



The brightest minds in finance

Private Equity

Discover how private equity creates value in deals

The **Private Equity** program provides participants with a solid and critical understanding of the inner workings of venture capital, growth capital, buyouts and turnarounds, including the operation of private equity funds, the ways and means of engineering buyouts, reporting and performance measurement, and the institutional investor perspective. This comprehensive program will provide an intense learning experience comprising formal lectures, group discussions, exercises and case studies.

How you will benefit

By attending the program, you will

- Analyze and understand the private equity industry: size, trends, issues affecting the market and major players
- Investigate offering memoranda of private equity funds with case studies from throughout Europe
- Understand the investment structures and return drivers used by private equity specialists
- Learn the finer details of buyout term sheets and how to structure transactions
- Review the key governance and control mechanisms issues in private equity

Who should attend

The **Private Equity** program is relevant for:

- Bank and insurance managers keen to understand the private equity industry better
- Institutional investors with an interest to commit funds to the sector as an asset class
- Corporate managers looking for a better understanding of how private equity investors create value in deals

Please contact us should you feel the need to verify your level of knowledge.

"Very useful, and the professor combines both academic and practical experience."

Invest. Analyst Premier Group WLL, Bahrain

Program at a glance

Day 1

Private equity: asset allocation, instruments and strategies

- Introduction
- The three dimensions of private markets investing
- Asset allocation and private markets
- Private equity funds: functioning and selection
- Q&A and wrap-up

Day 2

Investing in private companies: sourcing, analysing, negotiating, creating value and exiting

- Investment framework
- Analyzing a deal: mid-market cleaning company (case I)
- Analyzing a deal: the case of a mid-market cleaning company (case II)
- The deal and post-investment activities
- Q&A and wrap-up

Day 3

Fundraising and structuring, investors relations

- Who are the investors and how do they think
- View of the fund investor
- Selecting funds and fund managers
- Negotiating
- View of the fund manager
- Fund raising: a permanent process
- Role playing game: the case of a mid-market BO fundraising
- Q&A and wrap-up

3 days | € 4,150 | Check AIF.nl for dates

The expert

Meet the brightest minds in finance. Learn from the world's leading finance academics and experienced corporate executives.



Professor Cyril Demaria is a private markets expert advising investors on asset allocation, and funds and direct investments. He

is currently Head of Private Markets Strategy at Julius Baer in Switzerland. Cyril is also the author of multiple books on private equity and asset allocation.

Until 2020, Cyril was a Partner at Wellershoff & Partners, an independent CIO service provider for family offices and financial institutions in Switzerland. His extensive knowledge of the asset class spans 20 years during which he has notably held positions at the CIO of UBS, where he was in charge of private markets research (buy-side). He is the founder and managing partner of venture capital funds and combines academic expertise with his practical experience.

Cyril lectures at top academic institutions including EADA Business School in Barcelona and is an Affiliate Professor at EDHEC Business School in Nice. He has authored best-selling books such as "Introduction to Private Equity" (Wiley, 3rd edition) and "Private Equity Fund Investments" (Palgrave). His book on "Asset Allocation and Private Markets" (Wiley) was published in 2021.

Cyril Demaria received his PhD in Economics and Business Administration from the University of St. Gallen, Switzerland. Furthermore, he has a Master's degree in European Business Law from Université Paris-V, a Master's degree in Geopolitics from Université Paris-VIII, and is a graduate from HEC Paris.

Enrolling & practical information

Enrollment requirements

AIF considers each enrollment application carefully to ensure the quality and level of the program is maintained and that participation of candidates is beneficial to both themselves and their organizations. The general prerequisite for all AIF programs is the possession of an academic or equivalent degree, as well as proficiency in English and practical experience.

Accommodation

AIF has special corporate rates available for participants at a number of hotels in central Amsterdam.

Certificates

An AIF certificate of attendance is awarded to all participants who successfully complete the program.

Program location

The programs are held in the financial hub in the south of Amsterdam, within an easy walk from Amsterdam Zuid Station, and within 15 minutes from Schiphol International Airport.

Program fees

Program fees include tuition, all comprehensive program materials, books, and any software that is required for the program, as well as luncheons and daily refreshments. Accommodation is not included.

In-company programs

For information on how AIF can add value to your organization via a tailored in-company program, please contact AIF directly at: +31 20 246 7140.

Ready to learn more? Find your program and reserve your place at **AIF.nl**

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