



Firm Overview

Jay Capital Advisory Limited (formerly JayDee Partners Limited) is an SEC-approved boutique financial advisory firm established in 2006 with the objective of providing value-added financial solutions to clients.

Being a small firm allows our services to be flexible and specialized, and to alter our services to adapt to each client's individual needs. Since our establishment, we have strived to provide quality services with strong emphasis on integrity and honesty to our clients. Thus far, we have built a strong reputation within local business community.



Services

- **Equity Capital Market** – We assist IPO aspirants with conducting due diligence, recommending suitable corporate structure, devising optimal listing strategy and pricing range, getting approvals from SEC/SET and as well as, becoming a sponsor after the process ended.
- **Mergers and Acquisitions** – We have worked familiarly with corporate law and the regulatory environment, accounting knowledge and commercial judgment on its M&A transaction with the main objective of looking for a win-win solution for all parties. Our services include planning an optimal structure, developing project timelines, conducting valuations, executing plans with careful risk management and negotiating with both parties to seek solutions that are mutually satisfied.
- **Debt Restructuring** – We provide advisory service in debt restructuring which includes identifying key pressure points within the company, reviewing existing debt agreements, negotiating with debt providers, formulating viable financial restructuring plans, giving advice on restructuring or the rehabilitation process as well as on distressed debt purchase.
- **Capital Restructuring and Reorganisation** – Our services include giving advice on assets reallocation, optimal capital structure, business divestiture and assets/liabilities matching as well as identifying investment opportunities and portraying to potential investors the value created inside the company.
- **Other Services** – We also provide feasibility studies, financial planning and consulting, warrant and employee stock option program (ESOP) issuance, asset disposals/acquisitions, liquidity enhancement, delisting, property fund origination, etc.



Contact Us

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Selected Track Records



Golden Ventures Leasehold Real Estate Investment Trust

THB 10,000,000,000 / February 2016

Initial Public Offering

Financial Advisor



Amata Summit Growth Freehold and Leasehold Real Estate Investment Trust

THB 4,750,000,000 / June 2015

Initial Public Offering

Financial Advisor



Nation Broadcasting Corporation PCL

THB 188,500,000 / November 2009

Initial Public Offering

Financial Advisor



Berli Jucker PCL

THB 209,482,000,000 / February 2016

Providing Opinion on the Acquisition of Assets

Independent Financial Advisor



WHA Premium Growth Freehold and Leasehold Real Estate Investment Trust

THB 4,464,500,000 / May 2018

Providing Opinion on the Acquisition of Assets and Connected Transaction

Independent Financial Advisor



Hemraj Land and Development PCL

THB 3,040,539,836 / September 2015

Delisting from the SET

Independent Financial Advisor



LH Shopping Centers Leasehold Real Estate Investment Trust

THB 1,222,000,000 / August 2018

Providing Opinion on the Connected Transaction

Independent Financial Advisor



Tokyo Electric Power Company, INC.

Toyota Tsusho Corporation

February 2013

Providing the Share Valuation of Cassava Waste to Energy Company Limited



Bata Shoe of Thailand PCL

THB 578,837,298 / July 2010

Delisting from the SET

Independent Financial Advisor



Tipco Foods PCL

THB 450,000,000 / December 2016

Financial Advisor in the termination of joint venture and the acquisition in 50.00% shares of Tipco F&B Company Limited from Suntory Beverage & Food Asia Pte. Limited



Contact Person



Jirayong Anuman-Rajadhon
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Career

Jirayong is the Founder and President of Jay Capital Advisory Limited, a financial advisory firm under the license of Thai Securities and Exchange Commission and Ministry of Finance, Thailand. She has more than 20 years of experience in the finance industry, and has advised many leading listed companies during her employment.

Experiences

- 2006 – Present : Managing Director, Jay Capital Advisory Limited
- 2015 – Present : The Chairperson of the Audit Committee, Pioneer Motors PCL
- 2015 – Present : Independent Director, Primo Solutions Company Limited
- 2016 – Present : Creative Director, Phya Philosophy Limited
- 2004 – 2006 : VP-Investment Banking, Asia Plus Securities PLC
- 2002 – 2004 : VP-Investment Banking, Turnaround Limited
- 2001 – 2002 : VP-Business Development, Grammy Entertainment PLC
- 2000 – 2001 : Manager-Direct Investment, AIA Thailand
- 1993 – 1998 : AVP-Investment Banking, Asia Plus Securities PLC
- 1992 – 1993 : Analyst, SICCO Finance and Securities PLC
- 1990 – 1992 : Analyst, SGV Arthur Anderson

Practice Areas

Mergers and Acquisitions
Initial Public Offerings
Debt Restructuring
Capital Restructuring and Reorganisation
Business Valuation and Feasibility Study
Independent Financial Advisory

Qualifications

- Bachelor's Degree in Business Administration (Finance), Thammasat University
- Master's Degree in Business Administration (Finance), Thammasat University
- Director Certification Program (DCP 160/2012)
- Executive Development Program (EDP 8)
- Advanced Audit Committee Program (AACP 19/2015)



Narong Dechathanarujikorn
Senior Vice President
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Career

More than 25 years of experiences, Narong has successfully designed and implemented accounting system to align with ERP software functionalities, internal control and auditing. He also managed major consulting projects for the government, state-owned enterprises and private sector in a variety of business sectors covering banking, education, manufacturing and distribution, trading, construction, real estate, telecom and agriculture.

Experiences

- 2018 – Present : Senior Vice President, Jay Capital Advisory Limited
- 2008 – Present : Managing Director, I Able Business Advisory Co.,Ltd
- 2017 – Present : Independent Director, Prosper Engineering Co.,Ltd
- 2006 – 2007 : Director, KPMG Phoomchai Business Advisory Co.,Ltd
- 2003 – 2006 : Associate Director, KPMG Phoomchai Business Advisory Co.,Ltd
- 1998 – 2003 : Experienced Manager, Inthanon Business Advisory Co., Ltd (formerly Arthur Andersen Business Advisory Co.,Ltd)
- 1995 – 1998 : Supervisor/ Manager, SGV-Na Thalang Co., Ltd

Practice Areas

Internal Control System
Accounting System Design & Implementation
Financial Reporting
Enterprise Resource Planning (ERP) System

Qualifications

- Bachelor's Degree in Business Administration (Accounting), Thammasat University
- Master's Degree in Business Administration (Accounting), Thammasat University
- Certified Public Accountant in Thailand, SEC Licensed Auditor
- Director Accreditation Program (DAP 134/2017)
- Advanced Audit Committee Program (AACP 25/2017)