

# SYSTEMA GROUP

*Reference List*

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## Systema Group Reference List

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# 01. PROJECT MANAGEMENT

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# BELGRADE TOWER, ST REGIS; BELGRADE WATERFRONT

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The Belgrade Tower, a 168-meter mixed-use skyscraper and part of the Belgrade Waterfront, was our most challenging project, undertaken in collaboration with the Pizzarotti Group.

We provided a wide range of services, including outsourcing the local purchasing team and project management consulting for the Italian management, covering an expansive area of 75.000 m<sup>2</sup> during the project's construction from 2019 to 2021.



# INDUSTRIAL COMPLEX SOMBOR (KERING GROUP)

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From 2022 to 2023, we managed the first phase of a 13.000 m<sup>2</sup> development project, which involved:

- Built-to-lease deal structuring,
- Design optimization,
- Advisory to the general contractor,
- Project management, and
- Overseeing the permitting procedures.



# ONDAPLAST, SUBOTICA

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Effective project management by our team ensured the successful transformation of a 12.000 m<sup>2</sup> brownfield commercial space in Subotica into a factory for polypropylene twin-wall sheet production in 2018.

Video link:

<https://www.youtube.com/watch?v=U3rQTioWCak>



# CAMINADA, SUBOTICA

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Expertly managed by our team, the construction project in Subotica from 2017 to 2018 oversaw the transformation of a 10.000 m<sup>2</sup> space into a factory for manufacturing molds for plastic production and stamping, as part of a Greenfield new plant in Subotica in 4 phases.

Video links:

<https://www.youtube.com/watch?v=3EDr-QOAtrY>  
<https://www.youtube.com/watch?v=vWycfng8DcU>  
<https://www.youtube.com/watch?v=sPVT0ZVoc1E>  
<https://www.youtube.com/watch?v=syDuxcr5D9o>  
<https://www.youtube.com/watch?v=H-Sv5mSr-sU>  
<https://www.youtube.com/watch?v=CKfw1qPhBXI>  
<https://www.youtube.com/watch?v=BdUbxz1KLXc>



# CARBOTECH, SMEDEREVO

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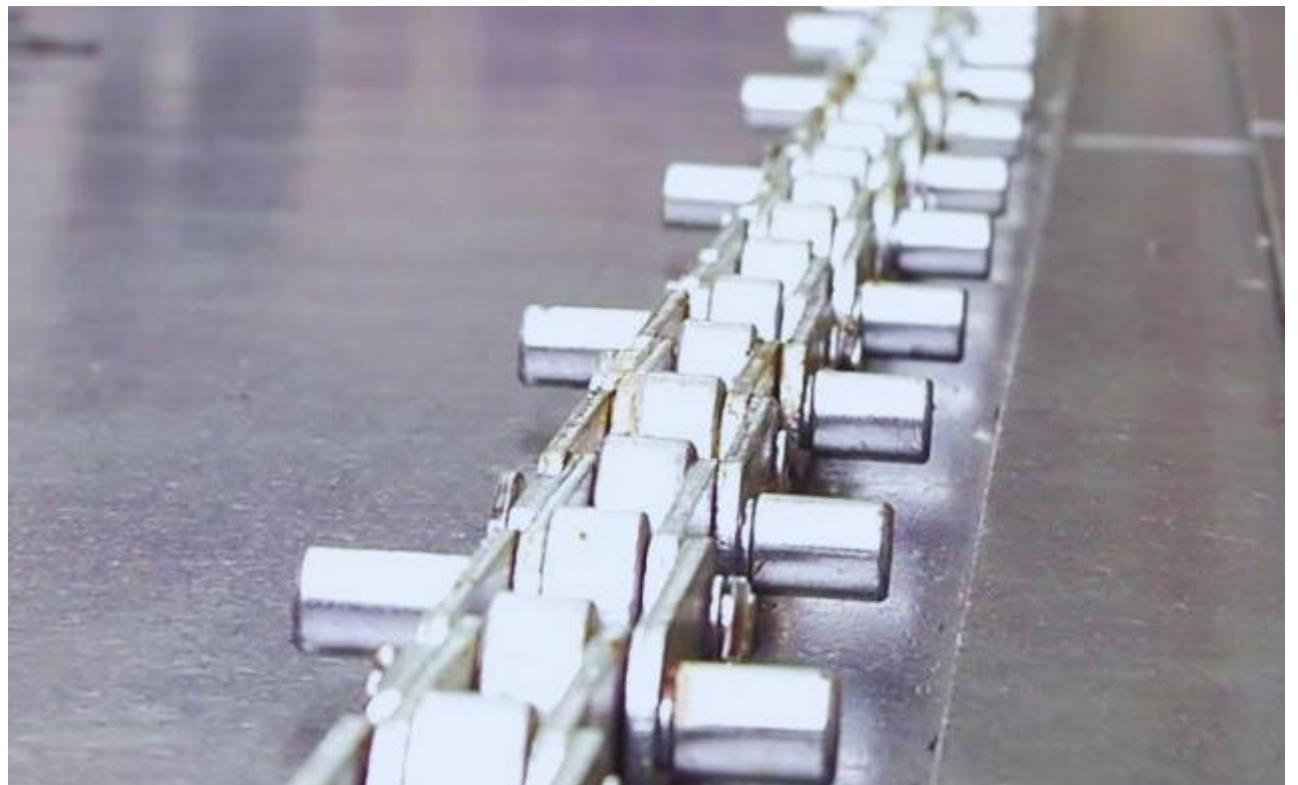
Effective construction project management in 2016 resulted in the development of a new 2.500 m<sup>2</sup> factory for electrical components in Smederevo.



