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Managament & Investment Services

❖ Introducing the Company

Ferdows Fadak Management and Investment Services Company (FFCo) officially started its activity in 1995 with a macro approach to entering production and commerce areas and with the registered activity subject of “engaging in export and import related activities of all permissible commercial goods, and signing contracts with domestic and foreign companies.” It enhanced its activities in 1999 aiming at identifying, attracting and introducing foreign and domestic” investors and financiers through offering management and investment consultancy services.

In the meanwhile, FFCo was able to create an integrated system for its professional thinking and performance through benefiting from the capacity and experience of seasoned experts and specialists in offering diverse services in this area and relying on its corporate values including honesty and value creation for customers, offering distinguished and practical services, and using the mentioned technical knowledge for enhancing customer satisfaction. This approach has earned us our customers' trust and has made us their first choice ever.

One of the macro objectives of this company is managing and engineering domestic and foreign financial resources for national development and creating construction, manufacturing, industrial and mining companies and projects for the country through attracting financial resources and domestic as well as foreign investors. FFCo considers this objective one of its pivotal competences, and thus has always managed to develop close cooperative ties with the country's pertinent bodies and organizations as their trusted consultant and agent.

Some of the areas of activity of this company are investment management, agency and consultation in all manufacturing, commercial, service, engineering, mining and construction projects as well as establishing factories, doing any permissible domestic and international commercial activity directly or indirectly, offering advice on acquiring credit and financial facilities from banks and financial and credit institutions, both domestic and foreign.

It is also worthy of notice that with more than 22 years of nonstop activity in these areas, FFCo is ready to keep offering consultation services and execute projects in a perfect and value-generating fashion. To this end, FFCo will benefit from its acquired experience in the area of Investment and Management Services at both domestic and international levels and also from its access to committed and experienced specialists at all technical areas and specializations. Besides, the comprehensive ties of FFCo with prime international companies as well as its deep understanding of these areas can be of immense help along the way. What follows is a brief account of the different services offered by this company:

1) Investment and Financial Management Services

1-1) Identifying and Assessing the Opportunities and Investment Methods in Value-Generating and Highly Efficient Areas

With Iran's economic growth, the great potentials available for attracting foreign investment has laid ground for the presence of investors not only in big manufacturing, constructional, and industrial projects but also in the large projects related to the field of energy which are among the most attractive investment opportunities of the country. While relying on the scientific and technical capacities of its



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specialists and experts and with its comprehensive knowledge of Iran's business environment and the principles of finance structures which is the result of adding long-term experience to expertise and developing constructive ties with pertinent authoritative bodies including the Organization for Investment, Economic and Technical Assistance of Iran, Ferdows Fadak Co. is ready to start cooperation and offer services in this regard. FFCo's seasoned experts are quite capable of identifying and assessing economically-feasible projects and can offer advice to both domestic and foreign investees and investors and help them with selecting a proper and unique plan regarding their investment in different projects within the country.

1-2) Consultation Services in International Investment and Finance

The most important factor in developing the country is running projects' investment and finance plans. Thus, enhancing and forming strong ties with international financial bodies and investors for financing construction and industrial projects can prove highly effective in national growth and development of the country.

Ferdows Fadak Co. has extended its area of activity focusing on identifying, attracting and introducing domestic and foreign investors and financiers through offering management and investment consultation services. As a result of this extension of activity, it is now the active agent of a number of foreign companies and investors in Iran.

Having received the required information from the investor/investee, the experienced finance advisors of FFCo start devising practical proposals for investment aiming at reaching the short-term objectives or long-term goals of the specified project.

From among the services to be offered in the area of Investment and Finance Management we can name the following:

- ◆ Offering advice on financing projects;
- ◆ Preparing and reviewing the financial models of feasibility reports;
- ◆ Offering specific financial models in the area of developing and implementing manufacturing and service projects as well as the ones related to transferring technology, purchasing technical knowledge and the related machinery by means of both domestic and foreign financial resources;
- ◆ Investigating and assessing the risks associated with executing and financing projects;
- ◆ Offering consultation services on acquiring financial facilities from domestic and foreign banks;
- ◆ Offering advice on finding a proper domestic or foreign commercial partner aiming at efficiently benefiting from the other party's capital, technology and management capacities;
- ◆ Offering advice on forming partnerships of diverse types or establishing JVCs between domestic and foreign parties.



