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Providing a Platinum Standard Service

Platinum Partners is an independent advisory firm with a focus on corporate finance. We profile the firm to find out more and explore how it came to be named Best Private Corporate Finance Advisory Firm 2018 – Germany in our prestigious 2018 Global Excellence Awards.

Based in Munich, Platinum Partners supports larger German Mid-Caps through to High Net Worth Individuals and Family Offices. The team draws on its vast experience to advise these clients on corporate finance related projects on a recurrent basis.

These esteemed clients do not only expect high quality of work, but also truly honest advice and high ethical standards. As such, Platinum Partners delivers this by constantly providing advice which has the clients' best interests in mind and is specifically tailored to meet their individual needs. Clients can place their trust in the firm's discretion and perseverance, as they seek to achieve the best possible solutions to meet their requirements.

As a fully independent entity the firm is able to provide clients with a truly unbiased view of the corporate finance landscape today, utilising its global reach to share solutions from around the world and throughout the market. Through its international affiliations Platinum Partners is perfectly placed to support clients as they expand into new regions, helping them to understand the local culture and customs.

It is this large share of cross border business, which accounts for more than 50% of its portfolio, that truly sets Platinum Partners apart from its competitors

and makes it an ideal consultant for its distinguished clients. To support them, the firm collaborates with Crowe Horwath International ("CHI") as part of its international CF-Network, which currently includes more than 120 professionals in 23 countries. Thanks to the partnership of Platinum Partners with CHI - which itself has more than 750 offices in 130 countries, they are able to serve clients in nearly every part of the world.

This collaboration will remain vital to the firm looking to the future. Platinum Partners regards international reach as being of utmost importance in serving its clients, whilst retaining its exceptional high standards, as well as continuing to offer everyone it supports an ethical and experienced service that meets their exact needs. Furthermore, Platinum Partners is convinced that the so called "digital revolution" will have a significant impact on the current Corporate Finance / M&A-market environment. As clients will increasingly be questioned about the sustainability of their business now more than ever, Platinum Partners is convinced that smart corporate financiers need to analyse their client's business model and strategy in much more detail. They need to think out-of-the-box in order to come up with an intelligent proposal for their clients' needs. This approach will be central and drive the firm's strategy going forward.



