategic communication effect of product/service positioning within new specific distribution channels
- They see opportunities to enhance their brand's profile through the strategic selection of partners & activities

Our services provide the benefit of introducing products and services to **new markets faster with less cost and risk** through providing:

- Generation of new brand value through higher penetration rate
- Creation of new, measurable profit streams
- Options for communicating or strengthening brand attributes
- Ability to grow brand awareness & affinity in new defined market segments/distribution channels
- Soft and low-risk entry into new industries/fields of business
- Fixed profit margins
- Guaranteed income streams
- Wider distribution
- Emphasis on particular brand values
- Growth in brand reach
- Identification of new business opportunities
- Unique connections to key economic, political, and business leaders

Through its experience and connections, MP Morgan has the unique ability to access and facilitate entry into new markets in Europe, Eastern Europe, the Middle East & Africa (MENA), South & East Asia, and North & South America

MP Morgan is a specialist, full service representation, licensing, and concession and contract acquisition firm offering decades of expertise to business owners through the experience of its founding members

An inherent understanding of a company's DNA, awareness of current and future trends, in-depth knowledge of emerging markets, and strong relationships with economic, political, and business leaders allows us to activate successful business extension programs

Our deep understanding of the regional culture makes us one of very few companies capable of adapting solutions to any problem you may face and developing pro-active tools to avoid future downsides

Deep understanding of the business and its products

Leveraging and accessing key contacts

Assisting in and advising on negotiations

Advising on creation of agreements and partnerships

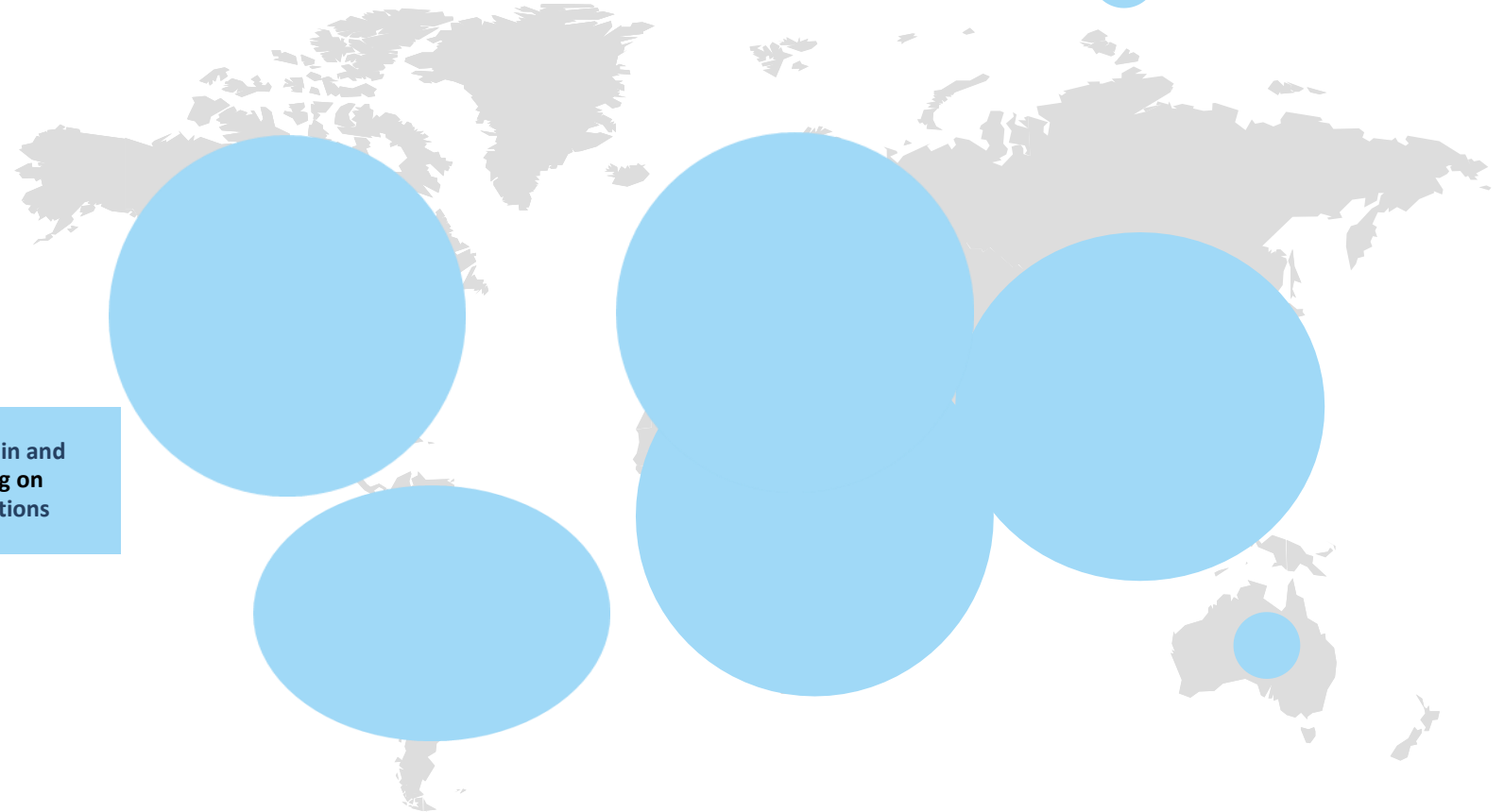
Assisting in securing concessions, licenses, contracts, and agreements

