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4<sup>th</sup> Annual Forum

# CEE PRIVATE EQUITY

*Achieving best risk-adjusted returns in the post-crisis world*

5-6 November, 2009 | Renaissance Chancery Court, London, UK

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“Congratulations on the excellent CEE Private Equity conference!  
Great atmosphere, very interesting speakers and content”

Tomasz Czechowicz, Managing Partner, MCI Management SA

Expert Insights and In-depth Discussions from Top Industry Players on:

- New deals in the pipeline
- LP's liquidity fears
- Special situation and distressed opportunities
- The latest on the most controversial AIFM proposal

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There is no doubt that private equity in Central and Eastern Europe is now moving into the big league. Despite the doom and gloom which has characterised global markets during the past twelve months, CEE remains an area of strong interest to investors. With decreasing valuations, plenty of headroom for growth, proximity to developed European countries, world class fund managers and skilled labor forces, the region offers great promise as it emerges from the global financial crisis.

Focusing on current critical trends and future deals, this undoubtedly premier event will discuss the latest strategies employed by leading GPs, LPs, private equity firms, venture capitalists, private equity funds of funds, hedge funds, wealth managers, investment bankers alongside those of traditional asset managers to outperform the market and achieve excellent returns.

#### JOIN OVER 120 LEADING INDUSTRY EXPERTS WHO WILL:

- Predict what will be the driving forces behind CEE private equity in 2010 and beyond
- Answer your questions about why investors should deploy capital into the region in the short and medium term and what are the most attractive countries for private equity on a 3-year horizon
- Analyze how to tactically use co-investments in the changing deal environment
- Discuss post credit-crunch investment strategies in the new “LBO-less” environment
- Share their views on alternative sources of financing in the restricted bank lending climate
- Explore the promising new opportunities presented by special situations and distressed investments
- Track the most recent fundraising trends and assess the implications for CEE private equity firms
- Debate on pros and cons of the latest, most controversial AIFM regulation



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**“A very good range of different topics and representatives from various institutions. Very valuable input from GP's perspective”**

S. Urbanek, IK Investment Partners

#### WHO YOU WILL MEET:

- **LPs and GPs:**
  - President, CEO, CIO
  - Managing Partner, Partners
  - Managing Director
  - CEE Director
  - Head of Private Equity
  - Head of Alternative Investments
  - Portfolio Manager
  - Head of Investor Relations
- **Investment Banks, Asset Management Firms:**
  - Head of Distressed Debt
  - Head of Structured Finance
  - Head of Mezzanine Finance
  - Head of Leverage Finance
  - Head of Acquisition Finance
  - Head of Corporate Financial Restructuring
  - Head of Private Equity
  - Head of Alternative Investments
  - Head of Equities, Head of Equity Capital Markets
  - Associates (CEE, Private Equity)
- **Institutional Investors (Hedge Funds, Funds of Funds, Distressed Funds, Private Equity and Venture Capital Firms, CLO Funds, Pension Funds, Endowments, Local Authorities):**
  - Principal, Founder
  - Managing Director, General Manager
  - Senior Fund Manager
  - Portfolio Manager
  - CEE Director, CEE Country Managing Partner
  - Head of Investor Relations
  - Associates (CEE, Private Equity)
- **Deal Facilitators and Service Providers:**
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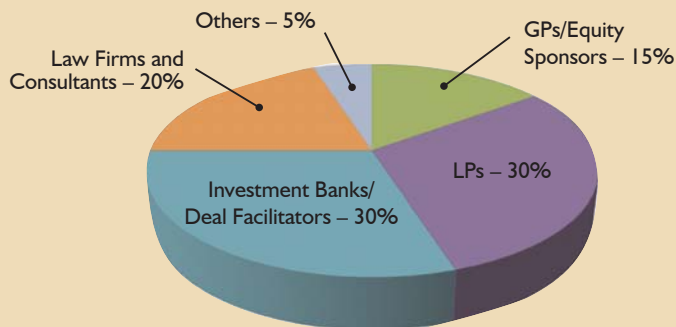
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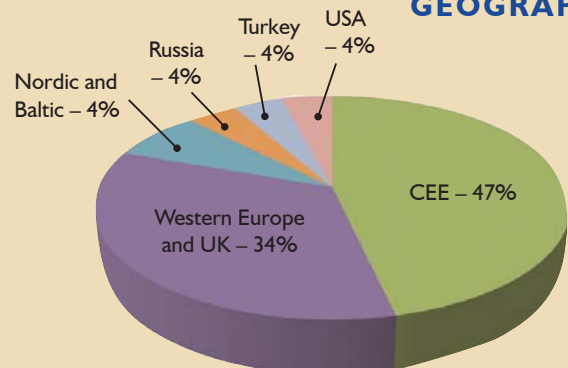
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## DAY ONE: THURSDAY, 5 NOVEMBER 2009