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1-3) Preparing the Pertinent Documentations for Financial Contracts and Having an Effective Presence in Commercial Negotiations

- ♦ Offering advice on drafting and preparing contracts with financiers and their commercial parties;
- ♦ Preparing, modifying and reviewing the drafts of investment contracts and their pertinent side contracts;
- ♦ Carrying out the follow-up activities for obtaining the permits related to investment, transfer of technical knowledge and technology from competent authorities within the country and making the required arrangements;
- ♦ Holding commercial meetings between investors and investees and having an effective and comprehensive presence in contract negotiations.

1-4) Preparing the Principle and Strategic Policies for Legal Entity Investees

Employing foreign financial resources in the country's projects entails increasing interactions between investors and project owners which is hardly achievable without holding effective and comprehensive negotiations aiming at reaching a common ground for determining interaction procedures and preparing an agreed framework of cooperation with the commercial parties to financial negotiations. As a reliable and honest advisor which has a long and successful experience in international commercial relations, Ferdows Fadak Co. not only identifies feasible domestic investment opportunities and introduces them to foreign providers, but also declares readiness for creating the synergy necessary for pushing forward the process of executing projects, and to this end, FFCo will play an active role in the interactions and will benefit from the experience and technical knowledge of its specialized team.

2) Management Services

2-1) Investigating and Reviewing Projects' Technical, Economic and Financial Feasibility

The economic feasibility of a project mainly lies in the economic considerations and ensuring about the profitability of investment therein.

Acquiring a proper share in the domestic and international market, enjoying valuable socio-financial indices, having a high level of popularity due to branding, etc. are among the factors that make a project feasible for investment.

With the help of its specialized and experienced human resources, Ferdows Fadak Management and Investment Services Company declares readiness to help investors and investees alike as a competent consultant and provide them with its scientific and practical capacity and experience so that they can properly analyze the different aspects of the project.

The feasibility study of every project is considered at three levels; namely market research, technical analysis, and economic analysis. It addresses issues like market conditions, product particulars, production capacity, required equipment, and the amount of required capital. Having considered the



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revenues and the ROR conditions, FFCo's experts prepare the feasibility study and submit it to domestic and foreign investors for finding a good financier or to financial institutions for acquiring some financial facilities.

At the level of market research, market data like the actual and potential demand for the product as well as its complementary and substitute products, imports and exports competitive advantages, etc. are collected and systematically analyzed to provide a clear image and categorization of the current market and a good prediction of the future market for the specified product. FFCo's market research experts also try to determine the project's capacity and the real price for the project's products and this way provide a clear prospect of the project for project owners and entrepreneurs.

At the level of technical analysis, the specifications of the project's physical and technical parts, its manufacturing procedures, and its required machinery and raw materials are investigated and the progress timeline of the project is prepared, which includes predicting execution operations, determining the order of operations, predicting the required time for supplying the project's raw materials, predicting execution problems and their required preventive measures, and predicting the project completion time while considering production and conditions as well as the regional conditions of the project location.

At the level of financial and economic analysis, the indices used in financial assessment like Internal Rate of Return (IRR), Net Present Value (NPV), Profitability Index (PI), etc. are calculated after receiving exact data and proper analyses so that the project's required capital can be determined.

2-2) Project Management Services

Success in operationalizing and executing large projects in accordance with the predicted time and costs is the direct result of proper project management by specialized and seasoned teams which, besides benefitting from project management knowledge and expertise, have enough successful practical experience in this area as well. To this end, Ferdows Fadak Co. benefits from its experienced specialists and the knowledge and capacity of its partner holdings to play its role as a part of the employer team and direct the inner projects of larger developmental projects and make sure they are implemented in line with the organization's strategic objectives. To this end, FFCo can complete the construction and operation phases and then take the responsibility of proper maintenance of the project's units.