Building secure long term value adding access to lucrative difficult to access emerging markets in Europe, Eastern Europe, the Middle East, Africa and South East Asia

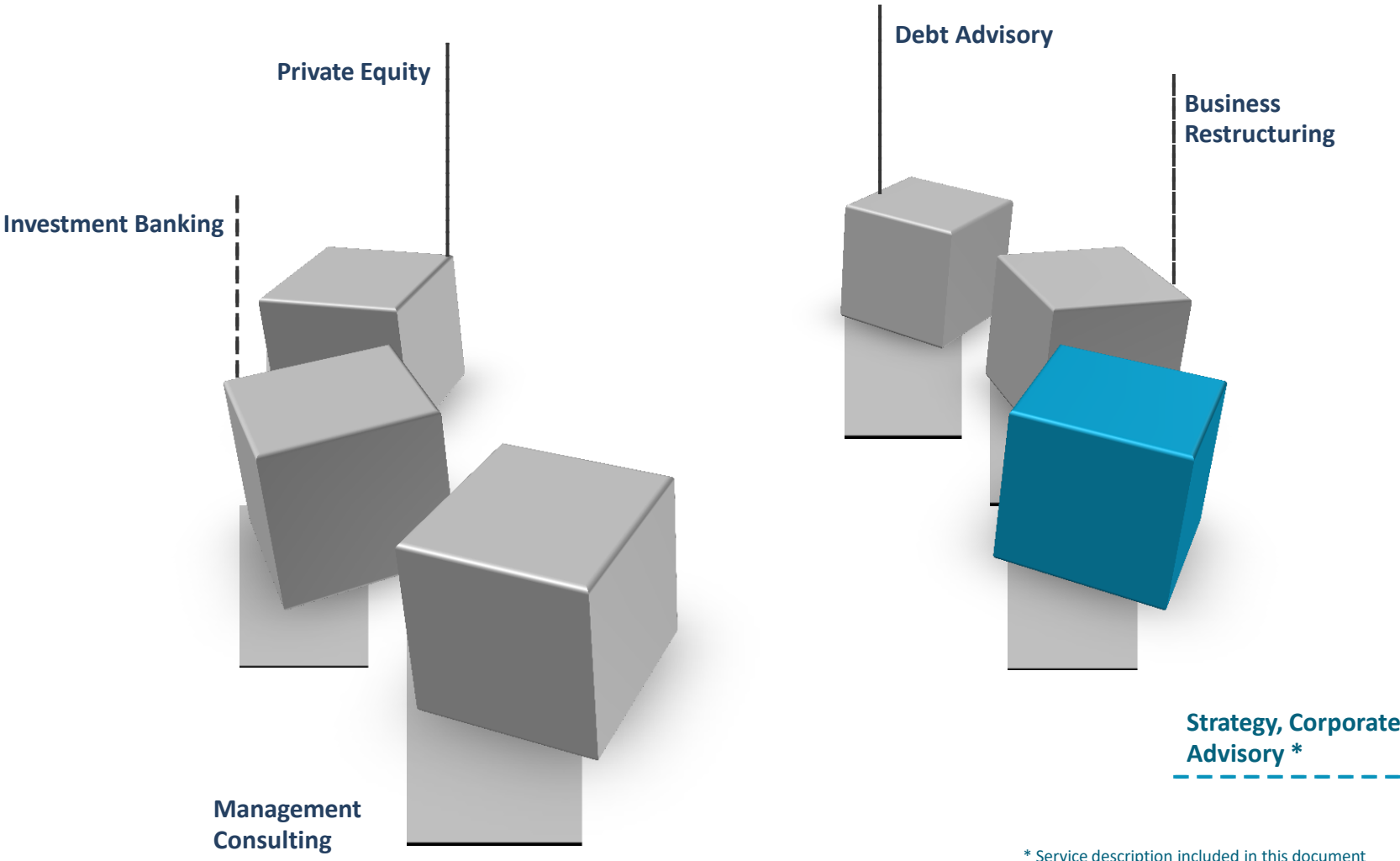
Main countries where MP Morgan has influence

