

TRIUNFAE
Turnaround, Restructuring and Innovation

INSTITUTIONAL
PRESENTATION
2026





TURNAROUNDS HAPPEN WHEN COMPANIES
MAKE THE RIGHT COURSE CORRECTIONS —
AND EXECUTE THEM WELL.

WE TURN STRATEGY INTO REALITY.



WE ARE A BOUTIQUE CONSULTANCY FOCUSED ON
**OVERCOMING BUSINESS CRISES, PERFORMANCE
IMPROVEMENT AND STRATEGY.**



MANIFESTO



WE INTEGRATE PERFORMANCE

We take on executive roles within our clients' businesses, in operational and financial areas, with commercial and strategic leadership.



WE ARE NOT ARBITRARY

At the start of the project, we establish management and cash committees, with the participation of the client's partners, and execute the defined strategies.



WE UPHOLD TRANSPARENCY

We foster close relationships with clients, suppliers, financial agents, and employees, building a unified and coherent narrative aligned with what is being put into practice.



WE ARE IMPARTIAL

Our commitment is to always seek the best decisions, aiming for the full recovery of the company. We understand that the project's success benefits all stakeholders, including the consultancy itself.



WE ARE MISSION-DRIVEN

Our mission is to help companies overcome their crisis and reposition them strategically in the market, with ethics, humility, resilience, and respect for people.



SERVICES

OUR EXPERTISE IN BUSINESS MANAGEMENT AND RESTRUCTURING ENABLES US TO OFFER A BROAD AND HIGHLY **RELEVANT PORTFOLIO** OF SERVICES TAILORED TO **COMPLEX CORPORATE CHALLENGES.**

- ▶ **Turnaround & Restructuring**
- ▶ **Debt Restructuring**
- ▶ **Operational Restructuring**
- ▶ **Commercial Management & Restructuring**
- ▶ **Court-Appointed Management**
- ▶ **Performance Improvement & Workouts**
- ▶ **Distressed Valuation & M&A**
- ▶ **Governance, Risk & Compliance (ESG)**
- ▶ **Governance & Risk Management for Agribusiness**
- ▶ **Triunfae PY+**



OUR INTEGRATED RESTRUCTURING SOLUTIONS

A complete portfolio to transform crisis into sustainable value

Turnaround & Restructuring

- Immediate liquidity, cash stabilization, and strategic recovery.
- Interim management with cash and management committees.
- Debt restructuring, distressed M&A and strategic succession.

Operational Restructuring

- Technical assessment and redesign of production and logistics processes.
- Cost reduction, bottleneck elimination, and efficiency gains.
- Lean Six Sigma, SCOR tools, and a culture of continuous improvement.

Triunfae PY+

- Efficiency platform via Paraguay for restructuring and expansion.
- Tax, labor, and logistics advantages.
- Corporate, tax, and operational structuring for competitive businesses

Restructuring & Commercial Management

- Consultative sales model and commercial governance.
- Revenue predictability and performance culture.
- Expansion, loyalty, and integration with marketing and after-sales.

Corporate Governance

- Maturity assessment based on IBGC,
- Board structuring, compliance, and controls.
- Alignment of partners, managers, and stakeholders for sustainable decisions.



PARTNERS

All turnaround projects conducted by Triunfae involve the joint and systemic work of its 3 partners. In this way, we incorporate the 3 key areas for recovery and business transformation: strategic-commercial, financial, and operational.



ANDRÉ ROCHA

FOUNDING PARTNER AND CEO

André Rocha is founding partner of Triunfae, specialized in restructuring, crisis management, performance improvement and strategy, having worked on more than 70 cases of this nature. Prior to this, he held leadership positions at major companies such as ABB, 3M, Cargill, Grupo Fischer, and Vale. He holds a Bachelor's and MBA in Business Administration, a Master's in Business Law, and is the author of the book "O Combate à Fraude na Recuperação Judicial" (Thomson Reuters). He is Vice President of the Brazilian Asset Tracing Institute (IBRA), former international academic coordinator of the Brazilian Insolvency Institute (IBAJUD), and a member of the Turnaround Management Association (TMA), Insol International and the Ibero-American Insolvency Law Institute (IIDC). He conceived and coordinated two international programs on insolvency and restructuring with the support of UNCITRAL (United Nations Commission for International Trade Law). He serves as a World Bank consultant, lectures in graduate programs, and speaks at national and international events.



FÁBIO GUEDES

MANAGING PARTNER – FINANCE

Expert in financial management and restructuring of distressed companies with over 15 years of experience, having worked on more than 40 cases. His expertise includes judicial recovery, extrajudicial restructuring, and workouts across various sectors such as Civil Construction, Aviation, Transport and Logistics, among others. Fábio is recognized in the market for his dynamism, leadership, and strategic skills in working capital management, fundraising, and creditor negotiation. Bachelor's degree in Accounting, MBA in Business Management, and member of the Turnaround Management Association (TMA Brasil).



