



# 1 MRKTNG

## Reference pages Equity Marketing

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## **Germany promotes business**

The German government strongly encourages entrepreneurship, and therefore there are technology parks in close contact with major universities, where start-ups settle to forge freshly acquired university knowledge into gold. Start-ups, hardly on the market, are bought up for millions of Euros by US or Chinese companies for the projected profits of the next 10 years.

## **Many years of experience**

Stefan Busch is one of the two board members of 1A SAMPLE PLC. He has several years of professional experience at management level in domestic and foreign companies and therefore knows the mindset of the owners of medium-sized companies from his own experience. The best prerequisites for communication with the company owners on an equal footing.

## **Optimally networked**

The creators of 1A SAMPLE PLC come from the field of management consultancy and are well networked with all decision-makers in the SME sector and the funding institutions for start-ups.

## **Focus D-A-CH**

The focus is on investments in industries whose activities are omnipresent in Germany, Austria and Switzerland. These include companies that are heavily involved in exports, such as plant construction, mechanical engineering, metal and steel construction, the electrical industry and broad-based craft businesses, companies in the care and health care sector and service companies.

# Medium-sized companies are pioneers



When talking about the efficiency of German industry, one thinks first of the big, well-known names such as Mercedes, BASF, Siemens etc. However, hardly any of these companies manufacture their products in their entirety by means of self-produced components. Rather, it is the small and medium-sized companies in the environment of the market leaders that are the real performers of the German economy as suppliers.

Small and medium-sized enterprises are the tinkerers and researchers when it comes to making a good product even better, and at the same time they are the pioneers in the transfer of artificial intelligence to company management and process technology in order to offer better quality at a lower price.