United Arab Emirates (UAE), Kingdom of Saudi Arabia (KSA), Kuwait, Oman, Bahrain, Qatar
 India, Singapore, Malaysia, Thailand, Indonesia, Vietnam, Sri Lanka, Maldives, China, Japan, South Korea
 Tanzania, Nigeria, Kenya, Uganda, Guinea, RCA, DRC, Burundi, Djibouti, Mauritius, Madagascar
 United Kingdom, Germany, Spain, France, Poland, Macedonia, Romania, Switzerland, Malta, Cyprus, BVI
 USA, Canada, Colombia, Panama, Mexico, Caribbean

 MP Morgan sphere of influence



MP Morgan Advisory Services focus on identifying, growing, and supporting VALUE through tangible initiatives...



* Service description included in this document



MP Morgan Advisory Services are rooted in the belief that a company's main priority should be unlocking the full potential of its core while building a sustainable competitive advantage

Strategy Services

Value Based Strategy

Explores the value of a company or group of companies across multiple levels, identifies issues, optimizes the business, creates a quantifiable strategic direction, and ultimately maximizes value.

Strategic Planning

Involves the means by which a company is set to achieve its desired goals. It set priorities, focuses resources, strengthens operations, ensures that employees and other stakeholders are aligned, assesses needed investments, and adjusts the organization structure to respond to such plan.

Business Optimization

Involves a comprehensive framework revolving around optimizing a business from within by analysing and optimizing the 4 main pillars of any business: revenue, cost, asset efficiency, and management strength.

The Office of Strategy Management

Involves the creation of a central office for strategy execution which communicates corporate strategy, translates into plans for various units and departments, executes strategic initiatives, and aligns planning and budgeting as well as employee development, goals, and incentives with strategic objectives. It also reviews and adapts strategies to stay abreast of the changing competition. It facilitates the processes so that strategy execution gets accomplished in an integrated fashion across the enterprise.

Whom we can help

Large groups & family businesses
Multi-disciplinary businesses
PE Funds/ Hedge Funds/ VC Funds
Sovereign Wealth Funds

Start-ups, SMEs, and large corporations

SMEs, and large corporations

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Multi-disciplinary businesses
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Strategy Services

Retail Performance Excellence

Provides a solution designed specifically for retail banks and businesses which helps unlock value by properly identifying and focusing on the key drivers which create the most value and through focused target and incentive allocation.

Private Equity Outsourced Services

Provides private equity firms with value maximizing outsourced services through any stage of the deal, allowing clients to focus on value creation while minimizing in-house staff.

Merger & Acquisition Integration

Involves the development and implementation of a comprehensive plan to manage complex decisions and help maximize the potential of the new organization. The main objective is to move quickly and track progress via key milestones without missing opportunities and causing minimal disruption to the organization.

