

COMPANY OVERVIEW

LINEA FINANCIERA is a financial consulting and brokerage firm who specialize in providing advisory services and obtain expansion capital for different kind of both national and regional companies and projects related to Agriculture, Food, Tourist, Design & Fashion, Oil & Energy, Mining, Software, Textile, Construction, Steel, Health Care, Bio Technology, Industrial Equipment, General Working Capital and other that will be suitable after a previous client's consultation with us.

LINEA FINANCIERA works with companies beyond the research and development stage who have at least modest revenues or expect to very shortly after capitalization. Additionally, we require that candidate have experienced management identified for all the primary functional areas, usually Marketing, Operation, Production and Administration.

We believe that clients deserve prompt services and technical excellence, delivered with common sense, good business judgment, and creativity. Clients expect us to understand the business environments in which they operate, and they look to us as counselors, not simply technicians. Our commitment to these simple principles has helped **LINEA FINANCIERA** grow and remain strong as a firm and has created an environment in which we can develop our skill to the fullest.

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PRODUCTS

DOMESTIC FINANCING, PRIVATE OR BANKING

Lines Available

Working Capital, Factoring, Leasing, Warrants, International Trade, Trusts, Mortgages, Buy Industrial and Transportation Equipment, Investment Projects Financing, Franchising, Cheks Discount, Reciprocal Guarantee, Special Lines (ISO certification, Grant Interest Rate Loans). We have direct contact with **BICE, Banco de la Nación Argentina, Banco Provincia de Buenos Aires, Banco Ciudad** and the most important Banks and Private Investors located in Argentina..

INTERNATIONAL FINANCING, PRIVATE OR BANKING

Our access to international capital markets enables us to provide a broad range of corporate finance solutions to clients:

- ▶ Capital Formation: Loan Capital and Equity Capital
- ▶ Fund Raising: Venture and Loan Capital
- ▶ Collaterals seek and negotiation
- ▶ Company Buyout

N.B. *When offering the specific, above outlined services, **Línea Financiera** does not function as an issuer, underwriter, or a direct lender. **Línea Financiera** acts solely as a means by which both lenders and borrowers can be better matched by common lending criteria and requirements.*

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SERVICES

INVESTMENTS PROJECTS AND BUSINESS PLAN AUTHORIZING

LINEA FINANCIERA delivers Professional Investments Projects and Business Plan authoring services to fit your budget. We can write a professionally presentable plan directly from your materials or assist in building and modeling the entire business from the ground up.

BUSINESS & MARKET STRATEGY & PLANNING

LINEA FINANCIERA professionals are available for assessing existing plans or assisting startup and companies perform true, comprehensive business and market planning.

We will review the business plan and meet with the founders/principals on the premises and analyze status of market, product and financial plans. This examination provides a written assessment of status and recommendations for improvement from two vantages:

- Attractiveness to a Potential Investor, and
- Improving Likelihood of operating success.

In depth planning entails modeling the entire firm`s activities for all functional areas (marketing, finance, strategic positioning, intellectual property, staffing, sales, etc.). The plan serve two primary purposes: i) a formal document that may be presented to potential investors or strategic partners, and, ii) provide the firm with a "road map" to success.

ENTREPRENEURIAL SUPPORT SERVICES

Through the course of performing its capital formation services, **LINEA FINANCIERA** has encountered numerous firms which show great promise. Many entrepreneurs have a strong of understanding in their own field, but lack knowledge of the capitalization process. Professional investors seek companies with well presented strengths the ability to minimize risk. We knows how to evaluate risk, understands what professional investors find appealing and present the firm in the very best light.

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All assignment are performed by reasonably priced for earlier stage firms. Our results are presented quickly in a non-bureaucratic manner so recommendations may be implemented effectively. Our intent is to create ongoing relationships with firms through demonstrating the value of our output.

STRATEGIC PARTNERSHIP PLANNING

LINEA FINANCIERA offers professional support to plan and negotiate Strategic Associations and Joint Ventures, both domestic and international. We are able to identify the less obvious potential partners and approach them in a well thought through manner.

MORE SERVICES

- ◆ Venture/Business Valuation
- ◆ Offshore Corporate Finance, Trust & Securities
- ◆ Investors Assistance



STRATEGIC PARTNERSHIP



**Financial Supply Chain
Consulting**



Boca Comm
Global Capital Markets

**Private Banking Advisors
Structured Finance
International Financing**



Universal Payment Security

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PRINCIPAL PARTNER & CEO



Ricardo Gutiérrez, Principal Partner of **Línea Financiera**, combine marketing, financial and management skills. He has extensive banking and consulting experience and specializes in development and analysis of investments projects.

Mr. Gutiérrez works closely with the senior management of operative and start-up companies to improve their financial controls, implement budgeting systems and raise capital.

Mr. Gutiérrez earned a degree in Marketing from the Universidad Argentina de la Empresa, and a post-degree in Corporate Finances, from the same University.

Mr. Gutiérrez is co-author of the books:

“El Negocio de las Tarjetas de Crédito” (*The Credit Cards Business*)

“Mercadeo para Banqueros” (*Marketing for Bankers*)

“Servicios Financieros: Mercadeo y Gestión” (*Financial Services: Marketing and Management*)

Mr. Gutiérrez has:

- Served as Associated Consultant for FELABAN (Federación Latinoamericana de Bancos)
- Performed several seminars in Argentina, Brazil, Paraguay, Colombia, Spain and Ecuador.
- Developed, evaluated and managed investments projects for industrial and commercial companies in Argentina.

Mr. Gutiérrez is member of the *International Venture Capital Association*.

 <http://ar.linkedin.com/in/lineafinanciera>

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