

# Company and Services Catalogue

## 2022



# Company Information

**Profinstance Advisory & Training Services** was born as a professional practice in 2016 and then registered as a corporation in 2019. The company provides services such as project finance, public-private partnership, corporate finance, financial modelling, and financial management services. Profinstance has a wide range of customer base from corporate sponsors, municipal corporations, national and international financial institutions to governmental agencies in Turkey, CIS, MENA, and Eastern Europe. **Profinstance Advisory & Training Services** also provides services in evaluating investment projects in terms of global funding and financing opportunities, while bringing together the qualities and financial needs of the project at a common ground, especially in infrastructure, environment, transportation, water, waste, energy, smart city, technology center, entrepreneurship center, culture, agriculture, mining, tourism and health sectors. These services are alleviated by continuous screening for funds & loans & programmes of funds/financial institutions/grantors/agencies all over the World.

**Profinstance Advisory & Training Services** is currently focusing on supporting for capacity development, strategy development, policy structuring, risk management, gaps and challenges identification specific to the sector and projects, development of taxonomy, framework & guidelines, and reviewing existing frameworks and policies under best practices & international practice in various sectors along with private sector participation in line with global funding priorities. Besides, Profinstance establishes world-class college courses & training programs on theoretical & practical project finance fields; supports infrastructural development of Turkey & surrounding regions along with up-to-date civil engineering practices in global contract management procedures & fund sourcing. Profinstance team consists of 5 Management & Project Financier Staff, and Financial Business Consultants dealing with assignments and projects in Turkey, CIS, Eastern Europe, and MENA. The ultimate goal is to share expertise in project finance with financial institutions and sponsors in ancillary financial and project finance practices.

# Service Focus

## Corporate Finance & Restructuring Advisory



## Equity Finance & Mergers / Acquisitions

## Project Finance & Fundraising Advisory



## Sustainable Infrastructure Finance Advisory

### AUXILARY ADVISORY SERVICES

- Financial Due Diligence
- Technical Due Diligence
  - Tax Due Diligence
  - Legal Due Diligence
- Environmental & Social Due Diligence

# Advisory Services

Financial Institutions/Corporate Sponsors/Public Entities



## PROJECT FINANCE

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Financial Arrangement

Financial Modelling

Project Due Diligence

Project Feasibility Studies

Structured Financial  
Arrangement

Financial Project Strategy

Financial Monitoring

Financial Structuring for Islamic  
Project Finance



## CORPORATE FINANCE

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Financial Arrangement

Mergers & Acquisitions

Venture Capital Investments

Financial Strategy

Financial Modelling & Valuation

Financial Forecasting &  
Budgeting

Financial Management &  
Control



## INFRASTRUCTURE FINANCE

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Financial Arrangement

Financial Modelling

PPP Structuring

PPP Procurement

Contract Management

Project Management &  
Monitoring

Project Due Diligence

# Training Services

ProInstance organizes entry level to advanced, comprehensive and tailor-made training programmes on project finance, corporate finance, infrastructure finance and M&A to financial institutions, public entities and corporate sponsors, through both in class and online platforms.

## **Training Programme Samples**

- Fundamentals of Project Finance
- Financial Contracts in Project Finance
- Financial Model Preparation, Scenario and Sensitivity Analysis in Project Finance
- Public - Private Partnership Models in Project Finance
- M&A Financing and Due Diligence
- Sustainable Finance
- Islamic Project Finance

*for more information about training programmes please visit  
[www.proinstanceadvisory.com](http://www.proinstanceadvisory.com)*





# Sustainability Finance Services

## Strategic Advisory Services

- Climate risk and decarbonisation strategy setting (sector and/or firm level)
- Green business model building
- Green project pipeline development
- ESG & Net-Zero Strategy implementation
- CBAM impact analysis