08:00 Registration and Refreshments

### 08:45 **Chairman's Welcome Remarks**

*Garret Byrne*

Partner, M&A Transaction Services Leader  
Deloitte

### 09:00 **Post Credit Crisis Macro Trends and Private Equity Perspectives for Central and Eastern Europe**

Moderator:

*Hein Van Dam*

Partner  
Deloitte

Panellists:

*Thierry Baudon*

Managing Partner  
Mid Europa Partners

*Henry Potter*

Partner  
Alpha Associates AG, Zurich

*Alan MacKay*

Partner  
3i, London

*Ulrich Grabenwarter*

Head of Equity Fund Investments  
European Investment Fund, Luxembourg

*Kevin Johnson*

Co-Founder and Managing Partner  
Liberty Global Partners, USA

*Laszlo Olah*

President  
Hungarian Venture Capital Association

- New driving forces behind CEE private equity in the aftermath of the global financial crisis
- CEE private equity: Market size and development dynamics
- Implications of the current climate for CEE private equity in the short- and medium-term period
- Assessing the increased role of private equity in enhancing capital market efficiency and widening the availability of capital in CEE countries
- Forecasting the size and type of investments CEE private equity will see in the short- and medium-term
- Key changes of investment policy and the investment market throughout the last twelve months
- Private equity investment strategies: How to benefit from current market dislocation
- Sources of investment in the current restricted lending environment
- Private vs public markets in CEE: Comparing the growth potential of both sectors
- Comparing CEE to the other emerging markets in Asia, Latin America and India: Investors' viewpoint

### 10:00 **Haven't I Seen You Somewhere Before? The Reality of CEE's Return to the Emerging Markets**

*William R. Watson*

Chief Investment Officer, Private Equity Eastern Europe  
SGAM Alternative Investments S.A., Paris

- Taking stock of how things have changed in the CEE region
- Are we back to the market conditions of five years ago?
- Remembering what we liked and what we didn't like from those times
- Setting out the basics of the region's new relationship with targets, portfolio companies and investors
- Can we make it work?

### 10:30 **Liability Issues in Private Equity Fund Transactions**

*Beata Gessel-Kalinowska vel Kalisz*

Managing Partner  
GESSEL

11:00 Morning Refreshments

### 11:30 **Differentiating Between Winners and Losers as a New Approach to Private Equity Investing in the Region**

*Speaker to be confirmed*

- Which CEE countries are weathering the storm and offer better opportunities for private equity investors
- Winners: most evident examples from Poland, Slovakia, Czech Republic
- Which countries are still losing out and why?

### 12:00 **Stimulating Growth and Staving off a Recession: The CEE Macro-Economic Outlook for 2010-2011**

*Adrian Harris*

Head of Central & Eastern Europe and the Mediterranean Region  
Schroders Investment Management Limited

- When will growth resume in the Eurozone? Implications of the current economic climate in Western Europe for the CEE countries
- The CEE response to financial crisis: Evaluating the effectiveness of stimulus packages
- Challenges of implementation and enforcement of new policies

### 12:30 **EU Regulation of the Private Equity Industry with Squire Sanders' CEE Private Equity Team**

Moderator:

*Christopher A. Rose*

Partner  
Squire Sanders & Dempsey LLP

Panelists:

**Barbara Nowakowska**  
Executive Director  
Polish Private Equity Association, Warsaw

**Kevin Connor**  
Partner  
Squire Sanders & Dempsey L.L.P.

**Andreas Fillmann**  
Partner  
Squire Sanders & Dempsey L.L.P.

**Guido Panzera**  
Senior Associate  
Squire Sanders & Dempsey L.L.P.

- What is the appropriate level and form of regulatory engagement with CEE private equity: Too much or too little?
- How hard can new EU regulation hit the industry
  - assessing the current shape of AIFM (Alternative Investment Fund Managers) Directive
  - consequences and implications for CEE private equity
- Enforcement issues: What has changed and what still has to be achieved here
- Consequences for the PE industry: catastrophic or merely a nuisance?
- Implications for CEE fund managers

13:30 Networking Lunch

15:00 **CEE Countries and the Euro**

**Paul Temperton**  
Managing Director  
Tier Co

- Adoption of the Euro in CEE – current position
- Advantages of Euro adoption for CEE: Who is likely to benefit?
- Adjustments needed to prosper with Euro membership
- Pitfalls to avoid – Ireland’s example

15:30 **Emerging Post-Credit Crunch Positives for the Deal Making in the Region: Focus on Value Creation and Asset Quality**

