



## ABOUT

# Economic Consultants

The business card features a background image of a modern glass building and a stock market display. The stock market display shows various market data in green text on a black background, including "ASX 45 -1/3", "CROS 10 -5/8", "RES 36 HJK 30", "ASX 45 -1/3", "CROS 10 -5/8", "RES 36 +5/6", "HJK 30 +1/4", and "ASX 45". The date "February 2013" is visible in the bottom right corner of the card.

**ECONOMIC CONSULTANTS**

**Contact Details**

**Economic Consultants**

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London office, Regent Street 10/12, St. James London

### **HISTORY**

EC was established by Mr. Lars-Johan Myrtrøen in Norway in 1990 based on very much the same concept as M-broking which he run for ten years previous to this. The operation was later moved to London in 1996. Initially focused on offering funding, complementary services and expertise to the financial departments of client companies.

Over the years, the company developed its own investment activities investing in a number of start-up companies. Since then the company has developed from an advisory and investment company into a global operator in funding of companies and projects with offices and partners in most areas of the world.

The company consists of senior partners in different geographical locations who are the core of the company with an additional number of Agents and Introducers in complementary markets.

### **STRATEGY AND OBJECTIVES**

The objective of the company is to progress from an advisory firm to become a fully-fledged merchant bank with activities in investment management, trading and own investments. The strategy has been to collaborate with a number of companies that provides investment management, funding and trading capabilities.

The company has lately progressed rapidly and has the capability today to offer products and services in these areas together with a number of associates in different locations. The company is in the process of taking the next step to in-source some of these services and products into EC.

### **CORPORATE FINANCE AND FUNDING**

EC has lately been and is presently involved in funding companies and projects in different markets for a total value of US\$ 2.6 Billion. This is equity and debt financing. In the debt financing area the company has developed a special product for funding growth companies with long term loans with a low interest rate and repayment requirements tailored to the term. This a very suitable funding structure for many growth companies with limited opportunities for financing at affordable costs. EC has established partnerships lines with a number of financial institutions for developing its loan products.

We have highly interesting Bond solutions suitable for Real Estate and other industries. Our solutions not to be compared with retail bonds or other more traditional solutions that are quite time consuming. Insurance backed solutions and three different options for loans against listed shares.

### **TRADING PLATFORMS**

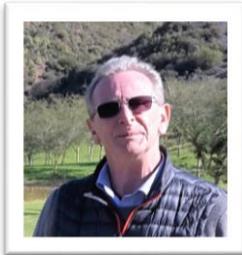
We have few, very conservative programs on shelf. Choose between monthly paid returns to full year returns. New target returns published in January each year, historically 6% per month or 100% per year. Own solutions offered for the Indian market and listed companies.

### TECHNICAL DETAILS AND PRESENCE



EC Capital Management Ltd reg. no. UK 7767020, Trading as Economic Consultants, has its registered office at City Point, 1 Rope Maker Street. London, EC2Y 9AW, UK. Trading address is 10/12 Regent Street., St. James, SW1Y 4XT, London, UK. Phone Office; +44 208133 9055. Mr. Myrtrøen is the Executive Chairman of the Company.

### THE FOUNDER



Mr. Lars Johan Myrtrøen has a record of accomplishment starting up companies and with a number of successful start-ups in the financial sector, technology and energy sectors in Norway and of other countries.

He is educated at BI Norwegian Business School and has a very comprehensive experience in financing, trading and investments over more than 35 years.

In the early 80's Mr. Myrtrøen established M-broking in Norway. A broker house in the loan products area such as asset backed financing, leasing agreements and basket arrangements. He became one of the major players in the new market that was established after the Norwegian Authorities deregulation of the credit markets.

He was also one of the key people behind Stavanger Bank, which was one of the upstart banks that successfully developed in the aftermath of the deregulation and was heading the Eastern part of Norway. In the 90's Mr. Myrtrøen established a highly successful company in the technology sector later listed on the Oslo Stock Exchange. Mr. Myrtrøen moved to London in 1996 and has since then developed his business using London as his international hub.

### COMPANY CEO



Mr. Aksel Bratvedt is the CEO of EC with 30 years of business experience in Investment Banking, Management Consulting and starting and managing companies including listing and running a company on AIM.

He has an MSc in Physics Engineering from the Norwegian Institute of Technology and an MBA from UCLA.

His experience base includes advising the top management of large companies on strategy to structuring financing for small for large companies in many industries and many markets around the world.

Early in his career, he was one of the founders of one of the first investment banks in Norway.