Some of the main services that FFCo can offer in this regard are as follows:

- ◆ Preparing the required feasibility studies to make sure about the profitability and the operationalizability of the project;
- ◆ Assessing the project's risks at the planning level;
- ◆ Determining execution guidelines for the project and preparing schedules and timelines;
- ◆ Estimating and managing the costs;
- ◆ Offering financial and executive services in preparing and purchasing production lines, machinery, etc.



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- ◆ Making arrangements for supervising the construction and the executive operations;
- ◆ Assistance in hiring specialists and creating an efficient organizational structure;
- ◆ Controlling the progress of operations and preparing the employer required reports;
- ◆ Field inspections, quality control and quality guarantee;
- ◆ Operation phase services.

2-3) Management Advice

The significance of benefitting from the modern knowledge of management becomes more evident when you aim at increasing capacities, managing developmental projects, renovating production lines, transferring technology and creating competitive advantages through making the operations more efficient, enhancing quality and improving productivity. The prominent experts of Ferdows Fadak Co. have proved successful in implementing projects and earning the trust of our clients through focusing on offering distinguished services and employing modern management strategies which have not only led to more practical solutions, but also resulted in the development of an integrated system for professional thinking and performance.

Some of the services that FFCo can offer in this area are as follows:

- ◆ Preparing the feasibility studies for the organization's developmental projects;
- ◆ Offering advice and cooperating in preparing the project's operational plan and assessing and managing the same;
- ◆ Doing the follow-ups for obtaining the required permits from competent organizations and authorities within the country;
- ◆ Reengineering, devising programs, and creating a modern structure for human resources and the organization at large;
- ◆ Planning and controlling production;
- ◆ Doing diagnostic studies aiming at improving the processes and continuous increase of efficiency;
- ◆ Offering financial advice for developing and implementing manufacturing and service projects, transferring technology, and purchasing technical knowledge and the pertinent machinery.



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❖ A Summary of the Selected Contracts

Row	Name of the project or the employer's contract	Stages of project execution	Status of the contract
1	Qeshm Refinery (Saman Sanate Gheshm company)	<ul style="list-style-type: none"> ● Acquisition of needed licenses from oil ministry regarding the establishment of refinery and supply of the necessary raw materials required for the refinery ● Concluding the contract for the provision of the raw materials needed for the refinery and selling the by products accordingly. ● Obtaining the needed licenses from the Department Environment ● Acquiring the needed land from Gheshm free zone Concluding contracts on feasibility study preparation with OEID (Oil Energy Industry Development) and follow up negotiations ● Acquisition of Bank warranties for both parties ● Handling the financial and legal negotiation process with financiers to concluding stage of the contract 	Contract has been executed during the years of 1999 and 2001
2	Gold bank	<ul style="list-style-type: none"> ● Provision of fruitful consultancies with regards to the absorption and transfer of foreign financial resources to Iran through Gold bank ● Conducting the needed negotiations with the respective authorities to acquire the employers' needed licenses ● Offering operational solutions applicable within the partnership execution phase and practical interactions with Emirates Company. 	Contract closed in the year of 2002
3	The maintenance and development company for sports complexes under the direct auspice of Physical Education Organization	<ul style="list-style-type: none"> ● Concluding construction development plan contract in joint collaboration with Iran University of Science and Technology targeting at preparing a master plan for the construction of three international sports complexes in Tehran ● Offering necessary Consultancy services to the employer on project finance 	Contract closed in the year of 2005
4	Management consultancy service provision to Marvestan Group preparing them to attend the tendering for Nimnofsky Dam & Hydro-electric power plant construction in Belarus	<ul style="list-style-type: none"> ● Export Development Bank of Iran collaboration as correspondent bank ● Conducting mutual negotiations with Irano-Belarus joint commission ● Hosting services offered to Belarus minister of industry along with the associate company managers in Tehran ● Provision of financial consultations necessary to the employer to conclude contract with Bell Energo Company in Tehran. 	Contract closed in the year of 2005
5	Management consultancy service provision to Marvestan Group preparing them to attend tendering for Plotesk Dam & power plant construction in Belarus	<ul style="list-style-type: none"> ● Tight collaboration with Export Development Bank as the correspondent bank ● Conducting mutual negotiations with joint commission of Irano-Belarus industries ● Offering hosting services to Belarus Industry minister including managers of companies in Tehran ● Offering financial consultancies needed to conclude the contract with Bell Inergo in Tehran 	Contract closed in the year of 2005
6	CMEC (China)	Identification, selection criteria analysis and nomination of appropriate projects within water and waste water sectors ,in line with the supply of power plant , sporting and establishments needed equipment and mass production for financing purposes	Contract closed in the year of 2006



