



# Beyond the Numbers



**Management Consulting | Corporate Finance | Accounting and Finance**



# Cerebra in a nutshell

Cerebra offers clients a broad range of fully integrated services in Turkey in areas that include consulting, corporate finance, accounting and finance, audit and tax. We offer intelligent solutions to a client base that ranges from small and medium sized entities, owner managed businesses, high net worth individuals to large corporations by using a highly-personalized service approach. Cerebra is a dynamic client-driven professional services firm in Turkey. With a 'hands-on' approach, a highly qualified team and a keen responsiveness to client needs, we combine imaginative and constructive advice to create robust financial solutions to all types of businesses and individuals.

Our top management having a diversified experience including but not limited with "Big Four" and Turkey's largest conglomerate is determined to create an environment where extensive local and international expertise is provided to our clients with exceptional advice and service regarding their business needs.

Cerebra literally means the part in the human brain that determines intelligence and personality including the function of decision making, planning and organization, touch sensation, interpretation of sensory impulses. Being inspired from the literal meaning of Cerebra we built our approach and services on the following grounds:

- Listening and understanding our client's issues by establishing a close relationship,
- Moving beyond the numbers to improve decision making process of our clients,
- Helping our clients to manage transformational change in vital areas across the organization and drive business benefits beyond compliance.

We certainly believe that this philosophy sets us apart from other service providers in Turkey.





# Management Consulting

Cerebra focuses on key areas such as risks and controls, business planning and organizational development to help you realize your key business goals.

Cerebra helps clients achieve the most efficient balance between risks and controls and breakthrough organizational performance. Wide-spread competition, demographic shifts and increasing client and stakeholder demands are impacting organizations of all sizes, across every industry. Now, more than ever, businesses must be flexible and innovative. To help you remain current, competitive and profitable, Cerebra consulting team works closely with you to deliver a diverse range of customized solutions. We partner with our clients to address their most important - and most challenging - problems. Our role is to be catalysts for transforming our clients' organization through applying new thinking about how to make change in their organization.

## Our Management Consulting services:

- Operational and organizational restructuring
- Governance in family business
- Financial management & Finance function restructuring
- Post and pre-merger / acquisition restructuring
- Strategic planning
- Internal audit & risk management

## Cerebra generally utilizes a three-phase approach in management consulting services

- In the first phase, we assess the current situation that identifies the potential risks and values associated with changes.
- The second phase involves a client and Cerebra partnership to design a new target business environment considering the company strategy, goals, policies and the best balance among risks, controls and efficiency. The result is fact-based, measurable results. As an output of this process we produce reports detailing identified findings, risks/opportunities and recommendations, system maps, written policies and procedures (operational, financial and administrative), job descriptions and key performance indicators.
- In the final phase Cerebra helps our client to implement the determined changes in order to realize the desired goals





# Corporate Finance

Cerebra's diversified and in-depth experience in business services combines an outstanding understanding of corporate finance related transactional details with a well-balanced mergers and acquisition experience which creates a platform to maximize the benefit created to our clients.

Whether you are seeking to expand your business through acquisitions or to realize value either through a disposal or restructuring, Cerebra's Corporate Finance professionals are focused on providing step-by-step advice to help you successfully complete a transaction. Cerebra Corporate Finance professionals provide an extensive range of advisory, valuation and transaction services to corporations in Turkey. Cerebra provides Corporate Finance services with a focus on mergers & acquisitions, due diligence and valuation for small and mid-sized enterprises (for strategic transactions as well as private equity transactions). We provide customized services to our clients who are seeking value-adding solutions that complement their growth strategies. Unlike other corporate finance service providers, due to our in depth experience in "Big Four Accounting and Consulting" firms and our human resources, Cerebra can also provide pre – M&A stage services such as; diagnostic work regarding the readiness of the company for a M&A transaction, IFRS & US GAAP reporting by our accounting experts and overall preparation of the company to a more successful corporate finance transaction through organizational restructuring by our management consultancy experts.

## Our Corporate Finance services are as follows:

- Buy and sell-side mergers and acquisitions advisory
- Valuation services
- Information memorandum
- Vendor assistance (sell side pre-transaction preparation services)
- Vendor due diligence
- Buy-side financial and operational due diligence
- Post deal services
- Investment plan and feasibility studies

# Accounting & Finance Outsourcing

Cerebra has a philosophy of acting as more than accountants, transforming accounting data into insightful information that empowers you to make smart business decision.

**W**e believe that managing the financial aspect of every business is vital for owners and senior management. Accounting and Finance

Outsourcing services of Cerebra allow owners and senior management (a) increased quality of management information (b) timely and accurate financial picture of their companies for precise decision making without delays (c) more time to focus on the growth of their business (d) save money by outsourcing instead of insourcing.

Is it satisfactory that your books are just maintained and your tax figure is calculated in compliance with laws? If not, you possibly need someone who, beyond the traditional approach, understand, assess and analyze your numbers and thus being your "trusted advisor" in your decision making process in a proactive, honest, straightforward and reliable manner. We, as Cerebra, wish to add value to your business through moving beyond your numbers while fulfilling all the requirements of your company in accordance with applicable laws and regulations.

