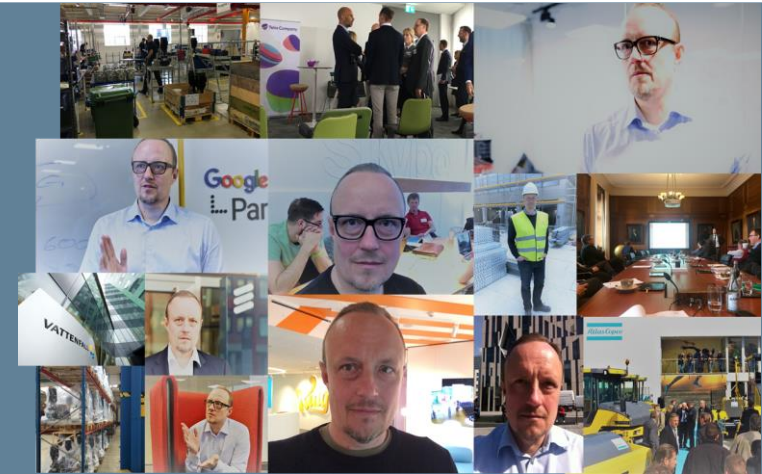


CORPORATE PRESENTATION

Create powerful sales growth, value growth and organizational development in balance

- Advisor and coach to owners, investors, board of directors and management
- Advisor to businesses with growth ambitions



JONASFLORINUS.com

Advisor to businesses with growth ambitions

New challenges arise as businesses grow. The complexity increases. Strategically as well as operationally.

How should we develop the organization, roles and responsibilities in the phase we are in order to get high efficiency?

The sale may be dependent on a few key customers? The effectiveness of the sales should perhaps increase, not least new customer acquisitions? Advantages and disadvantages of having own sales, partners, resellers? When is it appropriate to address new markets and how do we do it the best way? How do we build brand with new and old customers?

Purchasing, production, distribution are major areas. How do we get to the next level, how do we go against best-in-class?

Can we improve efficiency with funding, not least working capital? What financing options are there and how do we negotiate for us the best conditions. If we want to bring in new capital, what are the options and how do we do?

How can we work with financial reports that provide real business support? When and how should we build the HR function?



Mikael Byström, Owner and Chairman, Ymer Technologies

“With the growth we have, it is fantastic to have an experienced and neutral speaking partner like Jonas Florinus. Distinct and hands on in his support.”

Advisor and coach to families, owners, investors, board of directors and management

Strong growth in balance

- Strategies in balance with finances and organization.
- Develop sales and business organizations.
- Partnerships, retailers, suppliers.
- Creating the right conditions for strong growth:
 - Organization, roles and responsibilities.
 - Develop leadership, prioritize, delegate, reflect.
 - Organize practical main processes for transparency, accountability and efficiency.
 - Take control of working capital, purchasing, logistics throughout the organization.
 - Develop production.
 - Develop the brand for new and old customers.
- Leadership development and support in recruitment.
- Develop the financial control.
- Help with financing, fund raising, acquisitions or IPO.

Why business advisor or coach?

- Business advisor for specific advices, decision assistance and support in the implementation and follow-up.
- Coaching for reflection, guidance, prioritization.
- Create a focus on what makes the real difference.
- Expert advice, experience, efficiency.
- Relief from a specific work load or task.
- Introduction to one of Sweden's more prominent network of contacts.

Hans Lager, Owner and Chairman, Team Tråd & Galler (J.H. Tidbeck AB, Signtronic Production AB, Kylpanel i Näsjö AB, Wermer Energilösningar AB, Ringsvets AB)

"Jonas Florinus has discerning and wise thoughts about challenging issues".

This is Jonas Florinus

- Advisor and/or coach to families, owners, investors, board of directors, management.
- Specialized in getting businesses to grow. To create focus, business acumen and to take control of and develop the organization and finances.
- Work with small, mid-size and large companies.
- Work with privately held companies, families, venture capital and private equity owned businesses and with listed companies.
- Work with M & A advisors and support to prepare owners and companies for fund raising, stock listings or M & A.
- More than 25 years experience to grow large companies such as ABB, Vattenfall and SEB, organically and through acquisitions.
- Extensive experience of working with medium-sized companies and with venture capital and private equity companies EQT, Northzone, White Star Capital and others.
- Experience and expertise in engineering, energy, services, retail, software, financial services, venture capital and private equity.



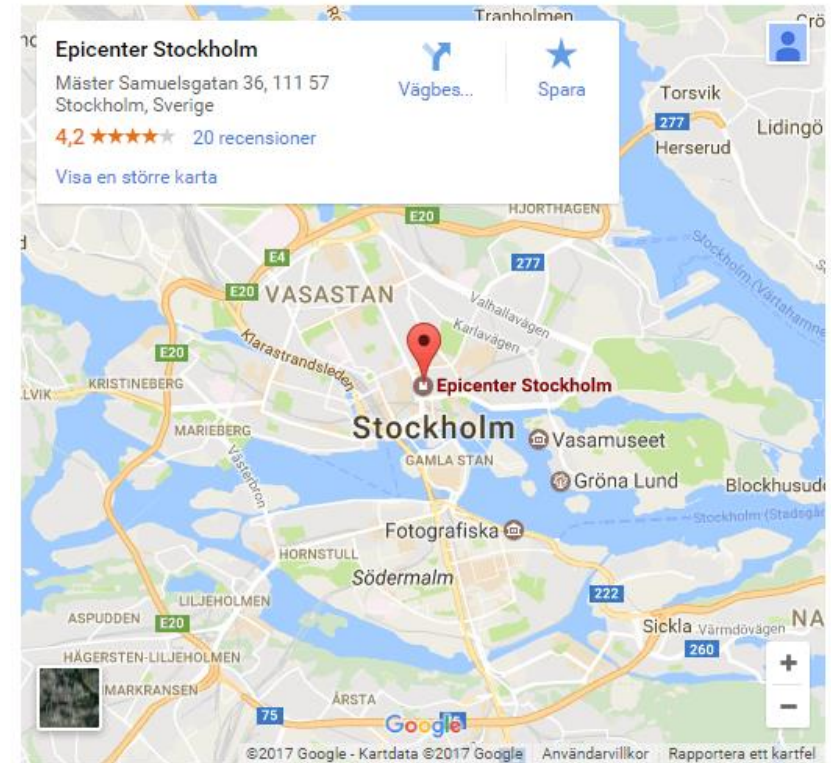
Michael Ingelög, Investor

"It's great working with Jonas Florinus. A game change. Highly recommended."

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Twitter: Jonas Florinus



Ann-Charlotte Byström Eek, Entrepreneur

“Working together with Jonas Florinus is great. Available, hands-on, supportive and bringing on-board a large network of useful connections.”