

SMEs face endless challenges. Crowdberry and Mazars join forces aiming to drive their growth

Bratislava, 22nd September 2020 – The largest alternative investment platform in Slovakia and Czech Republic Crowdberry and international audit and advisory firm Mazars have signed a cooperation agreement. Considering recent extraordinary development, their common aim is to help privately-owned businesses at all stages of their business lifecycle, from start-up through to exit. The cooperation is focused on both companies and investors in order to connect innovative private and family businesses with a smart capital and thus contribute to their growth and value for the owners and future economy.

The initial idea of this cooperation roots in the common objectives of both firms to contribute to the future prosperity of society. Crowdberry's proficiency goes from implementing growth plans for entrepreneurs and providing alternative options for capital appreciation, to improving resources and capital allocation within the economy.

Mazars' competence ranges from selecting the right business structure or complying with local regulatory and audit requirements, to specialist expertise for mergers and acquisitions, efficient tax planning or IT advice in order to keep ahead of the relentless pace of digitalization.

„Running a successful privately owned business is never straightforward. We are aware that the risks, challenges and opportunities SMEs and startups face are unique. Mazars aims to give them confidence in all aspects of their work and support them in achieving their visions: creating value, building a legacy and being part of a greater mission,“ said Mickaël Compagnon, Mazars Slovakia managing partner.

„SMEs and startups are engines of innovation and growth. They create attractive local jobs and value over mature businesses, inspiring competition and disrupting the economy to evolve. Our mission is to give them tools to break barriers to succeed and advocate for the entrepreneurs behind them. Joining forces with Mazars is a further catalyst in all aspects of international business development for the Slovak SME and Startup segment with a goal to accelerate innovation and the overall impact to our society,“ said Daniel Gašpar, Crowdberry partner.

In a constantly changing economic environment, the main benefits of SMEs are in their agility, dynamism and innovation. These firms are able to respond quickly and are highly adaptable in a changing environment and their creativity fuels the spirit of entrepreneurship and economic growth. This has been proven also in [SME Competitiveness Outlook 2020](#) findings published by International Trade Center showing that 21% of global SMEs were agile in their response to the crises compared to 16% of larger firms. According to the [European Commission](#) SMEs represent 99% of all businesses in EU. They employ two out of every three employees and generate three-fifth of the EU value-added. In the last five years they created 85% of new jobs, so tailor made support through investments and smart capital is essential.

Crowdberry and Mazars consider as crucial to professionalize the SME and startup ecosystem that creates favorable conditions for growth, innovations and development for sustainable solutions that are resilient to future challenges. Further mission is to support investors navigating through unstable business environment on their way to choose for the right investment opportunities with a significant growth potential. Despite the challenging times,

most of investors (74% according to recent Mazars' COVID-19 and the [World of Private Equity survey](#)) are still open for businesses and looking for new opportunities.

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About Mazars in Slovakia

Mazars has been operating in Slovakia since 2000 and belongs to the biggest audit and advisory companies. More than 130 professionals provide audit, accounting, payroll, tax and consulting services in Bratislava, Košice, Považská Bystrica and Nitra.

Mazars Global robotics centre is based in Slovakia and provides services in the fields of RPA, process mining and artificial intelligence. Mazars incubates at its Bratislava office a startup which focuses on development of chatbots and other AI driven conversational platforms.

www.mazars.sk

About Mazars

Mazars is an internationally integrated partnership, specializing in audit, accountancy, advisory, tax and legal services. Operating in 91 countries and territories around the world, we draw on the expertise of 40,400 professionals – 24,400 in the Mazars integrated partnership and 16,000 via the Mazars North America Alliance – to assist clients of all sizes at every stage in their development.

www.mazars.com

About Crowdberry

Crowdberry, a.s. is the leading independent platform for alternative investments in Slovakia and the Czech Republic with offices in Prague, Bratislava and Košice. Established in 2015 in partnership with Tatra banka Private Banking, the platform provides a professional digital marketplace for entrepreneurs and private investors to enable growth for innovative companies as well as attractive investment opportunities. With over 3,000 investors and more than EUR 22 million in equity capital raised to date, Crowdberry provides an essential access to intelligent growth capital for dynamic companies.

www.crowdberry.eu

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