## Financial Advisory Services

- Green loan, green bond, sustainable loan, sustainable bond, sustainability linked loan, sustainability linked bond structuring
- Green finance framework preparation
- ESG linked financing implementation
- Sustainable Impact investment advisory
  - Portfolio investment strategy
  - Portfolio impact measurement analysis
  - Portfolio 'greenness' analysis
- Circular economy feasibility analysis
- ICMA KPI & SPT advisory

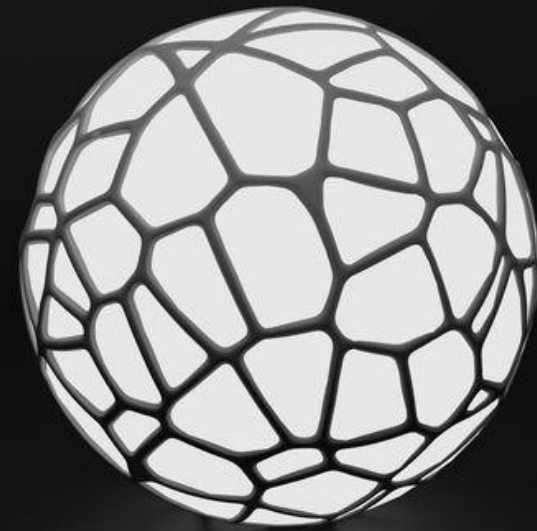
# Digital Infrastructure & Energy Digitization Funding Services

## Parties

- Public Sponsors
- Private Sponsors
- Financial Institutions

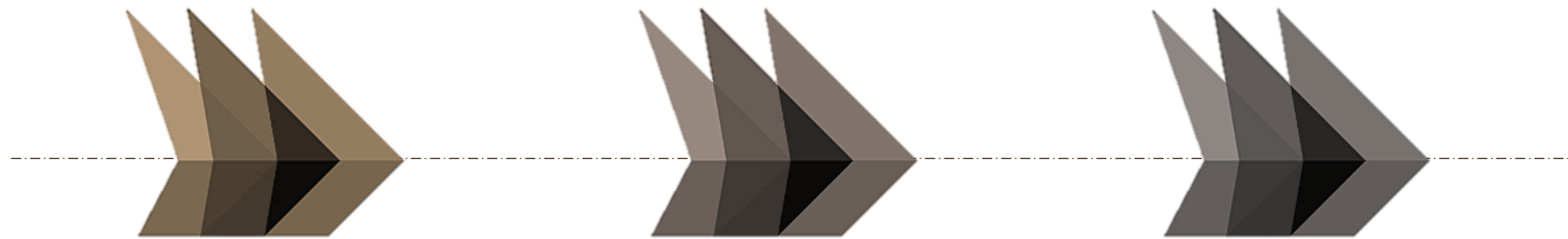
## Services

- Digital Capability Funding Arrangement & Sourcing of Loans / Grants / Capital Injections
- Resilient Financial Management Systems Formation & Implementation
- Financial Analysis of Digital Transformation on Projects and Financings
- SaaS Based Start-up Financing, Financing Modelling, Partnership Modelling
- Sustainable Energy & Low Carbon Transformation in Projects
- Virtual Power Plant Operations in Energy Projects
- Data Driven Financial Modelling & Forecasting System Build-ups in Projects



# Project Life Cycle Services

Financial Institutions/Corporate Sponsors/Public Entities



## DEVELOPMENT PHASE

- Forming of Project Structure
- Project Financial /Technical/ Engineering/ Environmental Due Diligence
- Forming of Project Risk Analysis Matrix
- Generating Data Set, Feasibility Studies and Financial Modelling
- Forming Financing Structure
- Requirements of Suitable Project Financial Structure Optimization
- Project Financing/ Funding, Financial Closure Operations
- Communication/ Negotiation Conducting With Financial Institutions

## CONSTRUCTION PHASE

- Financial Monitoring In Project Construction Process
- Technical Monitoring In Project Construction Process
- Project Financing Contract Management
- Financing Process of Project Parties Management
- Monitoring and Coordination of Reporting Works of Financial Institutions

