



# Hedgedemia Group

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April 2024

# 1. M&A Advisory Services

A lower to middle-market investment banking and M&A advisor focused on emerging market

- 1) **Home Team**
- 2) **Mid Market Experiences** - Specialized in navigating the unique challenges and opportunities of mid-market transactions to maximize value.
- 3) **Global Reach** - Leveraging a worldwide network to identify strategic opportunities and partners across borders.
- 4) **Holistic Risk Management Solutions** - Identifying, assessing, and mitigating financial risks to protect assets and ensure long-term sustainability.
- 5) **Due Diligence Excellence** - Conducting comprehensive due diligence to uncover risks and opportunities, informing strategic decision-making.
- 6) **Industry-Specific Expertise** - Offering deep sectoral insights to tailor strategies that reflect the latest industry trends and dynamics.
- 7) **Strategic Counsel** - Providing seasoned advice on complex strategic decisions to navigate the M&A process effectively.

### Selected Projects

- School's First FCU (14.12 billion) merged with Schools Financial (1.63 billion), Jan 2020.
- SanFrancisco CU (1.3 billion) merged with My CU (37 million) Jan 2022
- Just Energy (NEX:JE.H; OTC:JENGQ) cross-border restructuring, 2022-2023
- Brazos Electric Corp. restructuring, 2022 - 2023
- Strategic advisor (buy-side representatives): Matheson, LS Power

## 2. Capital Market Services

- 1) **Strategic Advisory** - Offering expert guidance to define and implement strategies for growth, competitiveness, and financial health.
- 2) **Capital Raising** - Facilitating access to debt and equity financing solutions to fund operations, growth initiatives, and investments.
- 3) **Mergers and Acquisitions** - Providing end-to-end support for M&A activities, including deal sourcing, due diligence, and post-merger integration.
- 4) **Financial Modeling and Valuation** - Developing detailed financial models to support valuation, investment analysis, and decision-making processes.
- 5) **Market Analysis and Insights** - Delivering in-depth market research and analysis to uncover trends, opportunities, and competitive dynamics.
- 6) **Investment Analysis/Portfolio Strategy** - Evaluating investment options, crafting strategies to optimize portfolio performance and align with financial goals.

**Local boutique bank with recent experience of cross-border transactions focused on Chinese companies.**

- Managed and balanced asset pipelines valued at over \$70 million and generated potential revenue of \$11 million
- Recent transactions



# Key Engagement Team

## Jennie Xu



Jennie is a dynamic force in strategic M&A advisory, known for her acumen in navigating complex transactions across sectors such as energy, utilities, financial services and real estate. She has demonstrated proficiency in handling cross-border transactions and providing strategic advice on complex financial deals in the U.S. Canada and Europe.

Jennie began her career as an investment analyst at KeyPoint Capital Management, a Dallas-based hedge fund focused on public Reits investment. She then worked at ALM First Group as part of the Strategic Solution Group, focused in the merger acquisition and alm advisory area where she conducted the biggest merger in the credit union industry per year in 2019. She later joined Kroll (formerly Duff & Phelps), a leading boutique investment bank, focused on mid-market M&A advisory services, with a focus on Energy and Mining.

Jennie received triple major Bachelor degrees in Finance, Economics, and French Studies and a Master degree in Finance from Southern Methodist University.

# Key Engagement Team

## Phoebe Peng



Phoebe specializes in strategic M&A advisory across various sectors including healthcare, art investments, technology, business services, and real estate. Her expertise encompasses M&A deal target finding, business strategy planning, buy-side and sell-side engagements, and portfolio balancing.

Previously, Phoebe has successfully led numerous overseas expansion projects, notably the establishment of JRC's UK subsidiary. Her client portfolio includes high-profile entities like Wuxi Apptec Co., Ltd, Stanford Byers Eye Institute, and EurekaBio.

Phoebe holds a BA in Mathematics and a Minor in Studio Art from Southern Methodist University, and a MSc in Project Management from Northeastern University. She also holds a Specialization in Strategic Management and Innovation from Copenhagen Business School.

For more information, please contact:

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