



**GREENLIGHT**  
invest

[www.greenlightinvest.com](http://www.greenlightinvest.com)

## Profile

GreenLight is a Romanian independent investment and financial services company, that undertakes special investment, shareholding and consulting services.

Founded 2009, Bucharest

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## WHERE DO WE INVEST?

GreenLight is dedicated to sustainable asset value development on the core market and tracks interesting investment opportunities in Europe. Our priority PE projects focus on, but are not limited to:

- Oil & Gas Industry
  - Mining Industry
  - Financial Services and Banking Industry
  - Various industrial projects
  - Real Estate development (focus on techno & industrial parks)
  - IT & E-Commerce ([www.elephant.ro](http://www.elephant.ro) ; <http://seomonitor.bunt.ro/>)
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## INVESTMENT PHILOSOPHY

Our target investment situation must generally meet the following criteria:

- Strong dedicated management
- Unique strategy and innovative products and services
- Sustainable competitive advantage
- Attractive return versus reasonable risk
- Optimal mix of growth and cash flow generation

## ADVISORY SERVICES

We provide investment advisory and consulting services to our selected customers. The expertise of our management team together with the extensive network of professional partners among the CEE and CIS region leads to unique business opportunities.

Our current strategy involves innovative technologies and technology transfer projects from highly industrialized countries to Romania and non-EU member countries in CIS area. Our economic team will provide you in-depth understanding of economic, financial and tax considerations in the selected markets.

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## PRIVATE EQUITY

Our company is dedicated to partnering with outstanding management teams to build leading projects in their target markets and create value together. Commitment to success is “a must” criteria in selecting our partners.

We are structured to capitalize on a diversified portfolio in industry type and we consider the eventual participation at both the early and late stage of business cycle.

## PROJECT SELECTION

### Geographical diversification

- among Eastern European countries, CIS, Moldova and Romania being a priority
- Western Europe, in particular Austria and Germany are considered as interesting markets in context with cutting-edge technologies or strong cash flow.

Assets allocation per project between 500,000 EUR and 10,000,000 EUR

Use of co-financing and syndicated partners for larger projects. The fund is capable to finance selected large projects with up to 100,000,000 EUR without leverage.

A project life of up to five years is preferable

A minimum ROI of 15% over the life cycle is required A0

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## GREENLIGHT INVEST Portfolio in Romania

- Elefant.ro (e-commerce)
  - Bunt.ro (IT)
  - Liberty Technology Park (real estate)
  - Romaltyn Mining & Exploration (mining)
  - Equity Portfolio & Fixed Income Instruments (financials)
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# THE PIONEER IN DIGITAL READING, 1<sup>st</sup> ROMANIAN PLAYER



[www.elefant.ro](http://www.elefant.ro)

Founded in 2010, this e-commerce company began by commercializing primarily books, media and games.

So far, in the 3<sup>rd</sup> year of operations, the company attained more than 1m unique visitors and sales are showing a constant ascending trend. By the end of 2012 a new vertical of toys and child products will be launched. Other product areas are explored for 2013.

The current strategy is to roll out the first true market place in Romania for a wide range of products. The core philosophy of the brand is to offer first-class customer services in order to ensure max satisfaction

# WEB AGENCY - SEO ENGINE MARKET LEADER IN ROMANIA



[www.bunt.ro](http://www.bunt.ro)

Web Development & Design agency focused on results, strategy and creative solutions.

Bunt Studio delivers integrated online campaigns, web marketing, interactive consultancy and online production.

Specialties: Web development, Web marketing, Design, Web hosting, SEO, Interactive, Mobile, iPhone, Digital strategy

The company owns:

[www.bunthosting.com](http://www.bunthosting.com) last generation hosting services that guarantee customer satisfaction.

[www.seo-monitor.com](http://www.seo-monitor.com) this revolutionary algorithm is becoming an indispensable and powerful marketing tool for many companies.

Further developments represent an automated sales platform that will have the prospect being scaled to a global level.

# A STRATEGIC TECH PLATFORM LOCATED IN THE VERY HEART OF TRANSYLVANIA



## LIBERTY TECHNOLOGY PARK CONCEPT

The ideal CEE technological meeting center for global networks, innovative skills of large groups, start-up companies and academic areas. A technological ecosystem for both local and international firms within the IT and tech industry.

