



# 35 Years – of Investments & operational Excellence

Landmarks spanning the last three decades

## QUADRIUM

2023 \_\_\_\_\_

Our Legacy of Growth,  
Innovation, and Strategic  
Alliance continues

As we move forward into 2023 and beyond, the legacy of Quadrium Holding persists with an unwavering commitment to innovation and growth development. With over 34 years of successful entrepreneurship, our team's passion for creating new ventures and pursuing entrepreneurial endeavors remains steadfast. Our enduring dedication to trail-blazing new paths in the business world speaks to our resilience, vision, and unwavering commitment to making a lasting impact.

2017 – 2023 \_\_\_\_\_

Establishment of Our  
Family Investment Office

Our dynamic family investment office with headquarters in Europe and Asia was established in collaboration with long-term partners to explore and rapidly identify new opportunities across all industries. In recent years, we have also invested and provided support in sectors such as various technology, cyber security, battery-operated technology, laboratory services, and electric car manufacturing, our experienced team aims to expand business growth prospects by leveraging international knowledge and market access, and by facilitating investments for expansion and growth up to potential strategic exits. Our Asian offices bridge the continents, providing crucial support to companies and entrepreneurs expanding their presence in new markets. We are recognized by international blue-chip companies for our expertise and for delivering outstanding performance and achievements. We remain committed to driving growth and navigating the complexities of global markets while seizing emerging opportunities along the way.

With brands for the mass-market, the company has relished the FMCG sector with a long history of steady growth. Nevertheless, the paradigm that drove the development of our firm has now changed to reflect the emerging industry sectors and has opened a path into the investment world and all its opportunities.

2016 \_\_\_\_\_

Established Global  
Network and Mediation

We showcased our global expertise by facilitating connections between a Chinese conglomerate and senior government officials, resulting in significant investments in critical infrastructure projects. Through strategic mediation, we played a pivotal role in establishing airline connections between Serbia and China for Hainan Airlines.

2009 \_\_\_\_\_

Synergistic Growth &  
Emerging Opportunities

Furthermore, our team actively supported and engaged in the negotiations concerning the sale of a telecommunications company.

2008 \_\_\_\_\_

Continued Success &  
Innovation

In the ever-evolving landscape of international markets, our success endures through reinvestment in promising startup opportunities and companies, with several of our investments leading to the development of reputable companies and our shareholder positions remaining.

2007 \_\_\_\_\_  
Telecommunications &  
Diversification

Successfully diversified into telecoms and signed a joint venture with Telenor, a leading telecommunications company known for strategic outsourced distribution, marketing, and communication support in Southeast Europe. This venture marked a milestone in the company's history and showcased our expertise, determination, and success in navigating complex international markets.

2001 - 2015 \_\_\_\_\_  
Established Total  
Supply Chain Services  
Organization

Our team has successfully executed a remarkable endeavor being the establishment of a second-largest, state-of-the-art supply chain organization in Southeastern Europe (SEE). In surpassing industry standards, we harnessed the power of strategic partnerships, cutting-edge logistics, and visionary financial acumen. This initiative cemented our position as an influential player in the business landscape, captivating renowned enterprises and achieving impressive financial outcomes.

Our investments covered the production, packaging, and full vertical supply chain as we supplied three different markets, with over 35K points of sale, and managed an average of about 1000 employees.

This initiative cemented our position as an influential player within the business landscape of this particular region, with the head office reaching a consolidated yearly revenue of over half a billion Euros.

2006 \_\_\_\_\_  
International Recognition  
& Commitment to  
Excellence

Our unwavering commitment to excellence and exceptional performance garnered international recognition. The prestigious global prize awarded to Gerhard in London epitomized his status as a state-of-the-art distributor, underscoring his remarkable contributions to the global distribution industry. This accolade solidified his reputation as a top-tier business entity, admired for his unparalleled expertise and unwavering dedication to delivering outstanding results on a global scale.