ALEXANDRE MENDONÇA

MANAGING PARTNER – OPERATIONS

Mendonça has over 30 years of experience in crisis management and team leadership, with a focus on operations, industry, and logistics, with emphasis on agribusiness. Lawyer, postgraduate in Financial Management and Corporate Law, and MBA in Agribusiness. Specialist in Industrial Operations from UDOP and in Corporate Insolvency and Post-Pandemic Crisis from Universidad de Sevilla, Spain. Currently pursuing a Master's in International Law. Member of the Turnaround Management Association (TMA Brasil). In the process of certification as a Master Black Belt in Lean Six Sigma. Board member of the Rural Association of Ribeirão Preto (Brazil's agribusiness capital).



TEAM

OUR TEAM CONSISTS OF NEARLY **40 PROFESSIONALS**, WITH MULTIDISCIPLINARY BACKGROUNDS, **QUALIFIED** TO TACKLE THE MOST COMPLEX CHALLENGES WITH **CREATIVITY, EXPERTISE, BOLDNESS, HUMILITY AND RESPECT** FOR PEOPLE.



OFFICE

WE ARE LOCATED ON AV. PRESIDENTE VARGAS, THE MAIN COMMERCIAL AXIS OF RIBEIRÃO PRETO, IN THE TRIO BUILDING. OUR OFFICE OCCUPIES TWO FLOORS, EACH WITH SPECIFIC FUNCTIONS THAT REFLECT OUR COMMITMENT TO EXCELLENCE AND DELIVERING RESULTS FOR OUR CLIENTS.



SEGMENTS

- ▶ Agribusiness
- ▶ Food & Beverages
- ▶ Aviation
- ▶ Footwear
- ▶ Communication & Media
- ▶ Education
- ▶ Energy
- ▶ Engineering & Construction
- ▶ Facilities
- ▶ Pharmaceutical
- ▶ Graphic
- ▶ Infrastructure
- ▶ Machinery & Equipment
- ▶ Metallurgy
- ▶ Oil & Gas
- ▶ Pulp & Paper
- ▶ Healthcare & Personal Care
- ▶ Sugar & Energy
- ▶ Information Technology
- ▶ Textile
- ▶ Transport & Logistics
- ▶ Retail & Distribution

OUR TEAM HAS EXTENSIVE
EXPERIENCE ACROSS A
WIDE RANGE OF
SEGMENTS, COVERING
INDUSTRY, RETAIL AND
SERVICES.



NATIONAL REACH

THROUGHOUT OUR JOURNEY, WE
HAVE EXPANDED OUR OPERATIONS TO
ALL REGIONS OF BRAZIL.

THIS BROAD REACH REAFFIRMS OUR
COMMITMENT TO DELIVERING
STRATEGIC AND CUSTOMIZED
SOLUTIONS, CAREFULLY ALIGNED
WITH THE SPECIFIC DEMANDS OF
EACH SEGMENT AND REGION.



VISION, MISSION & VALUES

"A BRAND FOR A COMPANY IS LIKE A REPUTATION FOR A PERSON. YOU EARN REPUTATION BY TRYING TO DO HARD THINGS WELL".

JEFF BEZOS



VISION

WE WANT TO BE RECOGNIZED AS THE BOUTIQUE CONSULTANCY THAT REVOLUTIONIZED THE WAY FAMILY BUSINESSES ARE MANAGED, RESTRUCTURED, AND GUIDED THROUGH CRISIS.



MISSION

TO HELP COMPANIES AND FAMILIES OVERCOME THEIR CRISIS, UNLOCKING THE FULL POTENTIAL OF PEOPLE AND PRESERVING VALUE FOR PARTNERS, CLIENTS, SUPPLIERS, AND FINANCIAL AGENTS.



VALUES

SERVANT AND OBJECTIVE LEADERSHIP; RECOGNITION OF THE RIGHT PEOPLE; UNWAVERING FAITH AND A CULTURE OF DISCIPLINE.



SELECTED CASES

Click the arrows to learn the details of each project.

SCEI – OPERATOR OF PUC-CAMPINAS AND HOSPITALS ↗

Distressed M&A transaction with restructuring of the Maternidade de Campinas liabilities and subsequent incorporation by SCEI, enabled by the approval of the judicial recovery plan.

GRUPO SOLAR SUPERMARKETS ↗

Successful judicial recovery that prevented asset loss, restored the group's credibility, and preserved the continuity of regional operations.

ESDEVA GRAPHIC INDUSTRY ↗

Restructuring that reversed the financial collapse and restored the company's competitiveness amid the decline faced by the graphic sector.

GRUPO JOSÉ OSMAR BERGAMASCO ↗

Financial restructuring of a rural producer with preservation of strategic assets and capital structure optimization.





IT'S TIME TO CORRECT YOUR COURSE.

**RELY ON THOSE WHO TURN
STRATEGY INTO REALITY.**





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