

The logo for Maconis, consisting of three dark blue vertical bars of varying heights, is positioned to the left of the company name. The name 'Maconis' is written in a large, bold, dark blue sans-serif font. The background features a cityscape with a handshake in the center, overlaid with a network of white lines and nodes, suggesting a digital or financial theme.

Maconis

***Professional Services
in M&A, Investments,
Financing & Strategy***

Company Presentation

2025

30

**Founded in 2004,
Maconis LLC is a
first-class deal
advisory firm**

Years of Experience

Our team provides professional services in merger & acquisition deals, valuations, financing, strategy devising, investments, corporate restructuring, public-private partnerships, market research, and other investment-related activities.





M&A Support

Enhance success probability

- Deal origination
- Deal management
- Pre-deal evaluation & advice
- Transaction structuring
- Due diligence
- Execution support

OUR SERVICES

Leading through Transactions

Business Finance

Achieve development goals

- Growth strategy
- Business planning & modeling
- Commercial intelligence
- Private Equity advice
- Financing
- Valuations
- Start-up advice





Corporate Restructuring

Discover new opportunities

- Operational restructuring
- Financial restructuring
- Company monitoring
- Creditor advisory
- Receivership
- Crisis management

OUR CLIENTS

Maximize Value for our Clients





Evgeni Kanev

Founder &
Managing Partner

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Professional Skills

- Mergers & Acquisitions
- Transaction support
- Business valuations
- Investment strategies
- Financial restructurings
- Financing
- Due Diligence
- PPPs

Experience

- 30+ years of financial advisory experience
- Over 250 M&A, valuation and financing mandates in Southeastern Europe and Ireland
- Head of KPMG Corporate Finance, Bulgaria KPMG CEE Support Services & Infrastructure Team Leader
- PriceWaterhouse Audit Group

Education

- MBA, Illinois State University, USA, concentration in Corporate Finance
- Certified Diploma in Accounting and Finance, ACCA, UK
- Certified appraiser of commercial enterprises, financial institutions and intellectual property rights
- Specialisations in M&A and transaction support at KPMG training centres in London, Brussels, Hamburg
- PPP financing specialisation at KPMG Ireland

Selected Experience

- M&A advice to Sopharma Trading for the acquisition of a pharmacy retail chain
- M&A advice to a nanotechnology start-up for attracting a financial investor
- M&A advice to JV for international healthcare social platform development
- M&A advice to a healthcare tech company for raising funds from a VC fund (in progress)
- M&A advice to the owners of 300 MW wind power parks for a JV with XEMC China
- M&A advice to an international transport company for the sale of its assets
- Business valuation on behalf of Maersk Logistics (Denmark) for restructuring of their business in Bulgaria
- Business valuation on behalf of Siemens Bulgaria for restructuring purposes
- Business valuations on behalf of Kraft / Mondelez Bulgaria for restructuring purposes
- Strategic business plan on behalf of Westinghouse Services Bulgaria
- Financial feasibility study on behalf of Sofia Municipality for the concession of heat supply services on its territory
- Asset Quality Review of Bulgarian banks



Andrzej Schafernaker

Partner

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Professional Skills

- Restructuring
- Mergers & Acquisitions
- Corporate finance
- Enterprise Development
- SME competitiveness

Experience

- 25+ years of international experience in private sector development including company restructuring and business performance improvement
- EBRD senior consultant
- Advisory to government institutions and private companies
- Extensive experience in manufacturing and service industries in South-East Europe and Central Asia

Education

- MBA, Cranfield School of Management, England
- IMP³rove innovation process management innovation tool trained

Selected Experience

- Strategic restructuring and financial advisory services (Bulgaria)
- Advice on restructuring and industrial development of Polish enterprises (shipyards)
- Enterprise restructuring and transformation projects (automotive, metal processing, packaging, ICT and others) as part of a EUR 3.5 M Support to Enterprise Competitiveness and Export Promotion Project (Serbia) and USD 19 M Enhancing SMEs Performance Project (Croatia)
- Advice to the Lithuanian State Property Fund on privatization of state-owned enterprises
- Advice to the Bulgarian government on preparation of financial recovery action plans for 13 district heating companies
- Mid-Term Performance Evaluation of a USD 15 M USAID Business Enabling Project (Serbia)
- Evaluation of US-Norwegian commercial lending scheme for SMEs and its impact on enterprise development (Crimson Finance Fund, Kosovo)
- Operations revision as a micro-finance expert of State Enterprise Development Fund and National SME Support Programme and follow-up recommendations (Kazakhstan)



Valeria Vidulova
Partner

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Professional Skills

- Due Diligence
- Business Valuations
- Strategy Advice
- Business Planning
- Project Management
- M&A Advisory
- Pharmacy retail & Pharma industry

Experience

- Solid background experience in General Management and Financial Management in a multinational environment
- Executive Director SOpharmacy, Sopharma Trading
- Procurator and BoD member, Merck Group
- Associate Director, Transaction Services, KPMG
- Manager, European Restructuring Unit, KPMG DTG (Germany)

Education

- MBA, University of National and World Economy, Bulgaria
- ACCA Fellow, Accounting and Finance
- BBA, University of Lincolnshire & Humberside, UK
- Licensed business appraiser

