



SUCCESS through PARTNERSHIP





LHYRA is a *family firms* based on healthy business practices and strong relationships network, incorporated in 2003. Since the beginning the Company has been steadily growing up providing a full range of consulting services in various markets to easily outperform the competition.

We advise Companies to succeed in achieving sustained, profitable growth. We help companies to reach full potential in their core business and pursue adjacencies that strengthen the core using a repeatable formula or improving best practises or spurring a business unit.

Business unit strategy involves making proprietary decisions on where to play and how to win. Our goal is to help our Private and Institutional clients drive their businesses to full economic potential.

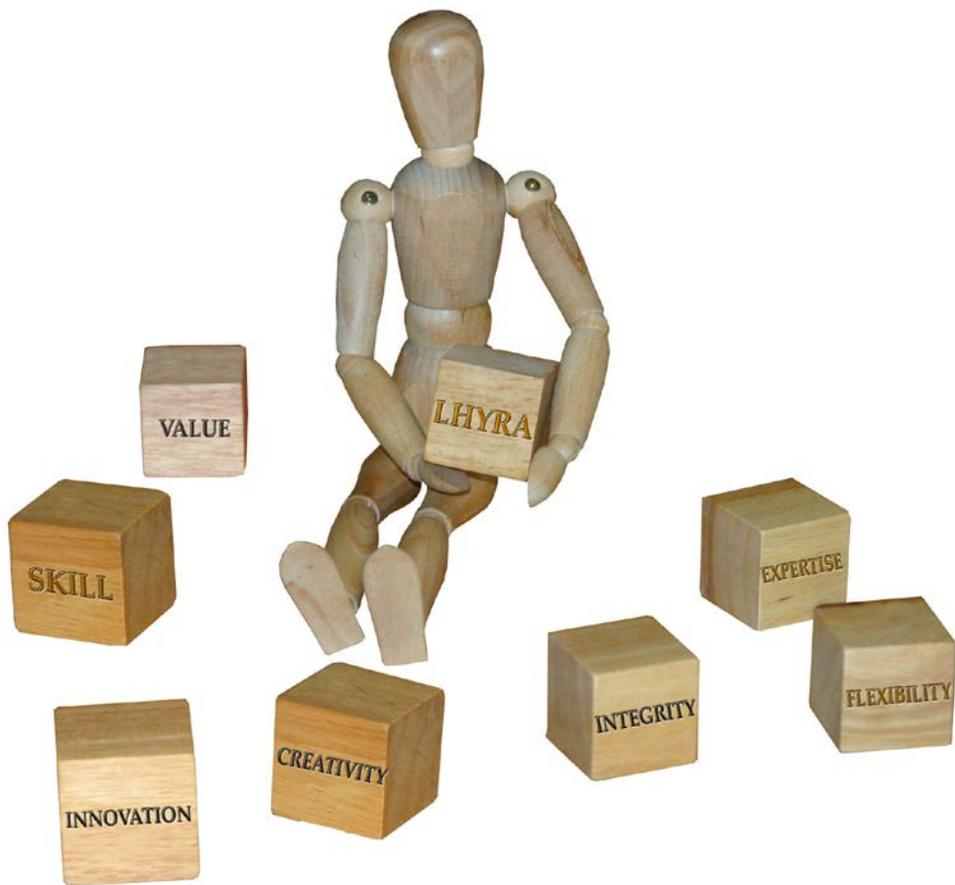
We collaborate with our clients to support the critical initiatives that will drive superior performance. We use rigorous fact-based analyses and pride ourselves on helping clients create pragmatic and sustainable plans that are focused on bottom-line results.





LHYRA has been conceived and created by field professionals with the aim to achieve our customer' objectives. **LHYRA** helps clients improve financial performance by ensuring the entire organization system is aligned and set up to deliver on the company's objectives at any time, regardless of the economic crisis.

Nothing happens by chance. Everything is the result of a customer intimacy approach: We work as an integrated part of your team to deliver true results and make the changes stick. We have a core group of senior performance improvement focused experts for every industry and many geographical regions to support internationalization, international synergies and allies, or simply more opportunities, spurring the growth in the most competing and challenging contexts.