## OPERATION PHASE

- Operational Monitoring In Project Operation Process
- Financial Monitoring In Project Operation Process
- Management of Refinancing and Restructuring
- Operational Financial Modelling
- Management of Project Financing Contracts
- For Financial Institutions Monitoring and Coordination of Reporting Works



# Organization Chart & Team



# C-Suite Information



**Özlem Kıldır**, Chief Executive Officer  
*Project Finance, Structured Finance, PPP*

Ms. Özlem Kıldır, is a prominent project financier, providing services for corporate & mid-sized companies in project finance, corporate finance, public-private-partnership models, renewable energy & energy efficiency financing, infrastructure financing, credit risk & structuring loans, mergers & acquisitions, engineering finance, sustainable development financing and financial audit & management.

Current advisory practice is leveraged by Ms. Kıldır's 20 years of experience in Corporate Banking, last five years as a project finance manager in Türkiye İş Bankası A.S. (Is Bank, Turkey) with ~20 billion USD Project Financing track record. Is Bank's Project Finance Portfolio was managed by Ms. Kıldır by structuring, arranging, closing, and monitoring deals from pre-development up to the final operation. Project Finance Portfolio of the bank consisting of infrastructure & commercial real estate, M&A, energy production & distribution, public-private-partnership deals in energy, transport, health, and infrastructure was managed by Ms. Kıldır with a team of project finance specialists.

Main tasks included structuring & arranging deals, financial modelling, performing feasibility & sensitivity analysis of projects, analysing credit risk & project risk & environmental risk, risk based & asset-liability management based loan pricing, coordinating & managing project due diligence studies, completing financial documentation via negotiations and contract drafting, monitoring projects on technical, environmental, and financial terms in construction and operation periods, analysing re-financing alternatives.

Ms. Özlem Kıldır also provides conferences, training, and workshops in green finance, project & corporate finance, ESG training in sustainable finance, digitalization projects, capacity building, innovative financing structures, etc., and worked as a researcher & instructor for Sabancı, Koc, and Ozyegin Universities. As a result of her work in Project Finance in 2018, she was recognized as Best Project Finance Advisory - MENA & Most Inspirational Woman in Project Finance by Wealth & Finance International.

# Directors & Managers



**Mrs. Sinem Sin Okur** has been involved in many project finance projects so far. Sinem has deep end-to-end experience in project finance processes.

Some sample work experiences:

- Pure Energy Financial Advisory based on Credit/Financing Process Management
- Food Sector (Confidential Company) - Project Finance
- Wind Energy (Confidential Company) - Project Finance
- Ministry of Economy - Interest Support Program
- EBRD Medium-Sized Sustainable Energy Project Finance



**Ms. Selin Ipin** has been involved in many project finance transactions. Selin has deep end-to-end experience in project finance processes, Islamic finance, construction industry and corporate training.

Some sample work experiences:

- Energy Efficiency (Confidential Company) - Financial Advisory
- Renewable Energy Sector (Confidential Company) - Project Finance
- Transportation Sector (Confidential Municipality) - Project Finance
- Waste to Energy Sector (Confidential Municipality) - PPP Finance



**Mrs. Sila Basturk Agiroglu** has been involved in many energy project finance transactions and has worked in a wide variety of complex and challenging finance processes such as loan documentations, financial modelling, financial structure. Sila has deep experience in finance markets related to green finance, climate finance and sustainability.

Some sample work experiences:

- Off-shore Wind Energy Project - Financial Advisory Services
- 72 MW On-shore Wind Power Plant Additional Investment Project - Project Finance Modelling, Comprehensive Study with Third Party Consultants for Environmental, Technical and Market Due Diligence Advisory Services
- 178 MW HPP Privatization - Financial Advisory Services