Cerebra offers a range of Accounting and Finance Outsourcing Services to Turkish subsidiaries of multinationals, small and medium size companies, start-ups, fast growing and owner managed businesses in Turkey, helping our clients optimize the performance of important, but non-core business functions.

We provide our outsourcing services onsite and offsite - as dictated by our clients' needs.

## **Our Accounting and Finance Outsourcing services:**

- Accounting and bookkeeping
- Finance management
- Management reporting per client's needs
- Group reporting package
- Payroll
- Company set-up and business start-up in Turkey for foreign parties
- Corporate/income tax and indirect tax compliance
- Company secretarial
- Back office management
- Interim accounting and finance staff secondment.
- Customized accounting and finance trainings

## **Our approach in Accounting and Finance Outsourcing:**

Through our chartered accountants who have a commercial sense of a business advisor, Cerebra, beyond traditional approach, understands and analyzes your numbers to add value to your business while fulfilling all the requirements of your company in accordance with applicable laws and regulations.



# Audit & Assurance

When you are facing a changing global economy, it is important to have someone next to you who will help navigate through the evolving accounting standards and changing regulatory environment. Cerebra can guide you through the uncertainties of change and risk.

The pressures and responsibilities of financial reporting and corporate governance for both private and public companies in Turkey have reached unprecedented levels with new standards becoming more complex. This includes the introduction of International Financial Reporting Standards which are intended to improve the comparability and transparency of financial information for both shareholders and regulators. For Turkish companies, new standards mean enhanced access to international capital, funding, and investment opportunities. The accountants of Cerebra have the expertise needed to navigate these evolving financial priorities. Whether it is dealing with the introduction of International Financial Reporting Standards ("IFRS") or providing counsel for CEOs, CFOs, senior executives and business owners, we maintain independence and endeavor to add value to every service we provide.

## **Cerebra provides a range of Audit and Assurance services:**

- Audits, Reviews and Compilations
- Internal controls assurance & restructuring
- IFRS / Turkish Accounting Standards readiness & conversions
- New Turkish Commercial Code Compliance
- IFRS & US GAAP financial reporting
- Fraud investigation and litigation support





# Tax Advisory

Our tax advisory specialists understand the increasingly complex tax and commercial laws and practices in Turkish.

Every monetary transaction you complete - domestic or international, business or personal - has direct or indirect tax consequences.

In addition, in an increasingly competitive environment, managing tax responsibilities and planning tax affairs is becoming more complex.

As tax regulations are continuously changing, it is important to consult with a team of tax advisors who will ensure you comply with these laws and pay the least amount of tax possible.

Cerebra offers clients a broad range of tax advisory services.

Our approach combines insight and innovation from multiple disciplines with business and industry knowledge to help your company excel.

With our experience and expertise, we can help you assess and minimize the cost of your business decisions.

## **Areas of our specialization include:**

- Tax advisory services
- Indirect tax advice
- Tax planning
- Advisory on incentives and foreign trade
- Services for taxation of individuals
- Tax services relating to mergers, liquidation, acquisition, takeovers



# Management Team

Cerebra's top management having a diversified experience including but not limited with "Big Four" and Turkey's largest conglomerates is determined to create an environment where extensive local and international expertise is provided to our clients with exceptional advice and service regarding their business needs.

## Fikret Sevilcioğlu

Fikret worked with PricewaterhouseCoopers İstanbul and Rotterdam offices for 15 years. He founded Cerebra in 2009. Fikret is responsible for the consulting services at Cerebra. He has a wide range of experience and expertise in the areas of operational and organizational restructuring, governance in family business, internal control and internal audit systems, financial reporting and accounting standards (IFRS and US GAAP).



## Seda Bayraktar

Seda worked 3 years in BDO and 5 years in PricewaterhouseCoopers from 1995 to 2002. She continued her career in Clear Channel Turkey as Finance Director. Seda has joined Cerebra in 2009 as the head of Accounting and Finance Outsource Department. She has a wide range of experience regarding independent audit, accounting and finance management, internal controls, Turkish Commercial Code, accounting standards (IFRS and US GAAP).



## Ömer Tunabaş

Omer worked 4 years in PricewaterhouseCoopers, 2 years in Alfa Securities Corporate Finance Departments and 9 years in Koç Holding Foreign Trade and Tourism Business Unit. Omer joined Cerebra in 2009 as the partner responsible for corporate finance. He has extensive expertise in the areas of company acquisitions/disposals, valuations, business plans, strategic planning, investment feasibilities and financial analysis.





## **Flexible and dynamic approach**

Cerebra has a flexible and dynamic approach tailored to the client's needs instead of the bureaucratic approach of large accounting and consulting firms.

## **Beyond the numbers**

Cerebra, unlike the traditional approach, moves beyond your numbers to help you understand and analyze your figures enabling robust decision making.

## **High quality service and fair price**

Cerebra provides high quality services with our top management having extensive local and international experience, as well as fair price policy.



[www.cerebra.com.tr](http://www.cerebra.com.tr)

