

**YOUR  
INVESTMENTS  
ARE  
NOW MORE  
REWARDING**



“

WE PARTNER WITH CLIENTS FROM THE PRIVATE, PUBLIC, AND NOT-FOR-PROFIT SECTORS IN ALL REGIONS TO IDENTIFY THEIR HIGHEST-VALUE OPPORTUNITIES, ADDRESS THEIR MOST CRITICAL CHALLENGES, AND TRANSFORM THEIR ENTERPRISES.

”

**CEO'S VISION**



# ABOUT US



In NORAAL we create value for our clients through financial innovative solutions with our dedicated team. We are focused on strategic services helping our clients achieve their financial goals.

We bring consultation services combined with execution support to ensure our clients' overall business growth, which's part of our own growth.

We strive to ensure that our fee proposition is linked to a successful transaction outcome and reflects our strong desire to partner with our clients

# SERVICES

At Noraal we offer multiple of financial solutions including...



**CORPORATE FINANCE  
ADVISORY**



**FINANCIAL  
RESTRUCTURING**



**M&A APPRAISAL  
AND VALUATION**



**CREDIT RAISE AND DEBT  
RESTRUCTURING**



**STRATEGIC ADVISER  
AND OPERATIONAL  
RESTRUCTURING**



**RESEARCH  
AND INTELLIGENCE  
PRACTICE**

# SERVICES



## CORPORATE FINANCE ADVISORY

Noraal is committed to quality and consistency in service excellence, bringing the best practices to clients.

We work closely with our clients, providing support for a broad range of business critical decisions such as financing and refinancing, cost reduction, capital management programs, and transactions.

For a company, financial professionals help provide an overall opinion about the company's

economic stability and financial situation / projects. When a company decides to expand its operations by building a new business or sector, financial advisors can help provide an independent opinion on such a case.

They examine all the information about a company and build a financial plan, which will act as a guide for future performance of the company's finances.

# SERVICES



## FINANCIAL RESTRUCTURING

Our advisory professionals deal with complex problems and implement solutions, helping our clients strengthen their financial performance and growth.

We solve challenges and efficiently work with our clients on their corporate restructuring and reorganization.

The corporate financial restructuring involves restructuring the assets and liabilities of corporations, including their debt-to-equity structures, in line with their cash-flow needs

to promote efficiency, support growth, and maximize the value to shareholders, creditors and other stakeholders.

**Financial restructuring services can expand to the following areas:**

- Securing asset-based loans (accounts receivable, inventory, and equipment)
- Securing mezzanine and subordinated debt financing
- Securing institutional private placements of equity
- Achieving strategic partnering
- Identifying potential merger candidates

# SERVICES



## M&A APPRAISAL AND VALUATION

The evaluation of an acquisition or sale of a division or company exposes the risks and compromises. As well as valuation analysis to assess existing and proposed capital structure.

Our Valuation services help you make decisions confidently, boost your results, and help you get ahead in your business, Noraal brings extensive experience in valuing, modeling, and analyzing business interests and their

underlying assets, including in the context of M&A, strategy, restructurings, and tax financial reporting compliance.

We support in standardizing the company's processes, procedures, and guidelines used to determine the value of a business, while ensuring the creation of a Reliable & Defensible Business Appraisal Report.

# SERVICES



## CREDIT RAISE AND DEBT RESTRUCTURING

Team of experts provide different services from analyzing the capital structure options and preparing proposals, to negotiating and applying solutions with all relevant stakeholders. Our service include operational restructuring services, valuation and financial modeling services among others.

We come up with innovative ideas for our clients' options and interact with the relevant stakeholders to build consensus around a restructuring solution that aims at maximizing the value for all stakeholders.

We come up with productive solutions to avoid and minimize the problems and improve liquidity by establishing fair and equitable debt repayments to creditors.

We also work with companies who face issues with transactions or market conditions. We work directly with our clients' lenders, suppliers and creditors so they avoid personal and commercial problems, to be able to focus on their core businesses.



# SERVICES



## STRATEGIC ADVISOR AND OPERATIONAL RESTRUCTURING

Working with bankers, lenders, stakeholders and all levels of management, our professional team can help plan and implement restructuring solutions that improve cash flows, profit and loss and balance sheets.

Our professional team have helps businesses towards a stronger position by developing a strong portfolio of financial, operational and management experience.

At Noraal, we help guides companies through the operational and strategic restructuring process with the following:

- Planning strategic restructuring
- Planning operational restructuring
- Assistance with implementing the restructuring process

We support the implementation of the restructuring plan as being consultants or by taking on an temporary management function.

# SERVICES



## RESEARCH AND INTELLIGENCE PRACTICE

Working with management consulting and investment teams, our Research & Intelligence Practice works on projects and business development support in full capacity of services including: Operational Strategy, Implementation & Handholding, Post Management, restructuring operations, etc..

We help define, develop and implement data-driven solutions for products and brands, while

focusing on: Networks & Technologies, digital strategy and our clients' customer experience.

Our experts analyze facts and create cutting-edge strategies to advise clients in addressing their most significant challenges - to minimize the losses and capitalize on the company's strength to achieve their goals.

# OUR VALUE ADDED

Noraal has uniquely positioned itself as one of the main advisory firms



## UNIQUE FOCUSED SERVICES

We offer an integrated and comprehensive approach to respond to your needs in the most effective way, from strategic thinking to project implementation, supported by innovative financial solutions.



## A MULTISPECIALIST TEAM

Our knowledgeable consultants have diverse backgrounds in different fields with expertise for innovation consultancy and solutions.



## RELATIONSHIPS

We work closely with our clients side by side to define opportunities and build strategies for constant growth and successful executions. We ensure our clients' success through a dedicated strategic, practical approach in identifying and executing financial and business opportunities.



## EXECUTION SUCCESS

We identify opportunities where we aim at always maximizing the added value to our client's success. We bring consultation services combined with execution support to ensure our clients' overall business growth, which's part of our own growth.

# VISION & VALUES



We aim at providing quality innovative financial solutions for our clients, where our consultation services is combined with execution support to ensure our clients' overall business growth, which's part of our own growth.



Our expertise cultivated to creating and sustaining long-term relationships which draw on our experience and expertise to help our clients achieve real success.

## OUR PEOPLE



We are a professional dedicated team of talented individuals who believe in our mission to create value for our clients business growth, and passionate about innovating financial solutions to support a successful execution.

**“ THE ACCELERATED PACE OF CHANGE FOR THE FINANCIAL SERVICES INDUSTRY DEMANDS A MORE FLEXIBLE MODEL TO SERVE ITS CUSTOMERS ”**

**NORAAL CHAIRMAN**



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