Financial Advisory Services

Business & Intellectual Property Valuations

Due Diligence by artificial intelligence (AI) tools via third party

Financial Fraud Investigation via third party

Whom we can help

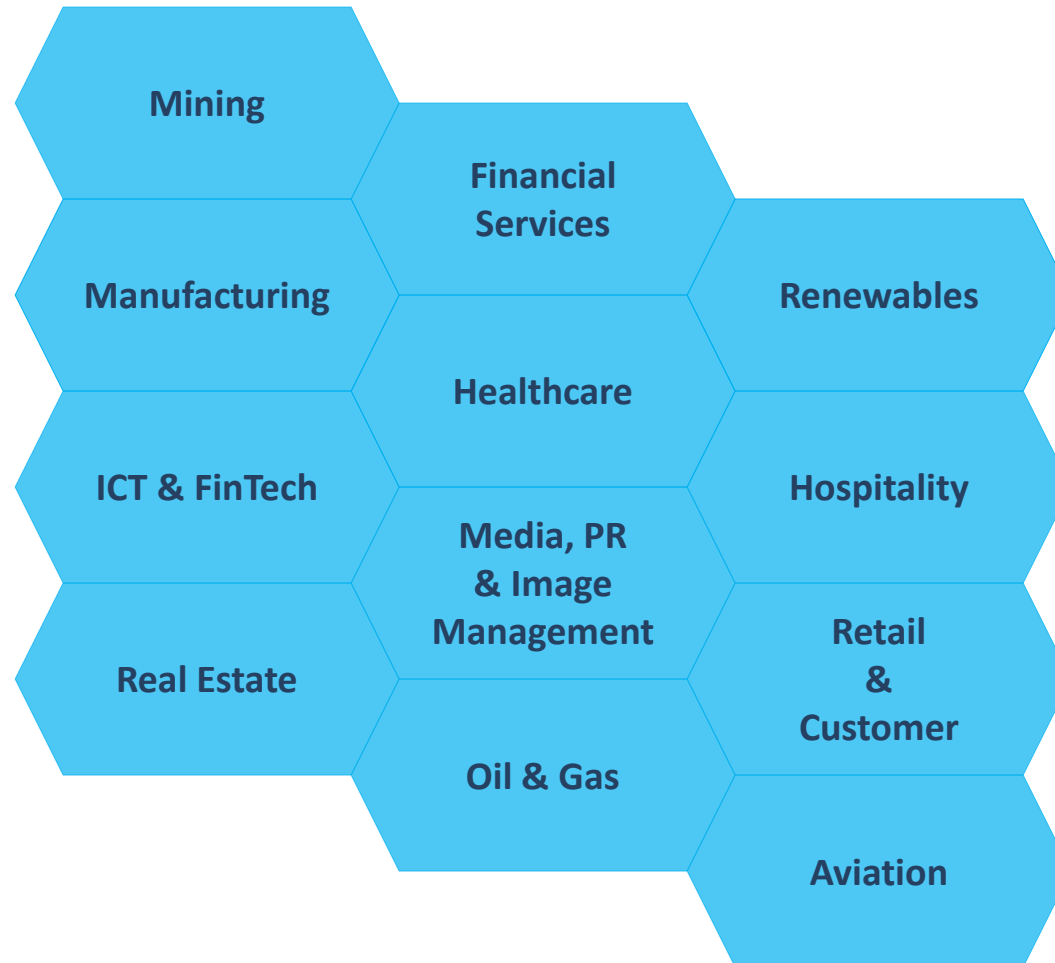
Retail Banks
Retail based businesses

Private Equity Funds
Hedge Funds
Venture Capital Funds
Sovereign Wealth Funds

Large groups & Family offices
Multi-disciplinary businesses
PE Funds/ Hedge Funds/ VC Funds
Sovereign Wealth Funds

Large groups & Family offices
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Industry Verticals



MP Morgan Capital leadership come from diversified backgrounds with a wealth of entrepreneurial, consulting, and managerial roles

Dr. Manoj Prasad Executive Chairman

Manoj Prasad is a highly accomplished and globally renowned investment banker with extensive expertise in the financial industry. With an exceptional track record of success, he has established himself as a trusted advisor and strategist for high-profile clients around the world.

Manoj holds an impressive academic background, having obtained his bachelor's degree from a prestigious university. He continued his pursuit of knowledge by earning a master's degree in business administration with a specialization in Investment Banking. His educational foundation laid the groundwork for his successful career in the finance sector. Manoj holds a Doctorate in Strategic Management from International Business School of Washington (IBSW, USA).