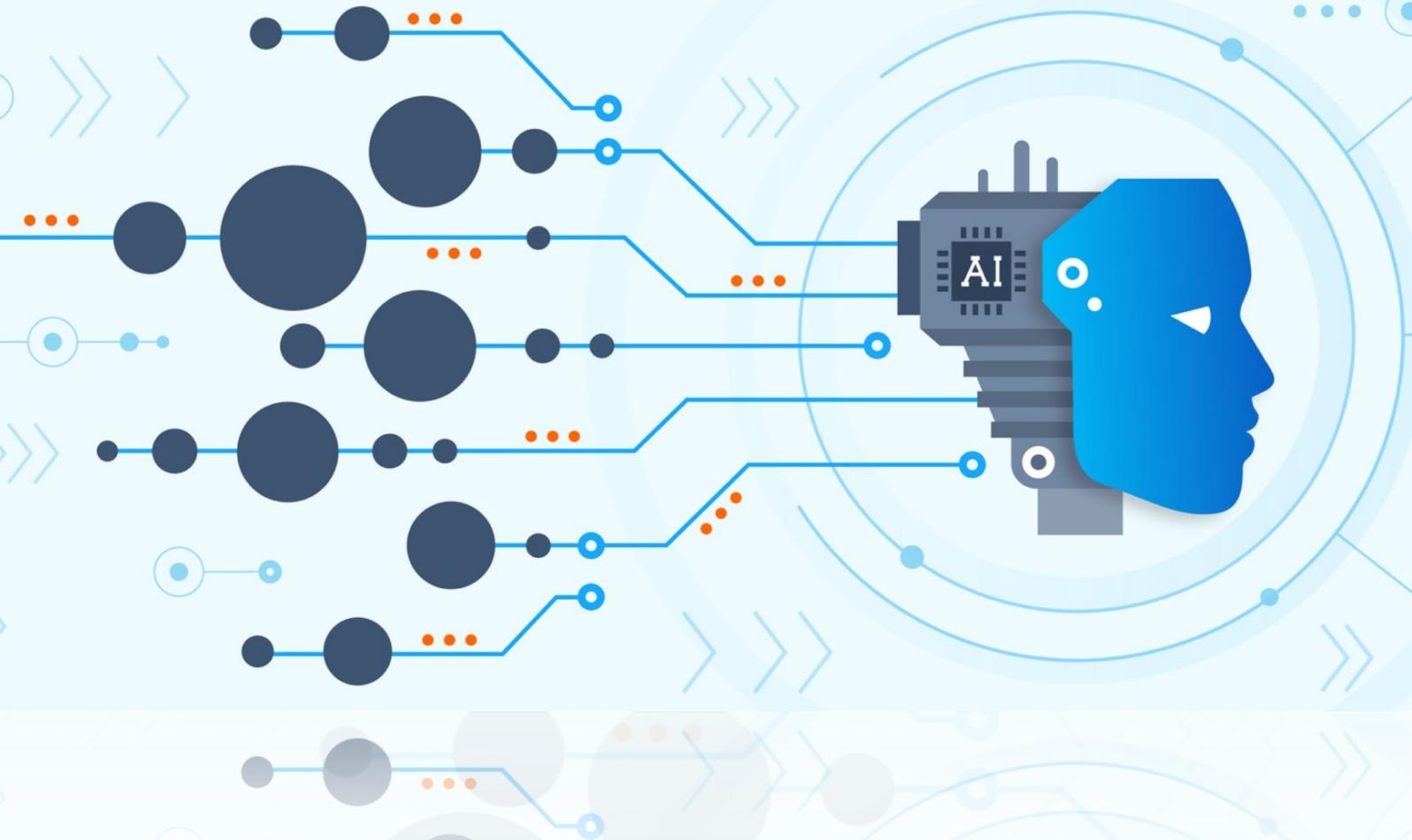
# Germany promotes business

The German government strongly encourages entrepreneurship, and therefore there are technology parks in close contact with major universities, where start-ups settle to forge freshly acquired university knowledge into gold. Again and again one can read that start-ups, hardly on the market, have already been bought up again for millions of Euros by US or Chinese companies at prices corresponding to the forecast profits for the next 10 years.

Discretion in strategic matters is a matter of course for the managing directors of German entrepreneurs, and you have to have your ear to the market to hear where the grass grows in order to be able to earn millions in a few years.



# Optimally networked



The creators of 1A SAMPLE PLC come from the field of management consultancy and are well networked with all decision-makers in the SME sector and the funding institutions for start-ups.

The company is structured as a financial holding company that invests in innovative companies and distributes most of the profits generated as dividends to its shareholders.

In order to be able to buy into a healthy company with solid foundations at a reasonable price, you need to have patience and a lot of tact.

# Many years of experience

If there is no successor to the owner in patriarchal family businesses, the signs point to a sale, and with some concessions to the continuation of the previous corporate culture, the 1A SAMPLE PLC can turn such a starting position into a lucky buy.

The situation is similar with the withdrawal of co-partners, the owners' offer to employed managing directors to buy into a company or, in the classic sense, the search for investors to expand the company.

Stefan Busch, one of the two board members, has several years of professional experience at management level with domestic and foreign companies and therefore knows the mindset of the owners of medium-sized companies from his own experience. The best prerequisites for communication with the company owners on an equal footing.