Objective - to intensify network connections for the companies located here via the local concentration, in an revolutionary environment, of successful and innovative technology companies and research facilities.



A built-for purpose area will serve as home to start-ups that will benefit from state-of-the art facilities, access to knowledge and experience through partnerships with universities and large companies, mentoring programs, access to outside funding and direct access to Silicon Valley.

BOARD OF DIRECTORS & MANAGERS  
October 2012

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## Ion Sturza

Chairman of the Board - GreenLight Invest  
Honoree Chairman of Sturza Family  
Chairman of the Moldavian Association for Foreign Policy

Mr. Sturza, is the former Deputy CEO and Board member of Rompetrol Group, Netherlands. Rompetrol had been developed under his management and finally sold to KazMunaiGaz (Kazakhstan) in 2007 making the transaction as a benchmark for private equity deals in oil industry in the region.

During the early 90's Mr. Sturza had been the President of industrial group "Incon" that became one of the largest Moldavian food procession company. During the late 90's Mr. Sturza had been involved in more business and government positions. He was the Chairman of FinComBank, Moldova and the Prime Minister of the Republic of Moldova.

Mr. Sturza is the founder and Honoree Chairman of Sturza Family Foundation that focuses on sponsoring educational fellowships, as well as the Chairman of the Moldavian Association for Foreign Policy, and the "Junior Achievement" NGO institution.

More recently he is the founder of GreenLight invest which invests in a wide range of industries with a significant focus on IT and technology.



## Sergiu S. Chirca

CEO - GreenLight Invest



Mr. Chirca has a MS in Management from Arthur D. Little School of Management at Boston College, MA, USA and a PhD in Economics from Academia de Studii Economice in Moldova.

His experience includes more than fifteen years of work in the financial industry, including executive positions in two Moldavian banks and a Management Consulting Project performed for Fleet Boston Financial (currently part of the Bank of America Group).

As a bank executive in Mr. Chirca focused on international banking and capital markets. He also managed banking retail operations and achieved a better competitive product structure and leading profitability indicators among peers. In this position he managed a portfolio of \$100M.

In 2008 Mr. Chirca managed the start up creation of Fribourg East Investments – an investment fund specialized on private equity deals and fixed income instruments in Moldova.

Since 2009 Mr. Chirca is the CEO of GreenLight Invest and supervises the projects in mining, real estate and IT industry.



## Dan Sturza

Project Manager - GreenLight Invest

Mr. Sturza has a BBA degree from University of Bath, UK and is a fresh graduate. His past experience includes job placements with an Investment Fund in UK (AXA Framlington) and a commercial bank in Romania (UniCredit).

He is currently a project manager at GreenLight Invest and is responsible for the IT and e-commerce side of the portfolio.



## Dan Vidrascu

CEO – Universal Online Promotion  
Managing Partner- Litera International

Mr. Vidrascu is the co-founder and managing director at one of the biggest publishing houses on the local market. Litera International was founded in 1998 and currently boasts with a leading position in market share.

From 2010 Mr. Vidrascu becomes the CEO and one of the main shareholders of Universal Online Promotion, the company behind the biggest online library in Romania, [www.elefant.ro](http://www.elefant.ro)



## Nina Moldovan

CEO - Libertatea SA

Managing partner - City Travels

Mrs. Moldovan started her career in the leisure and hospitality industry in 2002 at Happy Tour in Cluj Napoca and then joined as a manager, one of the largest regional hotel chains, City Hotels.

From 2007 Mrs. Moldovan is a managing partner at City Travels, a travel agency which is mainly focusing on business clients.

Since 2011 Mrs. Moldovan is the CEO at Libertatea SA, the developing company of Liberty Technology Park in Cluj Napoca, Romania.

Gain a better insight into the concept of start-ups and how they integrate into the larger ecosystem of the IT industry.

Understand how start-up accelerators work and what are the ingredients for success. Learn about their structure, philosophy and inner working for replication on a local level in Romania.

Build a networking base of contacts that can potentially act in the future as mentors or as a bridge between start-ups in Romania and Silicon Valley know-how.

## CONTACT

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