Selected Experience

- Financial and commercial due diligence engagements both on the buy-side and the sell-side. Responsibilities included supervision of the whole project teamwork, identification of potential risks, detailed analysis of the commercial operations of the targets.
- As an Associate Director of the transaction services group in KPMG in Bulgaria, Macedonia and Albania, additional responsibilities included service quality supervision and enhancement, risk management, business development, client relationships and people development
- In charge of projects in the area of Financial Management; Working capital reviews, Cash management and financial control of the companies during the transition period of capital restructuring
- Restructuring Implementation as part of Merck's worldwide restructuring plan: locally organizing and supervising implementation of new policies and procedures
- Set up and development of a new pharmacy retail concept - SOpharmacy. Establishing full scope operations from scratch. Expansion planning and implementation, including acquisitions management and follow up integration.



Denitsa Ivanova

*Manager, Deal
Advisory Services*

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Professional Skills

- M&A support
- Business valuations
- Negotiations
- Marketing strategy
- Business development
- Financial modelling
- Financial analyses
- Energy sector

Experience

- 15+ years of professional and international experience
- Commercial Expert, Risk Engineering Ltd.
- Sales Project Coordinator, DuPont, USA

Education

- MBA, National University of Singapore, Singapore
- Bachelor's degree in Business Administration, concentrations in Finance and Marketing, University of Richmond, USA

Selected Experience

- M&A advice for the acquisition of optical sorting equipment producer (multinational deal)
- M&A advice for the sale of electronic equipment manufacturer
- M&A advice to a biotechnology startup for securing financing
- M&A advice to a virtual reality startup for attracting financing
- Investment marketing for a Bulgarian designer clothing company
- Investment marketing for a renewable energy project
- Business strategy development for a flour producer
- Business plan development for a large-scale investment program in the grain business
- M&A advice to a pool equipment wholesaler for attracting financing for business growth
- M&A advice for the sale of IT company
- M&A advice for the acquisition of oil producer
- Investment marketing for the sale of a confectionery business
- Business valuation of a minority share of a manufacturer of software and hardware for automotive diagnostics
- Business valuation of intangible assets for a pharma retail chain



Svetlina Pencheva

*Manager,
Corporate Finance*
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Professional Skills

- Mergers & Acquisitions
- Corporate finance
- Business valuations
- Financial modelling
- Transaction support
- Financial restructurings

Experience

- 10+ years of financial advisory experience
- Over 50 M&A, valuation and financing mandates in the healthcare, cosmetics, ICT, hi-tech, construction, agriculture, banking and insurance sector
- Asset Quality Review of Bulgarian banks
- Accounts receivable specialist, Ingram Micro
- Finance Associate, Balkanstroy Ltd.

Education

- Certified appraiser of commercial enterprises and intellectual property
- CFA Level I passed, CFA Institute, USA
- Master's degree in Financial Management, University of National and World Economy, Sofia, Bulgaria
- Master's degree in Financial Management – exchange programme, Ghent University, Belgium
- Bachelor's degree in International Economic Relations, University of National and World Economy, Sofia, Bulgaria

Selected Experience

- M&A advice to Sopharma Trading for the acquisition of a pharmacy retail chain
- M&A advice to Sopharma Trading for the acquisition of an e-commerce company
- M&A advice to a nanotechnology start-up for attracting a financial investor
- M&A advice to a healthcare tech company for raising funds from a VC fund (in progress)
- M&A advice for the sale of a Bulgarian transport and forwarding company (in progress)
- Business valuation of two subsidiary companies of Vienna Insurance Group
- Business valuation of 100% of the share capital of a cosmetics manufacturing company in the UK
- Business valuation of the commercial enterprise of a Bulgarian cosmetics distribution company
- Business valuation of the intangible assets of a software development company



Ivo Stoicov
Associate Partner

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Professional Skills

- Business strategy
- IT Service management
- Enterprise Architecture
- Software project management
- Business analysis

Experience

- 25+ years of IT and investor experience
- Deep-tech Investor
- Partner, Leonext GmbH
- Senior IT Architect, Daimler GmbH
- Senior Consultant, Cellent AG

Education

- Master's of Science in Computer Science, Technical University of Sofia
- Computer Science, Universität des Saarlandes



Stephan Schliack

Associate Partner

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Professional Skills

- International M&A
- Organizational leadership
- Consulting services
- Financial modelling
- Life sciences

Experience

- 30+ years as MedTech executive for global market leaders
- CCO, TSE Systems GmbH
- COO, Midge Medical MPS GmbH

Education

- Diploma Dipl. Ing., Medical devices, AI, Technische Universität Ilmenau
- Organizational leadership and Marketing management, INSEAD (France)
- M&A DCF modelling, Wharton School of the University of Pennsylvania, USA

Selected Experience

- Acquisition of Partners in global Woundcare UK Ltd. – prior to scale-up liquidated; Funding/loan negotiated by Hinduja group 2022, Euro Star funding – Top 10
- Acquisition of Sastomed GmbH acquired and integrated 2028 by Mölnlycke
- Acquisition of JKT PL 2009 acquired/2010 integrated Mölnlycke (manufacturing medical devices)
- Acquisition of Obtech Medical S.A 07/2002 by Ethicon; Manufacturing and global sales



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