STRATEGIC ADVICE

Are you planning:

1. **An ACQUISITION?**
2. **A JV?**
3. **An INVESTMENT?**

Are you dealing with UNDERPERFORMING:

1. **BUSINESS PARTNERS?**
2. **DISTRIBUTORS?**
3. **STAFF?**

Lighthouse helps its clients in addressing these questions through:

1. Developing and assisting in the implementation of a **business strategy** that takes into account the specific Russian **context**, both for new and existing business ventures.
2. Assisting in **negotiations** with both new and existing counterparts of our client.
3. **Mediating** between a client and its business partner, distributor or staff in order to **optimize** their performance.

Why work with Lighthouse?

1. Lighthouse places your business in the **Russian context** by advising on how Russian business practices, culture and politics influence your business.
2. Lighthouse not only advises, but also provides assistance in the **implementation** of its strategic advice.
3. Lighthouse reduces the business **risks** of its clients through a combination of practical advice and assistance in implementing this advice.
4. Lighthouse focuses on **concrete** results and takes **responsibility** for these results.
5. Lighthouse combines **foreign management** and excellent local **market knowledge**.

Jeroen Ketting is Founder and Managing Director of Lighthouse. He has been living in Russia for over 15 years giving him fluency in the Russian language and a thorough understanding of the **Russian business culture**. Jeroen has founded and operated numerous businesses in Russia and has assisted in the establishment of more than 20 Western-Russian business ventures. Jeroen's extensive experience in the Russian market is backed by a strong track record in **strategic business advisory**. He is an expert **negotiator** and **mediator** in the Russian-Western context and is a regular speaker at international events and seminars related to Russia. He frequently contributes to Russia related international publications.

Some examples pf projects in which Jeroen has been involved:

1. **Oil and gas**: A Dutch company providing services to the oil and gas sector hired Jeroen for an independent appraisal of a proposed business venture in Russia.
2. **Industry**: Jeroen advises the world's largest manufacturer of magnetic bearings concerning its operations in Russia (e.g. relations with oil and gas majors and organizations of local content).
3. **Logistics**: Jeroen assisted a Dutch logistics company in completing a logistics project in Russia that had come to a standstill.
4. **Energy efficiency**: Jeroen advises the EBRD with regards to its energy efficiency strategy in Russia.

Paul Jacob Bins, Head of Mergers & Acquisitions, APM Terminals Management BV (part of the AP Moller-Maersk Group) (2009)
"Our big thanks to Jeroen and his Lighthouse team for the professional and practical support we received, to evaluate certain Russian growth opportunities!! We have all benefited a lot from your hands-on approach, clear credibility on how Russia really works and personal network and experiences. Moreover, I have enjoyed working with you personally, as always. Wishing you good luck for 2010 and be sure that whenever the opportunity arises, we will ask you for your help again."

Hans van Schaik, Sales Manager, SACO Airport Equipment B.V. (2008)
"I would like to thank you and the crew at Lighthouse for the preparations and excellent support prior to and during the mission to Russia. For me, it was a very successful mission and all the matchmaking contacts that I met were of top quality."

For more detailed information, please contact Jeroen Ketting:
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