2001 \_\_\_\_\_  
Securing Partnerships  
& Expanding To South  
East Europe

The company strategically expanded into Southeast Europe, securing a long-term partnership with British American Tobacco (BAT). Solidifying our position as a key player, this landmark agreement exemplified our expertise in building influential partnerships and navigating dynamic markets.

1999 \_\_\_\_\_  
Marketing Company &  
Brand Evolution

In a bold and deliberate decision, Gerhard and his Partner founded a marketing company in 1999 with the explicit goal of enhancing the brand presence and reputation of esteemed international FMCG companies, notably focusing on the esteemed Reemtsma brand within the promising Southeast European market.

In addition, a regional head office in Serbia was established to streamline operations and establish a vital hub for business operations in Southeast Europe.

- 1996 \_\_\_\_\_  
FMCG Import &  
Distribution Agreements
- The company continued its successful track record in 1996 by securing exclusive import and distribution agreements with renowned global powerhouses such as Philip Morris and other prestigious blue-chip organizations. The company also developed robust supply chain structures in diverse markets, including Armenia and the Caucasus region, which lasted for 16 years before culminating in the successful sale of the company to a local partner. Company expertise enabled it to capitalize on emerging opportunities and navigate complex market dynamics while achieving impressive financial outcomes and recognition from international organizations.
- 1995 \_\_\_\_\_  
New Headquarters  
Established
- We established new headquarters in Monaco and Cyprus, enhancing our corporate presence and global connections. This strategic expansion enabled us to develop a substantial logistics facility in Cyprus to efficiently manage our operations and supply chain.
- 1995 \_\_\_\_\_  
Acquisitions &  
Distribution Rights
- In 1995 we acquired export distribution rights for an Austrian energy drink and orchestrated a successful marketing campaign for a world championship Superbike team and a strategic partnership with a Formula One team.
- 1994 \_\_\_\_\_  
Success Across The  
Open Seas
- Started supplying International Cruise ships and Ship Chandlers. This collaboration with renowned maritime entities solidifies our position as a trusted partner in delivering exceptional products and services across the seas.
- 1993 \_\_\_\_\_  
Branding &  
Development
- Our strategic branding efforts resulted in the successful creation of a soft drink brand, establishing a formidable market presence.
- 1993 \_\_\_\_\_  
Inhouse Trading  
Division
- As part of our relentless pursuit of innovative strategies, we established a dedicated division devoted to international trading. This expert team was instrumental in facilitating Barter trading, a powerful tool that not only generated hard currency but also provided valuable financing for our ongoing business operations.
- 1992 \_\_\_\_\_  
Expanding Our Global  
Footprint
- The company expanded its footprint to Asia, China, Indonesia, and the Philippines. In the beginning, the team purchased consumer products from wholesalers but soon after developed direct relationships with manufacturers. The Hong Kong office under Gerhard's supervision controlled the quality and supply to Europe and their clients.

1991 \_\_\_\_\_  
Cooperation With  
International  
Duty-Free Suppliers

Our strategic expansion into the Tobacco and Alcohol industry allowed us to inflate our portfolio through collaboration with global Duty-Free suppliers and international traders.

1990 \_\_\_\_\_  
Collaboration &  
Supply Arrangements

We strategically diversified our focus to the sale and supply of tobacco, alcohol, and duty-free products. This pivotal milestone included a collaboration agreement with Austria Tabak, the esteemed Austrian state-owned tobacco manufacturer. Within a year, we became their largest customer for emerging markets, solidifying a prosperous and enduring partnership.

Over two decades, this collaboration evolved into an exclusive supply arrangement for multiple regions, reflecting our ability to identify and capitalize on emerging opportunities.

1989 \_\_\_\_\_  
The Origin of  
Quadrium

Gerhard and his trusted associates and business partners established a joint venture trading company focused on emerging markets in Eastern Europe.

With a core focus on FMCG and Electronics, this strategic move leveraged their extensive experience and successful track records as entrepreneurs and value-driven professionals.



Founder & Visionary Quadrium

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