

# Market Place.

Marwah und Partner GmbH Elisabethstrasse 26, 1010 Wien, Austria

## *Inspiring Harvard MBA couple buys CORE™ rights for Latin America!*



Mel Velez and Liz Alicea-Velez

"It's not surprising that we are passionate about education. Back in the Bronx, both of us, in each of our families, were the first in three generations to even finish high school!", says Mel Velez while relaxing by the seaside with his charming wife, Liz Alicea-Velez for a bit of 'down time' after flying back to Florida from Mexico City.

"Our great-grand parents were immigrants to America, so we understand, we love and we nurture every immigrant's dream: to improve our own lives, and that of our kids, and the world we live in. After-school CORE™ is the single most exciting concept to have come along in STEM (Science, Technology, Engineering and Maths) education arena ever since STEM really started taking off worldwide a few years ago. CORE™ completely revolutionizes STEM education, because with CORE™, it is the student that leads his/her own voyage of discovery into STEM curricula. CORE™ is based on one simple insight gained from numerous eminent studies: that done this way, knowledge retention in the child goes up something 14%, and in some cases, up to 21%!"

Adds his wife Liz: "We had already studied the old style 'tutorial' franchises for three years. Living as we do in a world where the old jobs are disappearing at about 8% a year, CORE™ beats 'conventional' STEM systems in preparing children for a new world because CORE's focus is not on 'printing out certificates and degrees' but on simply 'firing the child's imagination in STEM subjects' -- so the child pays even more attention to those sciences back in his/her school. The old Victorian Era systems of education are dying. Education needed a revolution, and CORE™ is it! We are already impressed by the absolutely massive acceptance and potential we have seen all over South America: In a short period of time, they have already received serious interest from parties in Colombia, Ecuador, Guatemala, and Mexico." They have recently partnered with the US Department of Commerce and are working on missions to Guatemala taking place next month, and another one to Colombia in September.

**Good luck, Mel and Liz!** You guys inspire us not only here at MUP Investor Relations in Vienna, but you have even fired up the 'Founding CORE™ Team' in Dallas. Texas!



# “Let’s take CORE™ to Canada!” says our Advisory Board Member, Prof. Martin Maltais



*A day at the office for The Professor...*



*...and a day out in Quebec with his family.*

"We have carefully examined CORE™ for the last 6 months now, and I have decided that CORE is possibly one of the most innovative after-school programs in the world -- and a complete revolution even after assessing current STEM education systems which are already spreading out around the world. I recently visited the 'founding team' of the CORE™ concept Teknasium in Dallas, Texas, with some Canadian educationalists, and we came away very impressed by their 'eye on tomorrow'. In fact, I am working with our Canadian firm (a Quebec-based think tank and advisory: STRATEGUEUM) to also talk to some interested parties on the African Continent, who want to work with the non-profit part of the enterprise."

*Martin Maltais is university professor on finances and educational policy at Université du Québec à Rimouski (UQAR), head of the Department of Education. He is president of the University Finances Committee at the Fédération québécoise des professeurs et professeurs d'université (FQPPU) and associate member at the Interuniversity Research Center on Research, Sciences and Technology. He is involved in Quebec's university affairs as member of the Board of Governors at the Université du Québec (10 universities). He is also engaged on the board and the executive committee of UQAR. Finally he is a member of the Scientific Committee of the Optic's National Institute (INO), a non-profit organization that incubate 32 business success over the last 30 years in optic and phonics.*



**You can read the CORE brochures on this link: [www.core-brochures.com](http://www.core-brochures.com)**



# Raj Marwah buys Mike Klinger out of *Marwah und Partner GmbH* partnership! Klinger makes exciting new 'service industry' investment!

"In this enterprise", says Raj, "Mike has my full blessing, as well as full support from the local and International Associates of the MUP Team."



*While Raj and Mike are still, and will continue to, work on current and new deals together, Mag. Mike Klinger also boldly set out to 'fly solo' on a fascinating project in the service industry.*

Adds Klinger: "I have certainly learnt a lot from Raj and the MUP Team about Mergers & Acquisitions and Private Equity investments, but I have also always looked out for a company where I could get operationally involved and make a difference on a day-to-day basis. I saw precisely such an opportunity earlier this year while advising Ing. Bernhard Bacsilla, owner and CEO of Audio Video Broadcasting Services GmbH (AVBS) in Vienna. He and his team have been taking care of high-end professional and consumer electronics for many years. That included maintenance, service and repair of high-tech cameras from all local and regional broadcasters. Now a chance came up to expand the business to a wider product range for an even larger region. I have known Bernie, as we call him here, for some time, so we had a chat, and the rest is history -- a new history that we will now write together! I am also very much looking forward to continuing my excellent relationship with Raj and MUP, and we are working on current as well as some new deals already. This year just got a tad more exciting - for all of us!"



## Our Friend in Finland!

Even from a relatively small country that 'lives and breathes The Startup Idea' in the Digital Age, Erkki says: "Even in Finland, successful launches like Supercell and Angry Birds depends on our ability to teach math (and the other sciences!) to kids much earlier in their younger years! My region *needs* CORE!"

Erkki Toljamo has been a friend of Marwah und Partner GmbH, Austria, and worked with us on deals, for nigh on two decades! He is also our International Nordic Region Associate who embodies the entrepreneurial spirit of The North. Erkki is a true out-of-the-box thinker with hands-on experience in start-ups/SMEs, and a hard to beat negotiator with a truly result-driven mind-set. The years have seasoned Erkki in identifying and appraising investment opportunities, setting-up teams and has been proven in closing investment rounds.