# Selected Business Partnerships



SAS : Analytics, Artificial Intelligence and Data Management



Mott MacDonald : Consultancy and Engineering Technical Advisory



Pure Energy : Renewable Energy Advisory & Energy Trading



Rosenblatt & Company : International Legal DD



ACE Consulting : Environmental & Social DD



SU PEK Consultancy : Hydro Energy & Water Infrastructure Advisory



Proger S.P.A : Technical Due Diligence



Eptisa Engineering Services : Engineering Technical Advisory

# Selected Business Partnerships



Level Tax :  
Tax Due Diligence



Bogazici Proje :  
Engineering  
Advisory



TOCC Attorney :  
Local Legal Due  
Diligence



Vector Renewables :  
Renewable Energy



Marsh Insurance :  
Risk Due Diligence & Risk  
Management



IMC :  
International Technical &  
Financial Advisory  
Services



DNVGL :  
Energy Technical &  
Project Advisory



TURBODEN :  
Bioenergy Related  
Engineering Services

# Selected Business Partnerships



E&Y :  
Grant & Tax Incentive  
Procurement



ERG & Partners :  
Financial Due Diligence  
Services



PPP Experts :  
PPP Training  
Services



Resonance :  
International Financial  
Advisory Services



Four Quadrant :  
Project Finance  
Training Services



Silta Finance AG:  
Technology  
Solution Services



# Memberships



DEİK PPP Work  
Group



Shura Energy Finance  
Committee



Italian Chamber of Industry  
and Trade Association



METU Infrastructure  
Project Risk Research  
Group



Turkish Women in  
Renewables and Energy  
Transition



Turkish Wind Energy  
Association

# Selected Project Finance Assignments

Commencement Date	Assignment Name/ Main Outputs	Name of Client & Country	Role in Assignment	Tasks Performed in Assignment
07.2022 - Current	Turkey Green Economy Financing Facility (TURKEY GEFF) - Facility Consultant	European Bank for Reconstruction and Development (EBRD) - Turkey	Subcontracted	The assignment includes providing capacity building, stakeholder engagement, and financial advisory services. Within the scope of the project listed assignments are being performed; analysing the PFI (Participating Financial Institution) client base and supporting the PFI's in the development of customized green financial products, contributing to the structuring of vendor-finance schemes and green trade finance operations, preparing case studies of financed subprojects and financing solutions, developing methodology and procedures for the monitoring and verification of completed Sub-projects, preparing policy briefing materials and draft regulatory instruments, identifying potential capacity needs of the PFI's and conducting regular financial literacy capacity-building activities, and providing training for the target PFI staff.
05.2022 - Current	Manufacturing, Agribusiness And Services (Mas) Middle East, Central Asia and Turkey (Mct) Green Finance Turkey	International Finance Corporation (IFC) - Turkey	Subcontracted	The assignment includes providing stakeholder engagement, and financial advisory services. Within the scope of the project listed assignments are being performed; providing information on how green financing works, steps to develop green financing frameworks, an overview of regulatory and EU taxonomy requirements, external review and audit principles, successful green financing examples, etc., producing a market assessment report for Turkey and supporting client engagement events and engagements with stakeholders groups that are relevant to the green finance.
03.2022 - Current	Offshore Wind Power Plant and Port Pre-Feasibility Study	Confidential Governmental Development Agency - Turkey	Contracted	The project includes preparing pre-feasibility study and providing financial advisory services within the scope of analysing CAPEX, OPEX, LCOE, IRR and PBT.