# ROSA CATENE, SMEDEREVO

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In 2015, our expert project management team oversaw the brownfield reconstruction of a 4.400 m<sup>2</sup> factory for industrial chain production in Smederevo.



## 02. CONSTRUCTION ADVISORY

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# ŽEŽELJ BRIDGE, NOVI SAD

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Another crucial project was the Žeželj Brigde, a symbol of Novi Sad.

We provided essential local support during the tender offer preparation for this project, ensuring its success and contributing to the city's infrastructure development.



# SWAROWSKI, FREE ZONE SUBOTICA

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In this project, we played a crucial role by providing comprehensive local support for the tender preparation process.

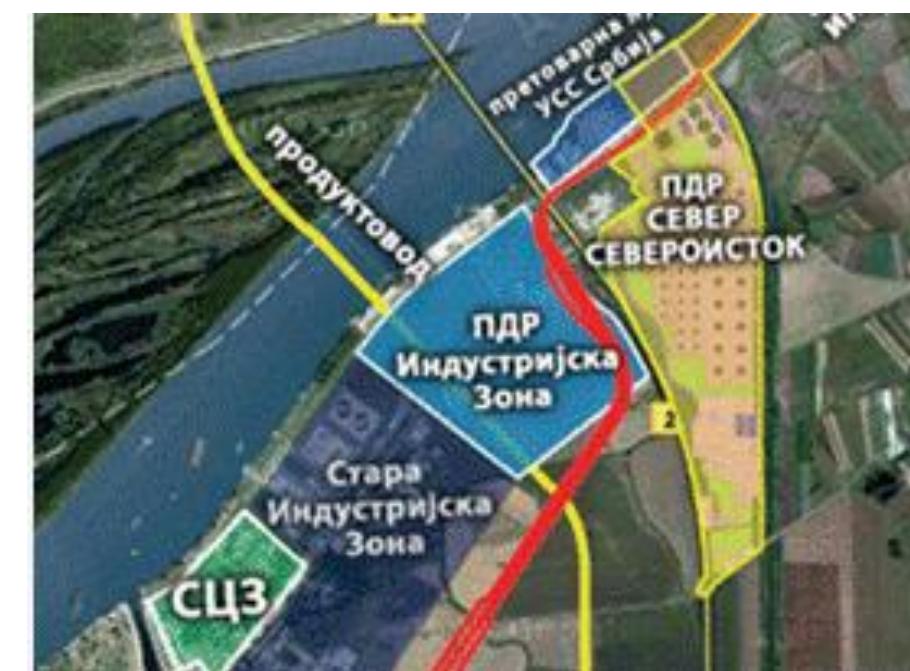


# FREE ZONE SMEDEREVO PDR NORTH - NORTHEAST

Simone L. Apolloni, our CEO, served as a foreign investment advisor to the mayor of Smederevo providing strategic counsel in the design and development of the industrial zone construction master plan PDR North-Northeast.

Other significant projects in Smederevo include:

- **Rosa Catene** - Project management for this reconstruction project;
- **CCVI International** - Complete design and permitting for the construction of a ball bearing factory;
- **City Hall Smederevo** - Efficient project management to create a public incubator for investors in manufacturing;
- **Želvoz AD** - Full reconstruction of the former rail vehicle factory for Cimolai SPA, managed by our team.



# INDUSTRIAL COMPLEX, ĆUPRIJA

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Delivered expert advisory services to the general contractor for this 23.000 m<sup>2</sup> project in Ćuprija (Serbia) from 2020 to 2021.