**Daniel Lynch**  
Managing Partner  
3TS Capital Partners

- Preserving value – taking the company through and out of the J-Curve
- Assessing management and making changes
- Adapting the business model to a new reality
- Getting control of the real financial situation
- Setting incentive plans aligned with new horizons

16:00 **CEE Lower Mid Market: A Differentiated Deal Size Segment?**

**Brian Wardrop**  
Co-Managing Partner  
ARX Equity Partners

- Analyzing recent deal activity in the lower mid-market as compared to other market segments in CEE
- What are the “ingredients” required to secure leverage for CEE lower mid-market buyouts
- Value creation theses in lower mid-market deals in CEE

16:30 Afternoon Refreshments

17:00 **The CEE Mid-Market – Key Trends and the Road Ahead**

Moderator:

**Richard Seewald**  
Partner  
Alpha Associates AG, Zurich

Panelists:

**Thomas Wilfling**  
Managing Director  
AXA Private Equity Eastern Europe GmbH

**Nigel Williams**  
Managing Partner  
Royalton Partners

**Richard Clegg**  
Partner  
WOLF THEISS

- Mid market deal activity – Anatomy of deals completed in turbulent times
- Sectors likely to be active as we emerge from the downturn
- Countries in CEE likely to fare best/worst
- Investment strategies reviewed as we move ahead
- The GPs view on CEE mid-market

18:00 Chairman’s Remarks for Day I

18:15 **Private Equity Shares: The Impact of Social Enterprises in Central and Eastern Europe**

**Lee Davis**  
CEO  
NESsT Venture Fund Europe

**Eva Varga**  
Enterprise Development Director  
NESsT Venture Fund Europe

- Summary of the latest developments at NESsT
- Examples of current investments and portfolio case studies
- NESsT expansion plans and targets for Private Equity Shares 2009

*In 2008, the CEE Private Equity industry raised over EUR 300,000 through the Private Equity Shares campaign toward the work of NESsT to support social enterprises addressing critical social problems across the region. NESsT will provide a briefing on the progress of the NESsT Venture Fund over the last year, highlighting new portfolio social enterprises benefiting from Private Equity Shares support and plans for the 2009 campaign. Since 1997, the NESsT Venture Fund has applied a venture capital approach to philanthropy, providing both capital and mentoring support to a portfolio of social enterprises (businesses owned/operated by nonprofit organizations) in Croatia, Czech Republic, Hungary, Romania and Slovakia, in order to help them increase financial performance and social impact.*

**18:30 International Venture Philanthropy Award: NESsT “Golden Egg Award”**

The International Venture Philanthropy Award was established by NESsT in 2001 to promote excellence in the field of venture philanthropy and to celebrate international venture philanthropy role models. Also known as the “NESsT Golden Egg Award,” the award will be presented at the Forum to a member of the CEE private equity/venture capital industry who is a role model for giving back to the communities/region in which our industry invests.



Presented by:

*Lee Davis*, CEO, NESsT Venture Fund Europe

Together with 2007 award recipient

*Zoltan Toth*, 3i

Recipient: TBA

**18:45 Cocktail Reception Sponsored by**



**DAY TWO: FRIDAY, 6 NOVEMBER 2009**

08:00 Registration and Refreshments

**09:00 Chairman’s Remarks. Summary for Day 1**

*Gavin Hill*

Partner, Deloitte

**09:15 LP’s Views on the Region, Current Appetite and Fundraising Trends**

Moderator:

*Armando D’Amico*

Managing Partner, Acanthus

Panellists:

*Saki Georgiadis*

Investment Director, Gartmore Private Equity

*Warren Hibbert*

Partner, MVision

*Mark O’Hare*

Managing Director, Prequin

*Scott Penwell*

Director, Parish Capital

*Jim Strang*

Director of Fund Investments, Dunedin Capital Partners

- What is the current appetite for the region? Why should investors deploy capital into the CEE region in the short and medium term?
- Relative attractiveness to other emerging economies (particularly India)
- Country views (i.e. Poland v Romania v Turkey v other countries in the region)

Panel Discussion

- Latest investment trends in CEE private equity. What returns have funds in the region provided for investors to date?
- What is the risk-return profile of CEE investments in the current market; what returns do investors expect?
- What are the most attractive countries for private equity on a 3-year horizon?
- What are the implications for fund size going forward: Is this the end of the large cap funds in CEE?
- Special Situations – increasing opportunity for CEE?
- Tactically using co-investments to address the opportunity set in the next few years
- What does it take to fundraise in the current environment? State of play – the private equity fundraising market post credit crunch and the implications for CEE private equity firms
- Assessing the current situation on the global fundraising market
- Return expectations
- LP liquidity fears
- Fundraising cycles – mega-cap vs. smaller regional funds in CEE