# Selected Project Finance Assignments

Commencement Date	Assignment Name/ Main Outputs	Name of Client & Country	Role in Assignment	Tasks Performed in Assignment
11.2021 - Current	Fundraising for a Solar Electricity Generation Venture	Confidential Renewable Energy Sector - Turkey, Italy, Germany	Contracted	The project includes fundraising for a green investment company; potential partners include existing Venture Capital Investment Companies (VCIC), Venture Capital Investment Funds (VCIF), and Private Equity companies (PE) based in Turkey. The fundraising will be performed either by co-investment with the above investors on a project basis, or the foundation of an investment fund under the roof of one of these companies.
10.2021 - Current	Financial Advisory Services	Silta Finance AG - Switzerland	Contracted	As Profinstance Inc. together with Silta Finance partnership bridges the gap between the world of decentralized finance (DeFi) and infrastructure projects for sustainable future. With this partnership, Profinstance makes use of the tokens allocated to it for experimenting with the projects. Advisory services scope also provides feedback to the Company on their user experience and to make recommendations for improving the projects.
08.2021 - 08.2022	Financial Management Advisory Services	Confidential Energy Technologies Sector-Turkey	Contracted	The assignment included providing strategic financial management advisory services via feasibility studies, cash flow studies, and financial modelling within the scope of the battery investment project. The assignment also included structuring transaction & financial strategy & loan under bankability & risk mitigation & sustainability aspects and performing communication & negotiation with financial institutions from Letter of Intent to Loan Documentation. Profinstance Advisory acted as the exclusive mandated financial advisor for the company from pre-structuring to financial close, and financial closing has been achieved with a total sum of 44.750.000 USD Project Finance Credit. After the financial close, monitoring advisory services were also continued.
05.2021 - 05.2022	Financial Advisory Services	Confidential Energy Sector - Turkey	Contracted	The assignment included providing financial services such as researching market opportunities and company/asset opportunities related to new energy technologies, studying project details, studying entry points for the investment, conducting prefeasibility, pre-evaluation, prefinancing studies, determining impediments, and analysing related risks and conducting related solutions, and credit allocation preparation in renewable power plant projects and new energy technologies.



# Selected Project Finance Assignments

Commencement Date	Assignment Name/ Main Outputs	Name of Client & Country	Role in Assignment	Tasks Performed in Assignment
05.2020 - Current	Financial Advisory and Financial Management Services	Confidential Energy Sector - Turkey	Contracted	The assignment includes providing financing under project finance and corporate finance scopes to the Company, by creating bankable structures linked to the operational processes of the company, undertaking the task of analysing and optimizing the principles of preparing financial statements, analysing the employer's income and customer sales, and creating the cost structure within this scope, determining KPI and metrics based on financial reporting, creating monthly budgets within the framework of determined budget principles for the financial management team of the company under the capacity building for access to finance.
09.2020 - 09.2021	Financial Advisory Services	Confidential Energy Sector - Turkey	Contracted	The assignment included access to corporate and project finance, preparation of investor presentation, business plan, market research, and marketing and commercial strategies and assessing the investment environment and researching domestic and foreign VC's and public/private related fund sources, funding strategy, making an application to those who are deemed appropriate, providing advisory services in the investment process, and participating in local/international organizations related to the sector and reporting the developments periodically. The project was tested in line with industry best practices and the European Green Deal scope. In addition, specific international associations related to the sector have been determined (e.g., The European Association for Storage of Energy, Batteries European Partnership Association) for the participation of the company.
09.2020 - Current	Financial Advisory Services	Confidential Energy Sector - Turkey	Contracted	The assignment includes financial arrangement & financial due diligence advisory services for providing project finance and corporate finance to the company and its subsidiaries operating in the natural gas production sector in Turkey, which owned by a London-based international company

