

# Smaller Players Think Big

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TMG Capital provides consultancy services to international private equity funds interested in investing in Brazil. Its CEO and president Luiz Francisco Novelli Viana, had a successful track record of resuscitating businesses before starting his own company, which occurred soon after Brazil's Plano Real (Real Plan) economic program conquered hyperinflation in the mid-1990s.



**Luiz Francisco Novelli Viana, CEO and President of TMG Capital**

“We were probably among the three pioneers in private equity in Brazil”, he says.

TMG Capital's first fund focused on small and medium-size companies created during the era of hyperinflation, when the marketplace was highly fragmented. Cash was flowing and shareholders profited, but businesses became inefficient and uncompetitive.

TMG's innovative approach revolutionized the Brazilian dental care sector, due to investment in technology, management and strategies, and TMG grew even more when it took one of its companies public.

It has since created two other funds that invest in emerging markets, and it now has a portfolio worth \$400 million. Among its investments is Boa Vista Serviços, a credit bureau that tracks the spending habits of 90% of Brazil's 200 million people.

Using state-of-the-art algorithms and cloud computing, it compiles data from 2,200 points, allowing Boa Vista to offer personalized financial packages to fuel consumption. “The predictability of credit behavior is important for innovation”, Viana says.

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TMG is a pioneering and independent Brazilian Private Equity firm focused on investments with distinctive value creation through strategic capital and business building approaches.

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Selected Investments: OdontoPrev and Softway were already successfully divested, Conductor and Boa Vista are current Portfolio Companies