

# ELITE

Connecting companies with capital

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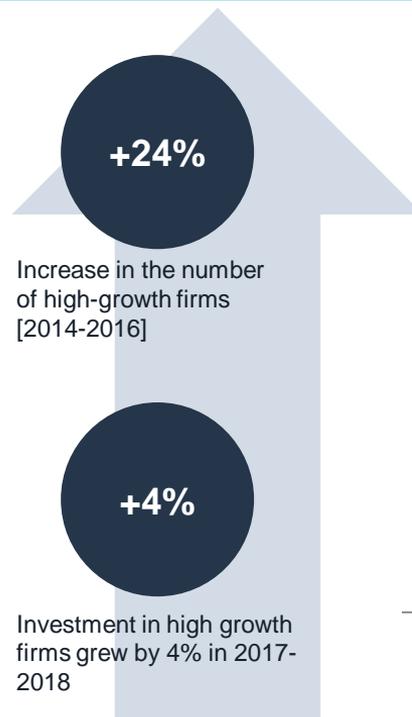
**Budapest**  
**19 September 2019**

# Backdrop

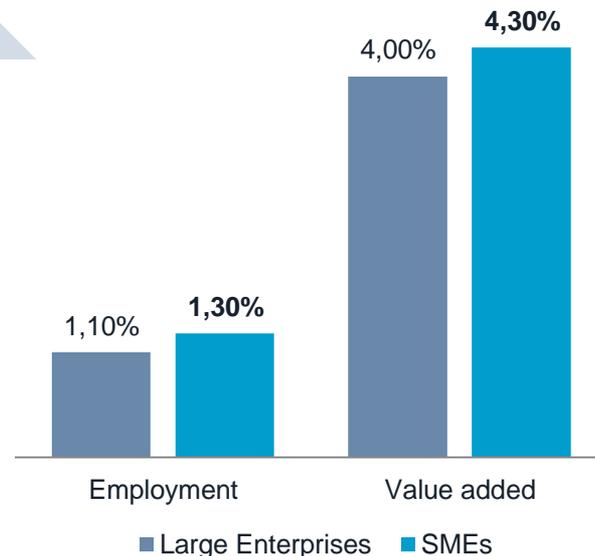
In recent years favourable monetary policy and global demand conditions have helped push output growth, but **the need for a re-tooling of Europe's economy** to sustain growth and meet future challenges remains.

In this context, Small and Medium-sized Enterprises (SMEs) are important drivers of growth, innovation and employment in Europe as they represent **99% of businesses in the EU and employ two thirds of the active working population.**

The Single Market is the go-to market for EU-28 SMEs. It accounted for **70% of the value of SME exports**, with 80% of exporting SMEs selling to other Member States.



*Forecasts of annual growth in EU-28 countries (2018-2019)*





# A diverse community



1200+

COMPANIES



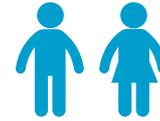
43

COUNTRIES



€85 bn+

AGGREGATE  
REVENUE



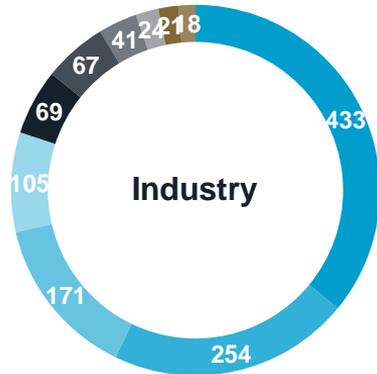
500,000+

EMPLOYEES

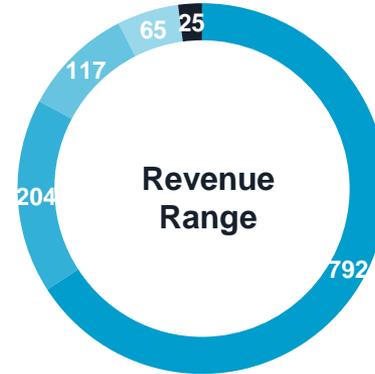


36

SECTORS



- Industrials
- Consumer Goods
- Technology
- Consumer Services
- Basic Materials
- Health Care
- Financials
- Utilities



- <€50M
- €50-€100M
- €100-€200M
- €200-€500M
- >€500M

# Our offering

## ANNUAL MEMBERSHIP

Companies go through an admission & onboarding process

## C-LEVEL PARTICIPATION

## CONTINUED ACCESS TO NETWORK & FUNDING PLATFORM

### Strategy & Funding Workshops – covered in the first 6 months of ELITE journey



#### Core Strategy

How to set out a growth strategy that encompasses the company's vision, mission, level of ambition, and core challenges?



#### Financial Strategy

How to develop a short-term plan while keeping sight of the long-term vision?



#### Communicating your Strategy

How to produce a compelling equity story, and communicate it effectively to investors and other external stakeholders?

#### Additional workshops

Companies choose from a range of other topics depending on your key priorities including:

- Talent management
- Understanding your market
- Governance
- Risk management
- Innovation
- Internationalisation

## GROWTH COMPASS

Digital tool to help monitor and plan around challenges

## WORKSHOPS

Focused on key aspect of growth, with emphasis on strategy & funding

# ELITE Impact

We have monitored our companies' financial performance since they joined the ELITE ecosystem. Results show that **the longer** the ELITE Companies have been operating within our community, **the higher** their growth rates in relevant fields such as **Revenues, EBITDA margin and Employees.**



Growth rate\*  
**REVENUES**



Growth rate\*  
**MARGINS**



Growth rate\*  
**EMPLOYMENT**



# ELITE and BSE

**ELITE and Budapest Stock Exchange (BSE) signed a joint agreement** on 16 November 2016 to launch a tailored ELITE strategy in Hungary.

This strategic partnership helped BSE in consolidating its reference position within the Hungarian Capital Market, reaching out to various stakeholders in order to join forces and **create a vibrant, inclusive ecosystem.**

Since then **24 Hungarian companies have joined the programme** and we continue to work together to cater for the need of ambitious, high growth private Hungarian business.

We continuously strive to improve our offering by listen to our ELITE companies. Hence the launch of a new delivery model.



24

COMPANIES



€846m

AGGREGATE  
REVENUE



3,800+

EMPLOYEES



14

SECTORS



**SPOTLIGHT ON:** ELITE company Megakrán Nyrt., the craning and machinery installation service provider, has begun trading on the Budapest Stock Exchange's (BSE) BÉT Xtend market. in Dec 2018

# Hungarian champions

2017



2018



2019



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