# Selected Corporate Finance Assignments

Commencement Date	Assignment Name/ Main Outputs	Name of Client & Country	Role in Assignment	Tasks Performed in Assignment
12.2021 - 01.2022	Financial Advisory Services	Confidential Solar Power Plant Portfolio - Turkey	Contracted	The assignment included providing financial advisory services within the scope of loan allocation process and M&A advisory of the solar projects.
11.2021 - Current	Financial Advisory Services	Confidential Renewable Energy Sector (Biogas & Biomass & Solar Power Plant) -Turkey & Italy	Contracted	The assignment includes preparation of the financial model, preparation of the information memorandum and business plan, and establishing partnerships between the company and third parties/companies, and providing financial process management services. Advisory services scope also includes strategic financial management with Local and International Financial Institutions and supporting the public offer process.
11.2021 - Current	Financial Management Advisory Services	Confidential Renewable Energy Sector-Turkey	Contracted	The assignment includes providing financing for the company operating in the field of business development in the renewable energy sector.
10.2021 - Current	Financial Management Advisory Services	Confidential Renewable Energy Sector Start-up - United Kingdom	Contracted	The assignment includes providing grant process management services within the scope of the projects and preparation of the financial model reflecting business plan, valuation, and comprehensive information memorandum including business plan & financial projections for financial & strategic investors for M&A process.
04.2021 - 09.2021	M&A Deal Advisory Services	Confidential Digital Printing Sector - Turkey	Contracted	The assignment included provision of advisory services on the preparation of investor information memorandum, the preparation of the financial business plan, and financial valuation studies.
03.2021 - 01.2022	Financial Advisory Services	Confidential Start-up - Turkey	Contracted	The assignment includes the provision of general financial advisory, business development advisory for construction companies, project management companies in Turkey and nearby countries and financial advisory services for funding allocation, increasing the capacity of the customer for funding stages.
01.2021 - Current	M&A Deal Advisory Services	Confidential Pipe Production Sector - Turkey	Contracted	The assignment includes the provision of financial management for target companies and M&A financial advisory services for these companies.

# Selected Contractual Advisory Assignments

COMMENCEMENT DATE	ASSIGNMENT NAME
<b>06.2021 - 08.2021</b>	Capital Market Prospectus Preparation Advisory in Digital ERP Sector
<b>01.2021 - 04.2021</b>	Financial Model Constructing and Review Services in Energy Sector - Australia
<b>12.2020 - 10.2021</b>	PPP Financing Advisory Services in Education Project in Azerbaijan
<b>12.2020 - 06.2021</b>	Funding Model and Mini YEKA Advisory Services
<b>11.2020 - 11.2021</b>	Financial Advisory Services in Energy Sector
<b>11.2020 - 03.2021</b>	Financial Management Advisory Services in Energy & Manufacturing Sector
<b>09.2020 - 09.2021</b>	M&A / VC / Equity Finance Services in Rechargeable Battery Sector Start-up - Turkey
<b>08.2020 - 01.2021</b>	Financial Arrangement Services & Modelling & Project Management Advisory Services in Bio Energy Sector in Canada
<b>07.2020 - 10.2020</b>	Lenders Financial Advisory in Hydro Power Plant Project
<b>06.2020 - 12.2020</b>	Financial Advisory & Due Diligence on Urban Transport and Bus Project Financing in Turkey
<b>03.2020 - 04.2020</b>	Project Finance & Technical Advisory Monitoring Services for 1 Wind Power Plant Project
<b>02.2020 - 04.2020</b>	Financial Restructuring Financial Model Advisory in 5 Bank Lenders represented by Credit Agent Bank - Turkey
<b>11.2019 - 10.2020</b>	Policy & Structure Advisory for Car Park PPP Structures in Selected Municipality in Turkey
<b>10.2019 - 02.2020</b>	Financial Restructuring Financial Model Advisory in Retail Sector
<b>03.2019 - 12.2019</b>	Project Finance & Project Management Advisory for 5 Public - Private - Partnership Model Funded Hospital Projects: Etlik , Izmir , Kocaeli, Konya, Gaziantep Hospital Complex
<b>12.2018 - 12.2021</b>	Advisory & Model Development & Training for Financing Waste Management & Waste Energy Projects in Turkey



# Selective References of Executives - *Infrastructure*

PROJECT	BRIEF DESCRIPTION of the PROJECT
EURASIA TUNNEL	Transportation - 1.3 Billion USD - Treasury Guaranteed PPP Financing
YAVUZ SULTAN SELIM BRIDGE	Transportation - 2.3 Billion USD Guaranteed PPP Financing (General Directorate of Highways)
GEBZE - IZMIR HIGHWAY	Transportation - 7.4 Billion USD Guaranteed PPP Financing (General Directorate of Highways)
IZMIR INTERNATIONAL AIRPORT	Transportation - 250 Million EUR - Project Finance
MERSIN PORT	Transportation - 750 Million EUR - Project Finance
ETLIK HOSPITAL	Infrastructure - 1.1 Billion EUR Guaranteed PPP Financing (Ministry of Health)
MALL OF ISTANBUL	Mixed Use Commercial Estate (shopping mall, hotel, offices, residential) - 500 Million USD - Real Estate Financing
LEVENT SIGNATURE	Commercial Real Estate - 350 Million USD - Project Finance
VOYAGE HOTELS	Hospitality Estate - 450 Million USD - Real Estate Financing