Throughout his illustrious career of 27 years, Manoj has held leadership positions in prominent global top 5 banks like HSBC, Morgan Stanley, and Barclays Capital, steering major deals and transactions. His strategic thinking, analytical skills, and deep industry knowledge have enabled him to provide valuable insights to clients and deliver outstanding results.

Manoj has been instrumental in facilitating mergers and acquisitions, initial public offerings (IPOs), and capital raising activities for a diverse range of clients, including multinational corporations, financial institutions, and high-net-worth individuals. He has an impeccable understanding of global financial markets and regulatory frameworks, which has contributed to his ability to navigate complex transactions successfully. Manoj advised on the issue of first Islamic bond (Sukuk Bond) worth of US\$3 billion in the UAE market.

Furthermore, Manoj has been actively involved in cultivating strong relationships with key stakeholders, including institutional investors, government entities, and industry leaders. His exceptional communication and negotiation skills have made him a sought-after advisor, allowing him to foster long-term partnerships and drive business growth for his clients.

Manoj Prasad's expertise and accomplishments have earned him widespread recognition in the investment banking community. He is frequently invited to speak at industry conferences and seminars, where he shares his insights and knowledge on emerging trends and best practices. Additionally, he has been featured in various financial publications and media outlets, further solidifying his reputation as a thought leader in the field. Despite his numerous achievements, Manoj remains committed to continuous learning and professional development. He actively stays abreast of the latest developments in the financial industry, embracing new technologies and innovative strategies to provide cutting-edge solutions to his clients.

Known for his unwavering commitment to integrity, professionalism, and ethical conduct, Manoj is widely respected within the investment banking community. He possesses exceptional leadership skills, inspiring and motivating his team members to achieve excellence. His strong work ethic, attention to detail, and ability to thrive under pressure have been instrumental in his consistent delivery of exceptional results.

Beyond his professional endeavours, Manoj is deeply committed to giving back to society. He actively participates in philanthropic initiatives, supporting causes related to education, healthcare, and sustainable development.

Manoj's extensive experience, proven track record, and unwavering dedication to excellence have firmly established him as a globally renowned investment banker. His strategic acumen, financial expertise, and remarkable leadership have not only earned him the respect of his peers but have also made him a trusted advisor to a wide range of clients. With his continued commitment to innovation and his passion for driving success, Manoj continues to make a significant impact in the world of investment banking.

Mr. Priyanshu Kumar

MD – Head of Legal & Corporate Advisory

Priyanshu Kumar (PK) is an internationally recognized corporate lawyer with a stellar reputation for his exceptional legal expertise and strategic guidance. With a profound understanding of corporate law and extensive experience in handling complex business transactions, Priyanshu has earned the trust and admiration of clients and peers around the world.

Priyanshu Kumar boasts an impressive educational background, having obtained a bachelor's degree in law from a prestigious Indian law university. Recognizing the importance of specialization in corporate law, he pursued advanced studies, earning a master's degree in Corporate & Financial Services Law from National University of Singapore. This educational foundation provided him with a comprehensive understanding of legal frameworks and regulations governing businesses.

Throughout his illustrious career, Priyanshu Kumar has held prominent positions in leading law firms and multinational corporations, making significant contributions to various high-profile legal matters. He has a proven track record of success in advising clients on corporate governance, mergers and acquisitions, joint ventures, private equity, securities regulations, and commercial contracts.

Priyanshu's expertise lies in structuring complex business transactions, negotiating agreements, and mitigating legal risks for his clients. He has been instrumental in successfully guiding clients through intricate legal processes and helping them achieve their business objectives while ensuring compliance with applicable laws and regulations. Furthermore, Priyanshu is renowned for his exceptional strategic advisory skills. Throughout his career, he has worked with a diverse range of clients, including public and private companies, private equity firms, investment banks, other financial institutions, and UHNIs including members of Royal family of Brunei and UAE. His strong advocacy and strategic approach have resulted in favourable outcomes for his clients in both domestic and international legal arenas.

Priyanshu's exceptional legal acumen and contributions to the legal profession have earned him global recognition. He is highly regarded for his thoroughness, attention to detail, and ability to provide practical and innovative legal solutions. His commitment to upholding the highest ethical standards and his dedication to client success have solidified his reputation as a trusted advisor.