# INDUSTRIAL COMPLEX, RUMA

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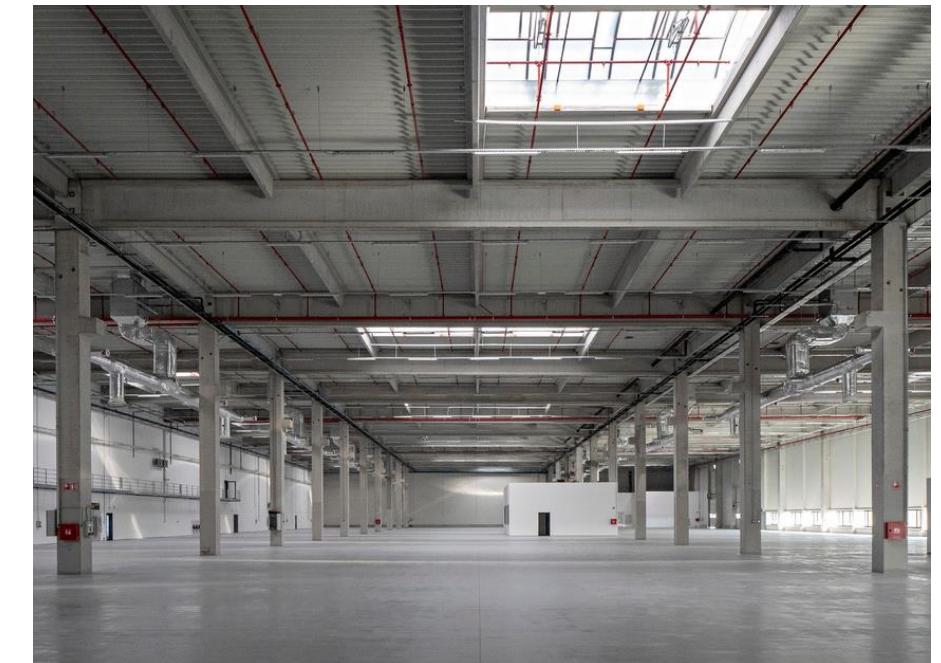
We provided advisory services to the general contractor for this 30.000 m<sup>2</sup> project in 2015 in Ruma (Serbia).



# INDUSTRIAL COMPLEX, NOVI SAD

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We provided advisory services to the general contractor for this 70.000 m<sup>2</sup> complex.



# ELICA CORPORATION

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In collaboration with Structura Concept, we developed the architectural concept, provided advisory services, and partnered with EY Milano on the Elica project.



# LOOM OF FRUIT, SMEDEREVSKA PALANKA

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Another successful project was the deal structuring for Loom of Fruit d.o.o., one of Balkan's leading manufacturer of poles for anti-hail nets.

Originally, this site was home to a mannequins manufacturing plant, which we also refurbished back in 2013.



# ADDITIONAL REFERENCES

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In addition to the references mentioned earlier, we also have other references that highlight our expertise in various industries:

- **Fiat Serbia** - Quality center construction in Kragujevac, covering 11.000m<sup>2</sup> in 2010;
- **Cappelotto S.p.A.** - M&A consulting for the acquisition of a special vehicle producer in Smederevska Palanka, with a project value of €4 mln in 2010;
- **Heineken Group** - Consultancy for fire protection systems;
- **Gruppo Chateau d'Ax S.p.A.** - M&A takeover of a Serbian upholstery producer, amounting to €5 mln;
- **Lames S.p.A.** - Construction of a new production plant in Sremska Mitrovica, covering 9.000m<sup>2</sup>;
- **Gruppo Arthema S.p.A.** - Brownfield project in Smederevska Palanka, covering 5.000m<sup>2</sup>;
- **Amarc Dhp S.r.l.** - Consulting and project management for a combined biomass power plant in Kruševac, with a projected investment of €35 mln (currently on hold);
- **Pessina Costruzioni S.p.A.** - Tender participation for 4 underground garages in Belgrade (currently on hold);
- **Eren Energy Group** - Project management for 4 hydro power plants on the Lim and Morava rivers;
- **Selettra S.r.l.** - Brownfield conversion and new plant design in Šabac, covering 1.500m<sup>2</sup> and 2.500m<sup>2</sup>, respectively;
- **LGV Tech d.o.o.** - Brownfield conversion and new plant design in Šabac, totaling 1.000m<sup>2</sup> and 2.500m<sup>2</sup>, respectively.