# Selective References of Executives - *Energy*

PROJECT	BRIEF DESCRIPTION of the PROJECT
KANGAL WEPP	Wind Power - 128 MW - Project Finance
GOYNUK THERMAL POWER PLANT	Coal-Fired Power - 270 MW - Project Finance
BASKENT NATURAL GAS DISTRIBUTION	Energy Distribution - 1.2 Billion USD - Privatisation
GOKTAS HEPP	Hydropower - 275 MW - Project Finance
KALEKÖY HEPP	Hydropower - 1.126 MW - Project Finance
KEMERKÖY - YENİKÖY PRIVATISATION	Coal-Fired Power - 2.67 Billion USD- Privatisation
ELECTRICITY DISTRIBUTION PRIVATISATION	Energy Distribution - 5 Billion USD - Privatisation - 12 Project
GAMA CCGT	Gas Power - 1,3 Billion USD - Project Finance
AKSA HOLDING FINANCING	Energy - 300 Million TL - Project Finance
AKFEN WIND WPP PORTFOLIO	Wind - 378 MW - Project Finance
SOCAR STAR REFINERY	Refinery - 6,3 Billion USD - Project Finance
BORUSAN WPP PORTFOLIO	Wind - 138 MW - Project Finance

# Selective References of Executives – *M&A*

PROJECT	BRIEF DESCRIPTION of the PROJECT
DOMINO'S PIZZA	Confidential – Retail – M&A Finance
MARS CINEMA	Confidential – Entertainment – M&A Finance
DOGTAS KELEBEK	Confidential – Retail – M&A Finance
IDO FERRY LINES	Transportation – 861 Million USD – Privatisation
348 MW HPP PROJECT	Energy – Sell-Side Advisory
BAYRAMHACILI HPP & GULLUBAG HPP	Energy – Undisclosed – Sell-Side Advisory
ÇORUH & FIRAT ELECTRICITY DISTRIBUTION	Energy – 227 Million USD & 230,3 Million USD – Buy-Side Advisory in Privatisation
WPP LICENSES	Energy – 33,5 Million USD – Sell-Side Advisory
SOYAK HPP	Energy – Sell-Side Advisory
46 MW HPP PROJECT	Energy – Sell-Side Advisory
348 MW HPP PROJECT	Energy – Sell-Side Advisory
GULF OIL	Energy – Sell-Side Advisory
BASKENTGAS	Energy – Privatization Buy-Side Advisory

# References



European Bank  
for Reconstruction and Development



IFC

International  
Finance Corporation  
WORLD BANK GROUP



Asian Development Bank



odeabank



Garanti BBVA



VENN  
ENERGY

Kontrolmatik  
Technologies



BORUSAN

KALEHAN  
KALE  
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GAMA ENERJİ A.Ş.

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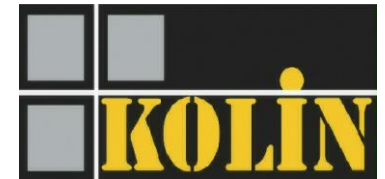
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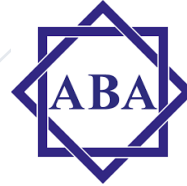
EKARTGRUP