Known for his unwavering commitment to excellence, integrity, and professionalism, Priyanshu is highly respected within the legal community. He possesses exceptional analytical skills, an ability to navigate complex legal issues, and a keen understanding of business dynamics. Priyanshu is known for his strong communication and negotiation skills, enabling him to effectively represent his clients' interests and achieve favourable outcomes.

Beyond his professional achievements, Priyanshu is actively involved in pro bono work and community initiatives. He is dedicated to making a positive impact on society and is passionate about promoting access to justice and legal awareness.

Priyanshu's exceptional legal expertise, strategic thinking, and unwavering commitment to client success have firmly established him as an internationally recognized corporate lawyer. His profound understanding of corporate law, combined with his exceptional litigation skills, allows him to deliver comprehensive legal solutions to clients in complex business environments. Priyanshu's reputation as a trusted advisor and his continuous pursuit of excellence have made him a sought-after professional in the legal community. Priyanshu is a member in advisory boards of Companies in United Kingdom, India, Singapore, Dubai, Oman, and Hong Kong. A resident of the United Kingdom for the last 8 years, Priyanshu is a resourceful and highly connected professional within the Global Indian Business community.

Mr. Owais Ahmad

MD – Business Development

Owais Ahmad is a highly skilled and experienced private banker who excels in providing personalized financial services to high-net-worth individuals (HNWIs) and ultra-high-net-worth individuals (UHNWIs). With a deep understanding of wealth management, investment strategies, and financial planning, Owais is dedicated to helping clients optimize their financial goals and achieve long-term success.

Throughout his career, Owais has held several senior roles within global corporate and multinational banks such as Barclays Bank Plc, Emirates NBD P.J.S.C, and American Express Bank Ltd., gaining extensive experience in private banking. His exceptional skills in building and nurturing client relationships have enabled him to create tailored financial solutions that meet the unique needs and aspirations of his clients.

Owais specializes in developing comprehensive wealth management strategies that encompass investment advisory, risk management, estate planning, and philanthropic initiatives. He has successfully guided clients through complex financial landscapes, providing them with strategic advice to protect and grow their wealth over time.

Furthermore, Owais is well-versed in various asset classes, including equities, fixed income, alternative investments, and structured products. He leverages his in-depth market knowledge and research capabilities to identify lucrative investment opportunities, always aligning them with his clients' risk tolerance and financial objectives.

Owais's exceptional performance and dedication have earned him recognition as a trusted advisor in the private banking industry. He has consistently achieved exceptional client satisfaction scores and has been commended for his exceptional communication skills, integrity, and discretion. His ability to build long-term relationships based on trust and transparency has allowed him to establish a strong network of clients and referrals. Owais actively keeps up with industry trends and regulatory changes, ensuring that he remains at the forefront of the evolving financial landscape. He regularly attends conferences, seminars, and workshops to enhance his knowledge and stay informed about emerging investment strategies and innovative wealth management solutions.

Owais possesses a unique combination of technical expertise and interpersonal skills. He is known for his exceptional ability to listen attentively to his clients' needs, aspirations, and concerns. By developing a deep understanding of their financial goals and family dynamics, Owais can provide personalized advice and create tailored financial plans that align with their unique circumstances.

Owais's professionalism, integrity, and commitment to excellence are unwavering. He understands the importance of confidentiality and discretion in private banking and maintains the highest ethical standards in all his dealings. His strong work ethic, attention to detail, and ability to navigate complex financial situations with ease have contributed to his reputation as a highly sought-after private banker.

Owais's expertise, experience, and client-centric approach make him an exceptional private banker. With a deep understanding of wealth management, investment strategies, and financial planning, he consistently delivers tailored solutions that help clients preserve and grow their wealth. Owais's commitment to staying ahead of industry trends and providing personalized advice based on individual circumstances sets him apart in the private banking sector. With his unwavering dedication to client success and his drive for excellence, Owais continues to make a significant impact in the field of private banking. Owais heads the business development vertical of MP Morgan due to his proximity with big corporate houses, international banks, VCs, PE Funds and Hedge Funds all over the world.

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THANKS!