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7	Marvestan group-Belarus bidding for petrochemical project	According to the existing protocol regarding Irano- Belarus investment plan focusing on industries, Marvestan group, Sadra and petro Shemiran company collectively invested on a gas power plant in Belarus through the mutual agreed memorandum of understanding	Contract closed in the year of 2006
8	Asre Danesh Afzar company	<ul style="list-style-type: none"> ● Offering needed consultancies to enter the employer tendering for hardware and software supply, filling out the documents and organizing the financial status of the project ● Facilitating the financial steering with the Foreign Ministry of I.R.Iran ● Taking follow up measures to obtain bank guarantees associated with contract ● Offering consultancies on financing and the supply of project equipment ● Provision of practical solutions to settle any arising disputes with the employer 	Contract closed in the year of 2006
9	Alborz investment company- improvement and transfer of Vitana (Factory) production line.	<ul style="list-style-type: none"> ● Feasibility studies regarding How knowledge and the transfer stages of machineries ● Positioning the machinery from various dimensions (Keivan food processing factory located in Hamedan province) ● Provision of CPM applicable in dissembling machineries, transfer and installment in the new site and commencement of the commissioning phase ● Studying the financial status of the company and calculating the overdue & claims/ receivables and liabilities ● Investigation of the best practice regarding the cut back of the working staff and holding negotiations with the experts of the labor office and other respective organizations and calculating the precise rate of redeeming for each personnel. ● Calculation of the needed investment for production line transfer, new employment opportunities and the number of personnel should be hired ● Conducting the needed negotiations and correspondence with Hamedan general office for industrial affairs ● Offering necessary consultations on the improvement of production line, quality control and employment of human resources ● Negotiating and corresponding with Hamedan general office for industrial affairs when necessary. 	Contract closed in the year of 2006
10	Sirjan tire manufacturing factory(Barez)	<ul style="list-style-type: none"> ● Utilizing the experts of the factory to evaluate the production status and assessing the standard deviation in terms of quantity and quality ● Offering practical solutions to improve the production status ● Inviting the senior specialized expert from Sweden and acquisition of technical expertise ● Dispatching the technical team along with the foreign specialist experts to the plant. ● Handling the administrative affairs aiming technology transfer for manufacturing Bid Wire and Steel. 	Contract closed in the year of 2006
11	Ercolith Company	<ul style="list-style-type: none"> ● Conducting fruitful negotiations with Ercolith (German company) and acquiring joint agency with Marvestan company for quick and cost-effective housing projects ● Taking needed measures resulting in the acquisition of necessary licenses from the Ministry of industrial affairs ● Follow the necessary approval from the National Land Survey and Housing ● Obtaining the necessary authorizations from the housing research center ● Conducting the necessary negotiations with the banks for the allocation of financial resources targeting at low-cost housing construction. 	Contract closed in the year of 2009



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12	Seven Star Farhang Iranian Refinery	<ul style="list-style-type: none">● Authorized exclusive agent On behalf of foreign investor in Iran for Financing & Efficiently implement & Construct the project of SSFI a new Gas Condensate Refinery in Pars special economic energy zone(Asalouyeh)● Provision of financial consultancies services	In progress
13	Mokran Terminal & Tanks company	<ul style="list-style-type: none">● Authorized exclusive agent On behalf of foreign investor in Iran for Financing & Efficiently implement & Construct the storage tank for Mokran Terminal & Tanks in Chabahar free zone.● Provision of financial consultancies services	In progress
14	Firoozabad petrochemical company	<ul style="list-style-type: none">● Authorized exclusive agent On behalf of foreign investor in Iran for Financing project● Provision of financial consultancies services	In progress