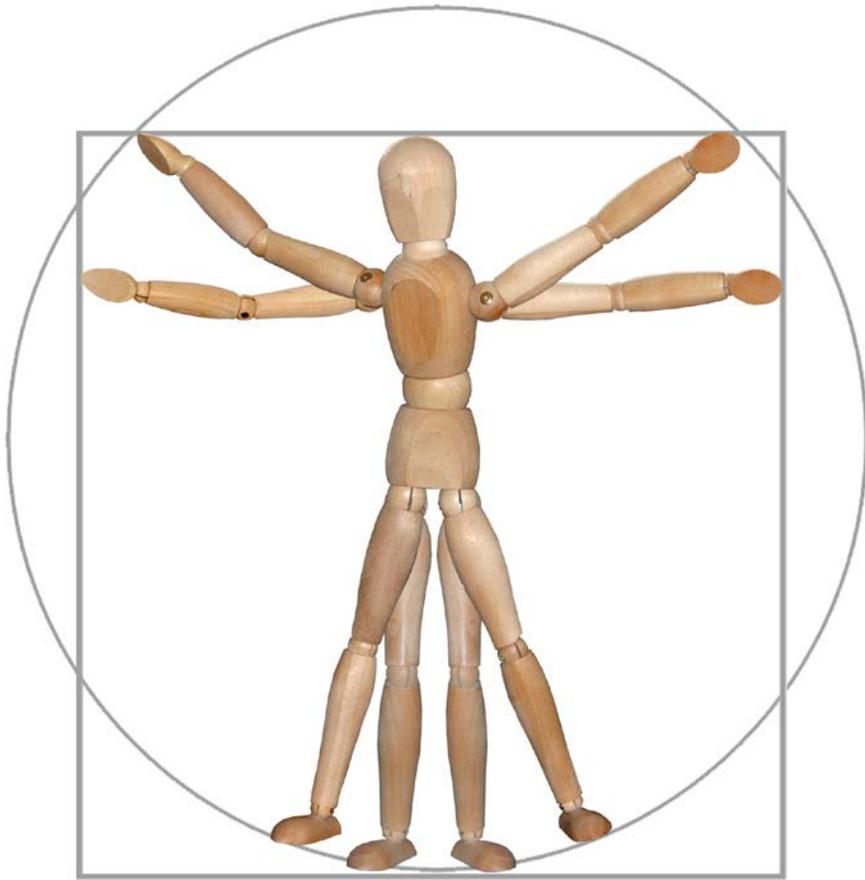


LHYRA devotes its energy and competencies solely to make our Client's goal achieving, so our mission is to exceed our clients' expectations with innovative and bespoke consulting services for their operations, to help to expand or consolidate their markets.

LHYRA helps clients make their organizations better places to work by ensuring the entire organization system is aligned and set up to deliver on the company's objectives.

LHYRA's sustainability and corporate responsibility are a main part of its culture. We work to ensure that value efforts are anchored in business fundamentals and demonstrate a clear return on investment—and that those efforts are then firmly embedded within our clients' strategy and operations.





Innovations, such as online shopping and mobile apps, are now a standard part of daily life. Leading companies recognize that these kind of innovations present multiple growth opportunities, including delighting their customers with heightened convenience and customization options, leveraging the wealth of data trails from digital activity to get even closer to the customer and using technology to operate faster and better. **LHYRA** keep its focus on innovation for those Clients who believe innovation is a way to deliver on core strategy, delight customers and operate smarter and faster on the following fields:

ENVIRONMENT & SUSTAINABILITY

LANDSCAPE ARCHIECTURE

HEALTH & WELLNESS

ICT & COMMUNICATION

TERRITORIAL MARKETING





LHYRA's services - LOCAL focus:

Business Process Optimization

Strategic Consultancy

Resources Optimization

Business Plan Development

Co-Funding Project & Planning

Access Credit Management

Environmental and Social Responsibility Report



LHYRA's services - **GLOBAL** focus:

Company's Internationalization Strategy

Territorial Marketing based on Cultural Heritage

Landscape and Environmental Architecture

Feasibility Study & Market Analysis

Investment Attraction in Italy

Startup Accelerator & Innovation Support Programs

Partner Selection in Supplier-Buyer Relationship



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