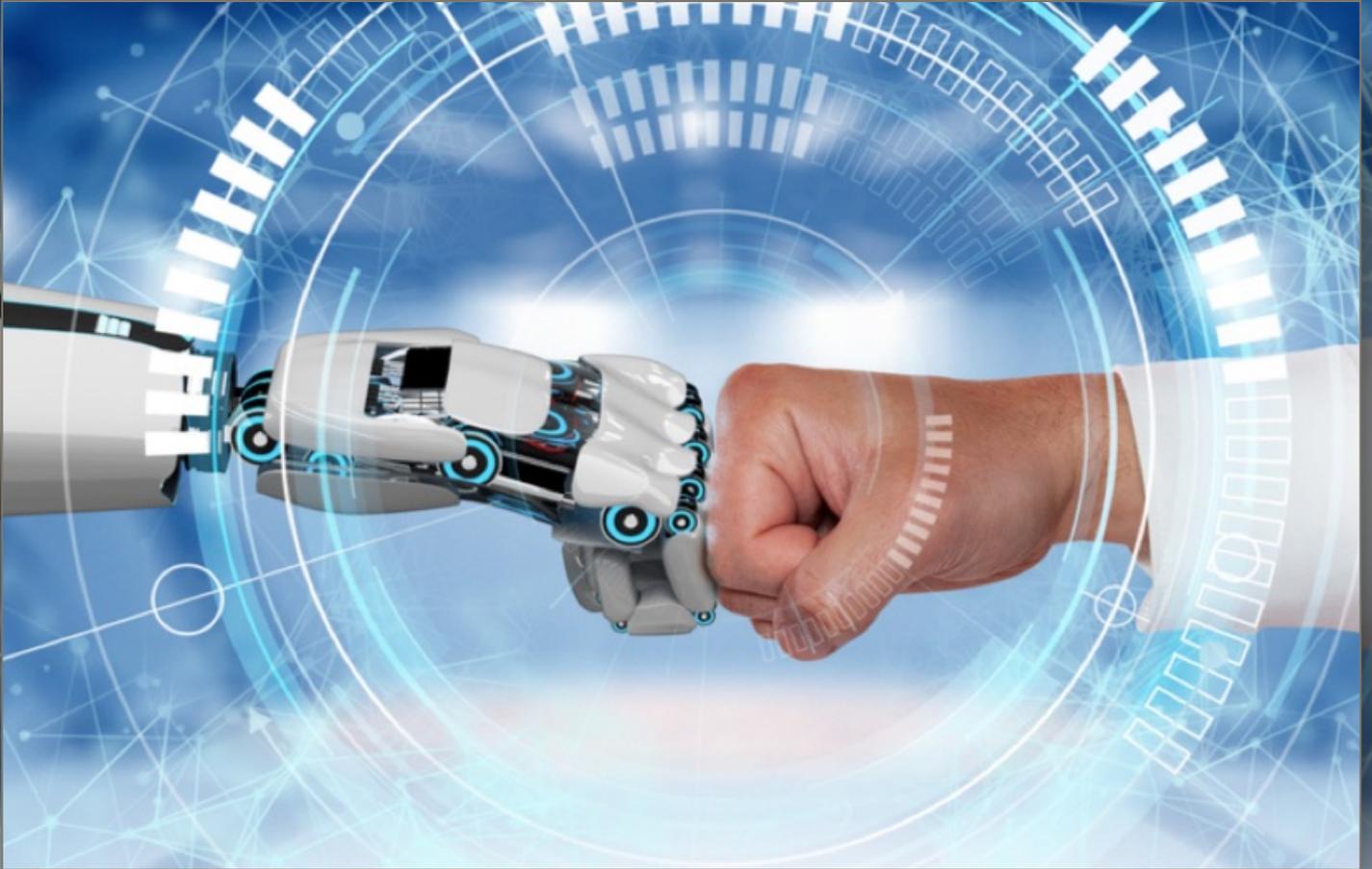
# Focus D-A-CH



In the interview conducted with us, Stefan Busch clearly stated that the focus should be on investments in industries whose activities are omnipresent in Germany, Austria and Switzerland. This includes not only companies that are heavily involved in exports, such as plant construction, mechanical engineering, metal and steel construction, the electrical industry and car manufacturers, but also broad-based craft businesses, companies in the care and health sectors and service providers.

Hardly any of us can imagine how people could live and work without the internet back then, about 20 years ago. Also unimaginable is the fact that Alphabet Inc., the parent company of Google, generated the fabulous sum of 100 billion USD in 2017. Money is in the air, because the world is reinventing itself almost daily via the Internet and you can mine for gold here if you have the right information about market trends.

# Solide Investitionen



Innovations in online trading and investments in FinTech products that take market share away from banks are also on the agenda, and by networking with innovative start-ups there will be opportunities for investment in these sectors too.

An investment in 1A SAMPLE PLC is a solid investment in a broad portfolio of companies in German-speaking countries in Europe.

The company mainly invests in companies that have been in the market for years and earn money. There is therefore no question that a dividend in the mid-single-digit percentage range is targeted.

# Pearls of the German economy



The inflow of capital to the holding companies enables them to optimise their position in the market or even to open up new sales markets. Fresh capital from 1A SAMPLE PLC is used to increase the competitiveness of the portfolio companies, which is equivalent to a continuous increase in the dividend that shareholders can expect.

Once you have the pearls of the German economy in your portfolio, you can start thinking about how you can earn even more money. The management is not averse to the earliest 5 years and on condition that the political situation in Europe has eased, to consider going public.

The valuation basis of your shares, which you can now buy at the nominal value of \$1, is then the intrinsic value of 1A SAMPLE PLC, which is formed by the individual valuations of the investment companies. In many cases, independent accountants then come to the conclusion that the fair price of the shares in stock exchange trading is \$20 or higher, and then it is your hour to get your investment golden.



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