**10:00 The Future of LBOs in CEE Post Credit Crisis: Finding Leverage in CEE after the Credit Crisis**

Moderator:

*Bela Seres*

Managing Partner, Financial Advisory Services Deloitte

Panellists:

*Ben Edwards*

Managing Partner, Syntaxis Capital

*Chris Buckle*

Managing Director

Mezzanine Management GmbH, Vienna

*Sean Glodek*

Director, Darby Private Equity, Warsaw Office

- Is it possible to find senior debt for LBOs?
- From who and on what terms?
- Does this create opportunities for mezzanine?
- What will be the likely structure of an LBO in today’s market?
- Current challenges with refinancing existing debt, recapitalizing businesses
- Is it possible to provide working capital financing with mezzanine debt?

10:45 Morning Refreshments

**11:15 Attractiveness and Future of Private Equity and Early Stage Investing in the Balkans and South Eastern Europe**

Moderator:

*Robert Luke*

Director General & Managing Director GED, Bucharest

Panellists:

*Mario Orasche*

Founder and Managing Partner, Eagle Ventures

*Matjaž Peterman*

Partner, KD Private Equity

Panel Discussion

Panel Discussion

- Why should private equity investors take a closer look at the region
- Who are setting the trends here?
- Overview of the debt market in the region
- Unveiling potentially lucrative sectors for private equity. Where are the growth areas expected to be?
- Practical examples of recent private equity transactions: pinpointing potential goldmines of the future
- What makes CEE venture different to other regions, i.e. China or India
- Assessing the CEE early stage investment potential
- Drivers behind CEE venture
- Uncovering excellent sources of returns at the smaller end of the investment spectrum following the credit crunch
- Overcoming barriers for further growth

#### 11:45 **A market finding its feet**

*Adrian-Catalin Bulboaca*

Managing Partner, **Bulboaca & Asociatii SCA**

- A legal overview perspective
- How to navigating under the existing legal framework

#### 12:15 **Dealing with Entrepreneurs in Turbulent Times: Case Studies – Deals Closed in 2009**

*Rafal Bator*

Partner, **Enterprise Investors, Poland**

- Appetite for expansion versus lack of financing
- Assessing the market – new opportunities in times of crisis
- Entrepreneurs – appetite for risk. Are business plans aggressive enough?
- Valuation gap
- Transaction structures - buyout as part of a transaction

#### 12:45 **Networking Lunch**

#### 13:45 **Overview of the Crisis-Driven Changes to the Private Equity Landscape in Poland: Which Way the Market is Moving?**

*Witold Radwański*

Partner and Chief Executive, **Krokus PE, Poland**

- Analysing the latest developments and changes to Polish private equity
- Uncovering investment strategies that work best at a time when leveraged deals are difficult
- Practical examples of hard hit and resilient investments
- Profiling risks into the future

#### 14:15 **Russia and CIS: The Biggest Bubble to Burst or the Best Investment Destination?**

Moderator:

*David M. Wack*

Partner, **Squire Sanders & Dempsey LLP**

### Round Table

Panellists:

*Jan Dewijngaert*

Director Buyouts & Growth Central Europe & Russia, **Gimv** and Managing Director, **Eagle Capital Partners**

*Alexander Bezugly*

Managing Director, **SAIfa Capital Partners**

*Alexander Kondrashov*

Managing Director, **Rusnano**

*Alexander Abolmasov*

Director, **New Russia Growth**

*Andreas Boesenberg*

Head of Private Equity

**Wermuth Asset Management GmbH**

- How do current trends in investment returns compare with returns in the other global markets
- Is Russia going to see more global private equity activity in the mid-term?
- The latest regulatory issues
- How deal structures have changed since the crisis
- The importance of thorough due-diligence for a successful deal
- Ukraine - the last large untapped market or the biggest loser of all?

#### 15:15 **Afternoon Refreshments**

#### 15:45 **Mapping Successful and Realistic Exits: What are the Options Here?**

*Aaron Goldstein*

International Listings, **NYSE Euronext**

- Ensuring an agreement for cooperation
- Matching any changes with the completion of exit
- The importance of considering a back-up for warranties

#### 16:15 **Securing Liquidity in an Illiquid Asset Class: New Opportunities for Private Equity Investors and GPs on the Secondaries Market**

*Brian Gimotty*

Managing Director

**Growth Capital Group Management**

- Analysing key drivers of the secondaries market in the region
- How LPs are using the secondaries market to optimise their returns and achieve the flexibility that secondaries offer
  - altering investment strategies
  - modifying asset allocation policies
  - responding to changes in public markets
  - managing liquidity
- Outlining the attractiveness of secondaries for GPs

#### 16:45 **Chairman's Closing Remarks**

#### 17:00 **Close of Forum**

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