ECOGREEN





# References



The Banks Association of Azerbaijan



Ministry of Road Transportation and Bridge, Bangladesh

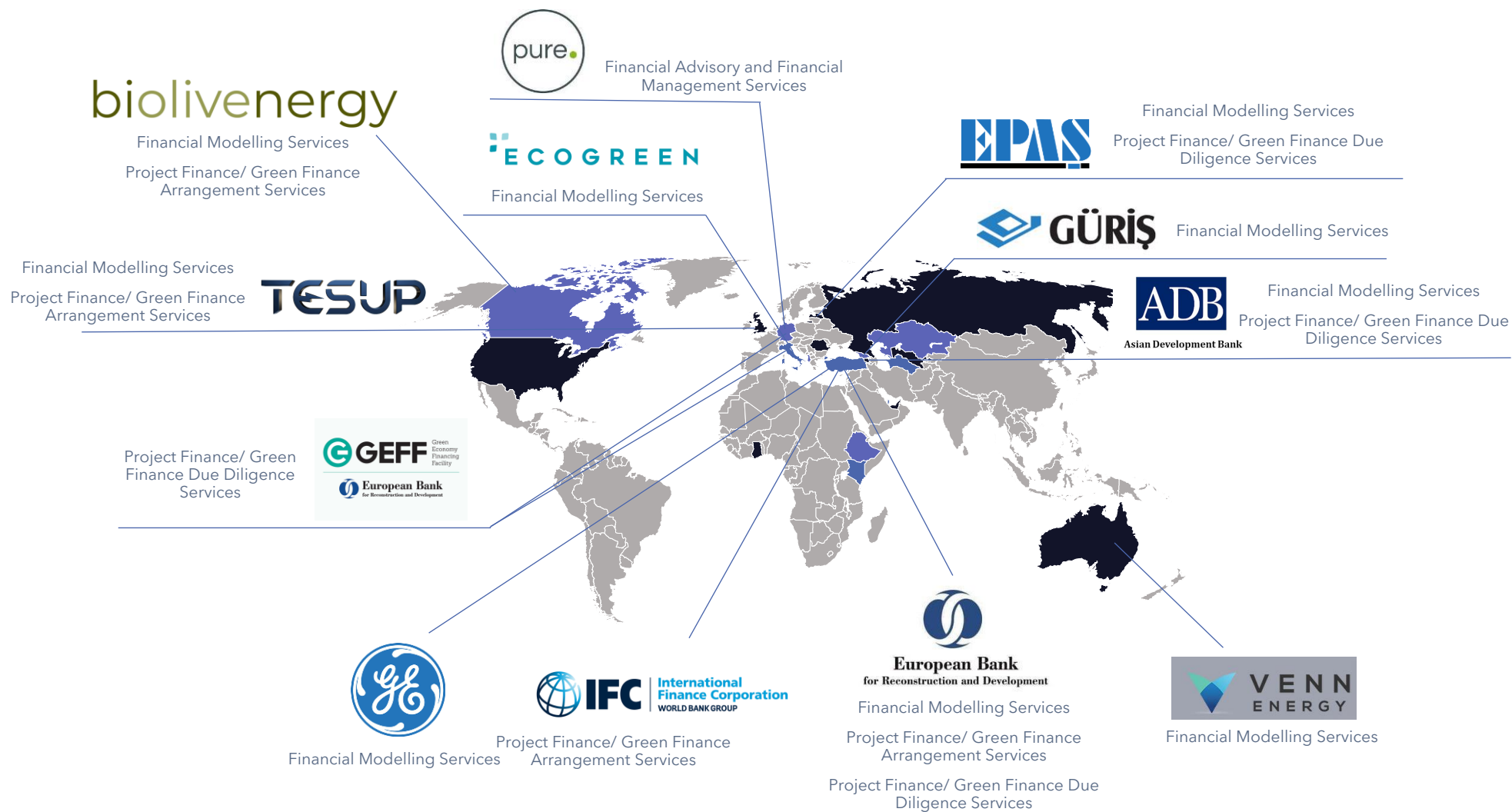


BALIKESİR BÜYÜKŞEHİR BELEDİYESİ



# International References

Please see our international references below.





# Contact Us

Visit our website for further information about our advisory and training services.

**[www.profinstanceadvisory.com](http://www.profinstanceadvisory.com)**

Please feel free to contact us for any other inquiry.

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