He is very excited about the challenges ahead!

# Global Deal Book Highlights

## Amazon to “eat” Whole Foods and to go brick-and-mortar

**NEW YORK:** Amazon.com Inc. is reported to have offered \$42 a share for the Texas based organic-food chain. This is a quarter percent premium to the price at Thursday's close.

Whole Foods came under pressure earlier this year to find a buyer after activist investor Jana Partners acquired a stake of more than 8 percent and began pushing for a buyout. Some analysts view Amazon's move as a turning point: the world leading online-giant goes brick-and-mortar, obviously realizing that some goods are not really suited for the virtual world.

This is a “reverse move” of what Wal-Mart Stores Inc did last year when it bought online retailer Jet.com for \$3 billion in an attempt to catch up on the long neglected online business.

What seems to be sure: Amazon CEO Jeff Bezos, who – according to various sources - will spend more than \$13 billion on this deal, must have a plan! We can certainly expect interesting moves in the FMCG industry! *Sources: various*

## Will Body Shop go Samba?

**PARIS** Reports have been soaring that L'Oréal might sell Sussex-based Body Shop to Brazilian cosmetics company Natura in a €1bn deal. L'Oréal had bought the company a decade ago from its founder, Dame Anita Roddick. Despite its multiple brand strategy, it put Body Shop up for sale earlier this year. The price has been reported to be pretty much at the 2006 level when Body Shop became part of the L'Oréal family. The brand, which 30 years ago was viewed as eco-friendly and trendy, is in decline. Last year sales declined – according to our sources - by 5% and operating profits by 38%. It appears that L'Oréal, the world's largest cosmetics company, sees Body Shop no longer a fit for its portfolio.

Natura is the largest Brazilian cosmetics company and has been certified for its social and environmental performance and transparency. After the unhappy French-British marriage, will some Samba breathe new life into Body Shop?

*Sources: various*

## Verizon buys Yahoo for \$4.5 Billion

**SAN FRANCISCO:** This marks the end of an era: In 1994 two Stanford University graduate students began compiling the Yahoo web directory, forming one of the pioneers of the early Internet era in the 1990s. Now, Verizon Communications, which once was a wireless powerhouse combining a number

of local phone companies, completed its purchase of Yahoo's internet business for \$4.48 billion.

Yahoo, which once had a market value of more than \$100 billion, will be – according to various reports - combined with AOL, another former web pioneer Verizon bought two years ago, into a new division called Oath. At its start, it will serve some 1.3 million users a month and is expected to grow that base as quickly as possible. *(Source: The New York Times)*

## USA are less sweet: Nestlé considering strategic options

**Vevey, Switzerland:** Nestlé, the world's largest food producer, is said to explore strategic options for its confectionery business in the United States, including a potential sale. Potential buyers might include Hershey Co and Mondelez International Inc. Rumors fueled those companies' share prices. It appears that the decline in demand for sugar based products obviously made Nestlé rethink its position in the America. *(Sources: various)*

## Dow-DuPont deal receives DOJ clearance

**Washington, DC:** The US Department of Justice approved the proposed merger of DuPont and The Dow Chemical Co. The DOJ's antitrust division will allow the companies to proceed with their merger. "With [this] DOJ clearance, we have taken a significant step forward in bringing together these two iconic enterprises, and in the subsequent intended separation into three leading, independent innovation-based science companies that will generate significant benefits for all stakeholders," said Dow Chairman and Chief Executive Andrew Liveris in a statement.

The European Commission had approved the proposed merger between US-based chemical companies Dow and DuPont earlier this year. The EU's approval is however conditional in particular on the divestiture of major parts of DuPont's global pesticide business, including its global R&D organization. DuPont will therefore divest certain parts of its crop-protection portfolio and Dow will divest a global polymers business. After the proposed agreement with the DOJ, the deal is only subject to court approval, but does not require any additional divestitures. The deal is expected to close in August, with spin-offs to occur within 18 months thereafter. *(Sources: various)*

**Marwah und Partner GmbH** (MUP) was originally founded in 1999 in Vienna, Austria, as an advisory company to leverage Mr. Marwah's worldwide network, and to provide a vehicle for his private investments. After Mr. Marwah closed some successful and quite large M&A transactions, we have recently focused Marwah und Partner GmbH on smaller transactions providing advisory services for companies with unique technologies seeking global expansion. At Marwah und Partner GmbH we take an active role in each client or investment, and provide access to world class international marketing and management expertise. Marwah und Partner GmbH has several European investments/clients and is currently exploring opportunities worldwide, seeking key private or state owned companies that are looking for capital and know-how to expand into international markets.

**MUP Chairman/CEO Raj Marwah** also has more than 21 years of worldwide advertising and marketing experience, working globally for multinational accounts in Sydney, Hong Kong, Toronto, Auckland, Dubai, Vienna, Bangkok, and New York. Raj was Chairman/CEO in New Zealand and Canada producing outstanding results. For the last 15 years, Raj has executed major mergers and acquisitions in Europe and Asia on behalf of multinational clients based out of Hong Kong, Germany, and the USA.



**Mag. Michael Klinger, MBA, International Associate**, is an experienced senior manager having served as CFO for several US corporations, most recently was the Financial Officer on the Management Board of a large Gas Distribution Company in Central Europe, and has also been the Regional (Europe) Vice President for Western Union International. Austrian-born Michael brings his hands-on corporate experience towards enhancing our ability to deliver the highest quality corporate services to clients, and to companies in which Marwah und Partner GmbH (MUP) occasionally invests.

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