## 03. ACCOUNTING & TAX

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These are the clients we provide accounting and tax services for:

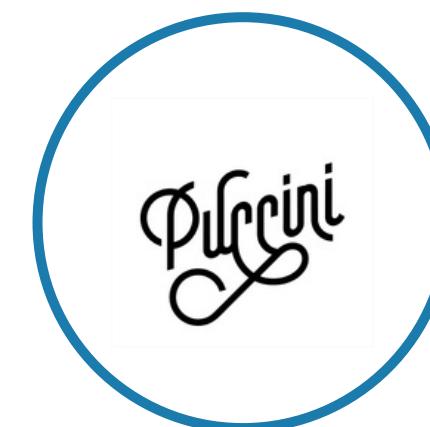
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Partizan  
Basketball Club



Progetti



Puccini Catering



Fortis Energy



Ondoplast Balkan



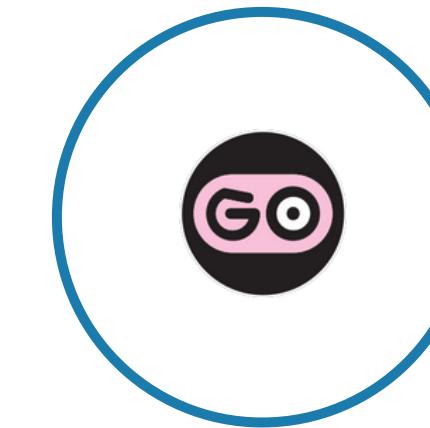
Selettra WB



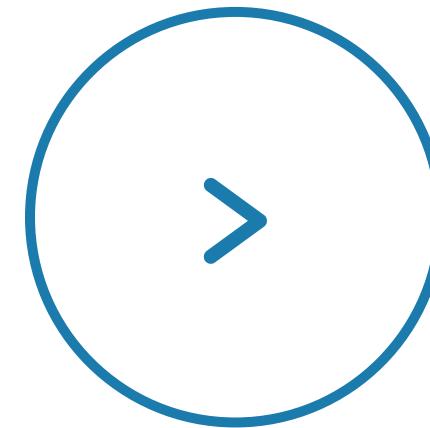
Delta Engineering



Laser Balkan



Go Sushi



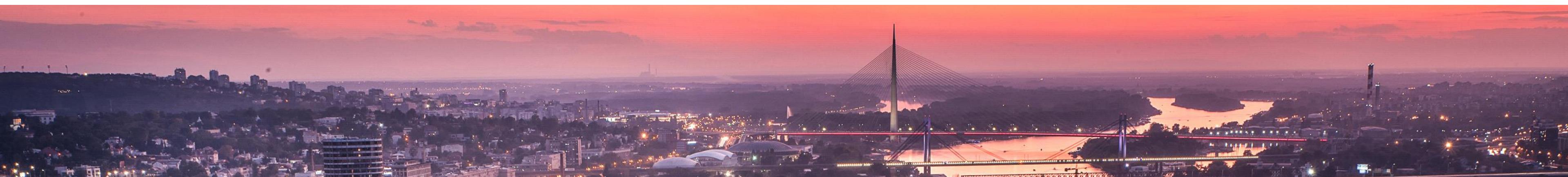
and 150 more

## 04. M&A ADVISORY

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Our team has participated in many transactions both as advisors, or part of the investment team. We have direct Private Equity (PE) experience managing buy-side and sell-side transactions in the Western Balkans region. Notably, we've worked with regional and international PE funds on small to medium sized transactions, and very large ones as well. Below you will find a selection of transactions where members of our team have held advisory roles, been principles in investments, or served in investment committees as well.

Our experience extends into strategic advisory, which includes: (1) Government for PPP Feasibility study in energy sector; (2) Major international Hotel Chain for debt restructuring; (3) Market studies for numerous international clients in Serbia pre and post installation; (4) Analyzed and advised many companies for productivity improvement and more.



## Buy-side roles

- Investment team advising French Family Office acquiring 3 manufacturing companies in 1 year.
- Manager of Advisory department leading transactions in the medical, manufacturing, wholesale, and IT sectors;
- Advised Dutch PE buyer acquiring an IT firm. Performed the financial due diligence on Serbian target;
- Invested in and advise a restaurant chain.

## Sell-side roles

- Advised client in the renewable energy sector on project financing and investor acquisition;
- Advised client in medical wholesale and pharmacy sector on 100% exit of shares, value of transaction under €30 mln;
- Advised water distribution company of 100% of shares, value of transaction under €10 mln;
- Sale of an SPV owning a steel construction plant for machines parts in Serbia (2025)
- Sale of 52MW solar power plant in Serbia (2025)
- Sale of an SPV owning industrial assets in Simanovci - Serbia (2024)
- Expected to close the sale of a solar power plant to a major renewable energy player by the end of 2025.

# CONTACT DETAILS

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 [www.systema.rs](http://www.systema.rs)

 [scp@systema.rs](mailto:scp@systema.rs)

 Francuska 27, Belgrade  
(entrance from "Gospodar Jovanova" street)

