

Bertram T. von Plettenberg

Address (business & personal)

Glorihoechi 4
6403 Kuessnacht
Switzerland
bertram.plettenberg@gmail.com

Born Montreal, Aug. 8, 1955

Experience

Sept. 2022 – today

Independent Consultant (self-employed) & Investor, Kuessnacht a. R., Switzerland

- Project development, management and turn-around of “active” investments
- Management of stock, bond and precious metals portfolio
- Director of Vancouver listed GoldHaven Resources Corp (Junior Gold Explorer)
- (Limited) corporate advisory work

August 1999 – August 2022

CMF – Consulting, Management & Finance AG, Munich, Germany – *Founding partner and CEO of Consulting & Corporate Finance firm*

- General corporate finance advisory work; M&A
- Analysis and support of Venture Capital and Private Equity investment opportunities
- Assisting client companies setting up more efficient planning and controlling systems
- “Hands-on” corporate development until successful exit via trade sale to strategic buyer or via “full-execution IPO” (including presentations of business logic and financial plan to corporate, institutional and private investors, interphase with underwriters etc.)
- Turn-around projects
- Private equity investments involving own and family & friends’ funds
- Specifically supporting Sernova in 2016, 2018, 2019 and 2020 Private Placements as well as its CEO in late 2020 and early 2021 in relation to a potential partnership with a large MedTec corporation (for details, see “Other” below)

Sept. 1993- July 1999

Dr. Wolf Johnssen, von Weichs & Partner, Munich, Germany – *Partner Consulting & Corporate Finance*

- Turn-around, de-risking and value generation projects (i.e., divestiture process and focus on core business units for diversified industrial and real estate holdings)
- Corporate finance projects such as valuation large public power generation and distribution company and ensuing sales process
- Project management such as of fuel-cell based regenerative electricity system (including presentation to US VP, Al Gore)
- VC financing and pre-IPO advisory mandates

Aug. 1992 – Aug. 1993

Sabbatical Year

- Travel and spiritual retreats

Oct. 1987 - July 1992

Equimark GmbH Munich, Germany – *Founding Partner & Co-CEO of LBO-Fund*

- Design and set-up of EQUIMARK, Buy-Out Fund (DM 122MM with lead investor Rockefeller Foundation- third fund of its kind in Germany)
- Founding partner and Co-CEO of EQUIMARK GmbH, Munich, investment advisor to fund
- Deal sourcing, investment management and turn-around of private equity investments
- Contracting and working with supporting consultants

June 1986- - Sept. 1987

First Boston, Investment Bank, New York – *Senior Associate M&A/Investment Banking*

- Due diligence and business valuation work for multiple take-over and buy-out cases
- Investment presentations to buy-side and sell-side clients
- Negotiation support for Vice-Presidents and Directors in charge of cases

Nov. 1984 – May 1986

BearBull AG, Zurich, Switzerland – *Partner Private Wealth Management Company*

- High Net Worth client acquisition & relations, investment management
- Set-up of Techno Growth Fund, the first German and Swiss registered fund for US public small cap technology companies, in partnership with Hambrecht & Quist Investment Management, San Francisco; investor acquisition and investment allocation for fund; later sale of fund management company to EBC Amro Bank.

Sept. 1981 – October 1984

Roland Berger & Partner, Munich, Germany – *Consultant at the leading German Strategy Consulting Firm*

- Strategy and turn-around consulting for top German corporations in the fields of heavy machinery, automotive tires, office and writing materials, banking, building materials and others

Sept. 1974 – July 1975

Terfloth & Company, Montreal, Canada – *Internship at a leading Canadian specialty food exporter and importer*

- Sequentially going through all departments such as accounting, documentation, research, various trading departments
- Set-up of and winning clients and revenues for three new export trading lines
- Not-employer related: Accounting and Arabic (night) courses at Concordia University

Education

Sept. 1980 – June 1981

INSEAD - Fontainebleau, France – *MBA*

Sept. 1975 – July 1980

ICADE, Madrid, Spain – *Licenciado en Derecho (5 years degree – equivalent to today's Bachelor + Master degrees – allowing to register and practice as a lawyer)*

- In parallel, support work at a mutual fund management company

Sept. 1966 – July 1974

German Foreign High School, Madrid, Spain – *Abitur*

Other

Mr. von Plettenberg holds dual Canadian and German citizenship and is fluent in English, German, Spanish and French.

He has extensive working experience in Germany, Switzerland, Spain, Canada, the USA, in various Central and South American countries, Singapore and Malaysia.

Mr. von Plettenberg has been in active investor in SERNOVA since 2016. He personally holds approx. 1.6 million shares and has introduced to SERNOVA a shareholder group presently holding a total of approximately 12 million shares in SERNOVA.

He and his group specifically have supported Sernova during the 2016, 2018, 2019 and 2020 Private Placements accounting for approx. 12-18% of total funds raised in each Private Placement.

Bertram T. von Plettenberg assisted the Sernova's CEO in late 2020 and early 2021 creating a (first) comprehensive financial plan for the years 2020-2035 including all product areas, and derived therefrom, a full corporate presentation for a large US MedTec corporation which at that time was interested in partnering with Sernova (albeit at thinly disguised value-destroying conditions for Sernova).

This presentation included including Source & Uses of Funds and valuation for Sernova as well as a draft investment proposal for the US MedTec corporation.

Bertram believes that his joining Sernova's board will add investment credibility for legacy and new investors to maintain and even increase their positions instead of continuing to seek to reduce their exposure each time there is an uptick of the stock price.

Bertram also believes that his experience in corporate planning, controlling and development and the ensuing financing and M&A processes, can be helpful to focus Sernova on achieving the necessary timely financings and ultimate exit.