

Athena Consultancy Services

CORPORATE SERVICES

ATHENA

c|m
chaudhary malik

Table of Contents

1. Introduction
 2. Our Philosophy and Objectives
 3. What We Do?
 4. Customers
 5. Team Profiles
- Contact Us
-

1. Introduction

ATHENA

c|m
chaudhary malik

Introduction

Athena Consultancy Services

- Athena Consultancy Services – FZCO is a consultancy firm based in Dubai, UAE with its partner firm Chaudhary Malik & Co. operating since 2009 in Lahore, Pakistan.
 - Our team has an extensive experience of working with a range of management and policy consulting projects.
 - We provide advice, assistance and services to businesses and organizations for creating and sustaining competitive advantage and intrinsic value.
 - We advise Governments and organizations on developing and implementing policy and reforms.
 - We provide turnkey Corporate Advisory to businesses aiming at local, regional, and international expansion.
 - Our team specializes in providing integrated, practical and focused advice to organizations in improving their net worth, value-chain, and performance.
 - Strong emphasis on value and identification of key risks remains at the core of our consulting assignments.
-

2. Our Philosophy and Objectives

ATHENA

c|m
chaudhary malik

Our Philosophy

Athena Consultancy Services

- There are two phenomenon that make the job of investors and business leaders challenging in the modern economy. First is the pace of disruptive technologies and second is climate change. Both challenges make the job of leaders and investors hard as they make difficult the task of building sustainable solutions.
 - At Athena., we analyze thoroughly any assignment in line with the above-mentioned challenges. Our focus is not on solving the [immediate] problem at hand for now but to devise the solution that ensures sustainability going forward.
 - Developing sustainable policy and reform solutions is at the core of our policy and advocacy consulting practice. No policy and reform can be made without understanding regulatory and social context of target territories, and
 - We have a strong ethical focus and adhere to ethical practices not only for it is the right thing to do but also for this is the only way to protect the Free Enterprise economy. Athena is dedicated to providing consulting to our clients to the best of our ability, diligently and with prudence.
-

Company Objectives

Athena Consultancy Services

- 1) *To develop an advisory service that is trusted by our customers for quality of work, responsiveness, and integrity.*
 - 2) *To ensure business value creation for our customers by focusing on intrinsic value of the firm/investment in every assignment that we do.*
 - 3) *To be a firm known for high ethical standards, integrity, and honest advisory.*
 - 4) *To be a financial, strategic, corporate affairs, and policy advisory firm of choice for customers across the globe by adhering to the fore-mentioned policy objectives.*
-

3. What We Do

ATHENA

c|m
chaudhary malik

What We Do?

Services

- **Policy Advisory**

We assist organizations in navigating complex regulatory environments and staying ahead of emerging policy trends. Tailored solutions are provided by the team of experts, who bring a wealth of experience in government relations, public policy analysis, and stakeholder engagement. Whether policy development guidance, advocacy support, or strategic communications are required, our firm has the expertise to help clients achieve their goals.

- **Climate Advisory**

CMC offers climate advisory services to help clients address the risks and opportunities of climate change. We work with businesses, governments, and organizations to develop strategies for adapting to changing climate conditions, and making businesses and communities more climate resilient. Our team of experts brings a multidisciplinary approach to climate advisory, drawing on expertise in areas such as energy, finance, public policy, and sustainability to provide comprehensive solutions for complex climate challenges.

- **Corporate Development**

The focus of corporate development is to help create organizations with clear strategic focus and ability to adapt to ever changing business environment in a globalized economy. The focus of corporate development is on creating a value proposition that is sustainable and is adaptive to emerging technologies. Special emphasis is on ensuring sound understanding of local environment and devising a plan in line with the challenges posed.

- **Corporate Finance Advisory**

We provide advisory on Sales and Divestitures; Mergers & Acquisition, Joint Venture and Alliance; Capital Advisory; Corporate Development Advisory; Fairness Opinion; Venture Financing; and Public Private Partnerships for Infrastructure.

4. Customers

ATHENA

c|m
chaudhary malik

Key Customers



SkyElectric Inc. USA



Govt. of Punjab



China Communication Construction
Company IHL



HBL Ltd



CrystalPoint
Partners

Crystal Point Partners



Pakistan Energy and
Resource Company



BAHRIA TOWN
Bahria Town



Acumen Fund



foodpanda

Food Panda



Grange Power Ltd.



Acceleration Partners, USA



Berger Paint Company

4. Corporate Advisory Services

ATHENA

c|m
chaudhary malik

Services

Corporate Advisory

Market Analysis

Business and
Financial
Feasibility

Regulatory
Framework
Analysis and
Advisory

Incorporation
and Licensing
Services

Risk Advisory

Corporate
Finance Advisory

M&A

6. CM Team

ATHENA

c|m
chaudhary malik

CM Team

Team Biographies

Atta Ali Malik

Strategic Management and Finance Specialist



Ali brings strategic analysis, strategy formulation, venture financing, transaction advisory, financial management and control, private placement, and corporate restructuring experience. He also has vast experience of policy and reform advisory to governments and international agencies.

He was one of the founders of Corvit Networks, a global IT Services company. He has also worked with the advisory team of Acceleration Partners (Newton, MA) and has been involved in strategic advisory, venture financing, investment analysis and financial advisory on projects covering energy, e-commerce, commodities, power, telecom, financial services, education, and high-tech. Apart from that he has been advising federal and provincial governments on energy and economic policy.

Ali also serves as visiting faculty for Finance at Govt. College University, Lahore, and guest lecturer at Accounts and Audit Training Institute (Govt. of Pakistan), Lahore, and Management and Professional Development Department, Govt. of Punjab. He also taught as adjunct faculty at Boston University School of Management.

Ali is an MBA from Boston University where he was a Dean's Scholar and is a Beta Gamma Sigma alumni. He also holds a MS degree in Computer Science from Lahore University of Management Sciences. His other interests include technology, theatre, hiking and reading.

CM Team

Team Biographies

Barrister Asad Muneer
*Legal and Regulatory Affairs
Specialist*



Asad has experience of advising individual and corporate clients across a broad spectrum of corporate and related regulatory matters; often involving multiple jurisdictions and competing enforcement actions.

Asad is particularly well placed to advise on Corporate and Banking sectors, with experience of acting in contentious proceedings as well as of providing non-contentious compliance advice. He has represented both individuals and corporates in legal challenges.

He served as a Consultant, Director, Company Secretary and Legal Advisor in more than a dozen of companies in Pakistan. He is also teaching at various universities as visiting faculty member to proliferate his vision.

He obtained Bachelor Degree in Engineering. He also earned Bachelor degree in Law (LLB) and Master's Degree in Business Administration (MBA). He is member of The Honorable Society of Lincoln's Inn after attaining Bar at Law from UOL.

Contact Us

ATHENA

c|m
chaudhary malik

Contact Us

Chaudhary Malik & Co.
2nd Floor
Plaza 240, Sector FF,
Phase 4, D.H.A., Lahore
Lahore, Pakistan
Voice: +92 334 448 8810

ali@chmalik.com
<http://www.chmalik.com>

Athena Consulting Services - FZCO
Building A2 IFZA Business Park
Dubai Silicon Oasis - Dubai - United Arab
Emirates
Voice: +971 54 286 9590