



Ad Majora at the 13th Sole24ore ENERGY SUMMIT

Ad Majora, the merchant banking advisory boutique focused on clean energy, celebrates this year its fifth anniversary. With offices in the UK, Italy, Switzerland and Luxembourg, Ad Majora also strengthens its team with the addition of new professionals and launches its new website www.admajora.com.

London 3rd of October 2013 - With offices in London, Milan, Lugano and Luxembourg and a team of 14 professionals, Ad Majora has now become a point of reference, through its merchant banking advisory activities, which aims to create and capture value and growth generating business opportunities out of complex financial challenges working in partnership with its clients.

Ad Majora is now a point of reference for international investors looking to invest and operate in the Italian market. At the same time, Ad Majora provides advisory services to Italian entrepreneurs seeking to gain access to financial resources to support their international growth and expansion, by tapping both equity and debt, traditional (bank loans, leasing, private equity, IPO, etc.) and innovative (securitisations, hybrid debt, receivables financing, JV, equity-like certificates, etc.) financial instruments.

Ad Majora was founded by Alessandro Mele with the establishment of Ad Majora Consulting Limited in London in May 2008. The firm offers independent and professional consulting services for market players such as corporates, financial institutions and institutional funds. It is specialised in developing innovative financial solutions and working in partnership with its clients to identify opportunities for growth and value creation.

The firm's first few years coincided with a period of significant market uncertainty, with the sub-prime financial crisis and the ensuing, remarkable shake up in the investment banking industry and the virtual break down in the distribution of credit to the real economy. In this context, Ad Majora's independence has enabled it to achieve a leading position in specific market niches.

Since its early days, Ad Majora has attracted highly qualified professionals and in the summer of 2010, it became authorised and regulated by the FSA, later renamed FCA (Financial Conduct Authority), to conduct regulated professional activities in England, pass-ported to the rest of Europe.

Ad Majora went through a new phase of expansion in 2011 with the entry of two new highly qualified professionals, Andrea Zanotti and Marco Coricciati. Consequently, the firm expanded the range of services offered to clients and initiated to look at direct investment opportunities.

"It wasn't easy to start a new venture in such a challenging market context. However, thanks to our dedication, enthusiasm and humility we managed to create a unique boutique, close to its customers, and grow. We want to stand out in the Italian market and be the point of reference for entrepreneurs looking to raise the financial resources necessary for their growth, providing the means and tools to realize their expansion dreams in Italy and abroad", said Alessandro Mele, Ad Majora CEO. "Our goal is to become the most respected and successful merchant bank in the "green economy" sector and in the Italian market in general. We'd like to represent the connecting bridge between international players attracted by the investment and business opportunities in Italy and the Italian entrepreneurs and corporates. Our focus on well-defined market niches, such as the green economy, the synergies generated by the teamwork of complementary professional skills and excellent human team members, the collaboration with a network of like-minded professionals who share our enthusiasm and ethos, make us unique. Finally, I'd like to emphasize that the true element that characterizes and differentiates Ad Majora lies in our people, the extraordinary ability of our team to identify projects and business opportunities and seize them by working with strong entrepreneurial spirit and a strong team approach, in partnership with our customers".

Francesca Cocco, Strategic and Corporate Communication Manager

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