



# Crowe Horwath BDM

## Company profile

Serbia Headquarters  
Terazije 5, 4th floor  
11 000 Belgrade, Serbia  
Tel: +381 11 655 85 00  
Fax: + 381 11 655 85 01  
Contact Partner: Bogdan Đurić  
[bogdan.djuric@crowehorwath.rs](mailto:bogdan.djuric@crowehorwath.rs)

## BRINGING EXCELLENCE INTO FOCUS

### Who we are?

Crowe Horwath BDM is one of the leading consulting firms in Serbia and part of Crowe Horwath International, ranked as 9th largest accountancy networks in the world. It's multilingual professionals employed to support over 100 clients with various professional services such as tax, audit, accounting and advisory services, have deep knowledge of local laws and customs. That is of a crucial importance to any company undertaking new ventures or expanding into other countries.

In addition to local expertise, Crowe Horwath BDM team is particularly known for its one – stop – shop concept that was, according to their clients experience, of invaluable significance to those companies that are establishing their business operations in Serbia. Experienced partners, executives and consultants with their vast experience and highest qualifications are determined to provide professional support to both national and multinational companies.

MAKING A DIFFERENCE GLOBALLY

### Why Crowe Horwath BDM?

- **Knowledge and presence on the market**
  - Detailed knowledge of Serbian and Former Yugoslav market
  - Intensive co-operation with our regional offices
  - High level of expertise within the field of offered services
- **Individual approach to every client**
  - Acting in favor of each client's preferences
  - Quick reaction to the individual requests of a client
- **Integrated services and solutions**
  - Broad range of professional advisory service
  - Combined team of specialists
  - Forecast and elimination of potential risks
- **Global range**
  - Global experience due to membership in the Crowe Horwath Group
  - Business connections around the world



# ACHIEVING OPERATIONAL EXCELLENCE

A philosophy of leadership, teamwork and problem solving resulting in continuous improvement throughout the organization by focusing on the needs of our customers, motivating our employees, and optimizing existing activities in the process. By performing so we are reaching the highest possible level of visibility and intelligence along the value chain.

## Our Principles

Lean organizational design

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Team collaboration and talent  
retention

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Aligned strategies and tactics

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Lean value streams

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Customer experience  
excellence

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## We Share

- Embrace change and new ways of working.
- We choose to work as a family, sharing responsibilities and outcomes.
- In building lasting relationships with our clients and among ourselves, we routinely provide opportunities for others to grow and develop as individuals and teams.
- Collaborating, mentoring, teaching, supporting, and coaching define our relationships.
- Sharing opportunities and enjoying other's successes are important components of how we interact.
- Shared commitment and contribution to the vision, strategy and goals of the organization.
- Value people's different skills, experiences and knowledge.
- Strong and unique company culture.



## We Care

- We care deeply about the results of our efforts and we hold ourselves personally accountable to our clients and to one another for delivering on our commitments.
- We care for one another, our clients, our firm, and our communities.
- Trust, integrity, and mutual respect characterize our relationships.
- We all aspire to make a difference and to create significant value resulting from our efforts.
- We “do the right thing” and maintain high ethical standards.

## FOCUSING ON OUR CLIENTS

Our mission is to keep quality of our skills and services on high level, that will deliver real and relevant value to your business. Our true value lies on our expertise that will save you time and money or enlarge your brand reputation, and provide you with the possibility to be competitive on your market. Our experience shows that if our clients are satisfied, our own success will follow.

We have an uncompromising determination to achieve excellence in everything we undertake. Though we may be involved in a wide variety and heavy volume of activity, we would, if it came to a choice, rather be best than biggest.

Our clients and partners can always trust us to conduct business with honesty and integrity. We value growth and encourage progress what leads us to excellence and great achievements.

### We do execution

We hold ourselves accountable to the standards of superior performance.

### Commitment to Client Experience Excellence

We are dedicated to providing exceptional services.

# OUR TEAM IS OUR STRENGTH

Our people are fundamental to our business and success. Our expert teams of professional advisers and support staff are the key to a first class client service. Our supportive environment encourages responsibility, career development and future business leaders.

## Our Partners



**Bogdan Djuric**  
Managing Partner



**Dragana Jovanovic**  
Accounting Partner



**Marija Radulovic**  
Audit Partner | CA

### Professional Summary

**Experience:**

Bogdan has 10 years of experience. He was also tax partner of an international tax consulting practice in Belgrade.

**Area of expertise:** corporate finance, international taxation, cross border tax structuring, M&A, equity and debt financing, transaction services, etc.

### Professional Summary

**Experience:**

Dragana has 10 years of experience in accounting and tax compliance services.

**Area of expertise:** preparation of financial statements and group reporting packages, payroll, tax compliance, audit support, etc.

### Professional Summary

**Experience:**

Marija has 11 years of experience including audit and advisory of a 'Big Four' firm.

**Area of expertise:** audit, advisory, due diligence, internal audit, equity and debt financing, M&A, SAP consulting, etc.

## Our Professional Team

- Multilingual professionals.
- Memberships in internationally relevant chambers.
- Industry specific expertise.
- Continuing education and international "know-how" sharing.
- Relevant experience from the field.
- Ready to go above and beyond the call of duty.
- Diverse group of talented people with strong commitment to each other, to our clients and to the quality of the work.



### Where people make the difference

Our people are fundamental to our business and success.

## RELIABLE PARTNER



### We Growe

- Unity of purpose and stewardship is behind the concept of enriching and holding the firm “in trust” for the legacy of future generations.
- Over time, we seek to sustain continuous growth and profitability, to attain a higher form in our professions, and to fulfill a greater purpose for our clients and our communities.
- We aim to build a better place for our people and their families to grow and to balance their life goals and wealth-accumulation needs.
- We desire freedom to self-determine our future and we seek long-term financial strength and value realization to maintain our freedom in pursuing our goals.

Responsibility is not just a simple word written in our values. It is the key leading force behind our everyday actions. We aim to exceed expectations of our clients and that ensure the solutions agreed are implemented in practice.

Our clients can trust that if they share their business development strategy with us, we stay true to our word, deliver what we promised timely and as planned and agreed together. Our promises are build on our expertise, professionalism, experienced staff and the highest standards of service.

## CREATING INNOVATIVE APPROACH

Crowe Horwath BDM greatest strength is our ability to understand the strategic needs of our clients combined with the business experience of the professionals we bring to create customized solutions and meet those clients needs.

Our team is committed to delivering value to multinational companies that do business across the globe. We are part of international network of business experts with whom we share a commitment to delivering technical excellence and the highest quality of service.

### Our principles

Continuous learning

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Specialty innovation

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Adaptability

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Unwavering commitment to  
excellence

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Consistently high-quality  
service

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## We Invest

- Investing in our people and building our resources to extend the value we bring to clients characterizes our culture.
- Embracing change and fostering continuous learning and thought leadership are important ways we invest.
- Innovation and diversity increase our capacity for high quality and excellence.
- Our energy, resources, and resourcefulness are the valuable assets we contribute.
- Our willingness to take risks and our desire for self-improvement, personal growth, and financial prosperity underpin our will to maximize client success and advance the firm.

## SERVICES OVERVIEW

Crowe Horwath BDM offer a comprehensive portfolio of services that can be easily tailored according to your business and needs.

Structured around years of experience and industry best practices, each service is customized to achieve our clients goals.

**Our experts will develop the best solutions for you in the following areas:**

- Audit
- Tax
- Advisory
- Accounting

**We can also support you with:**

- Risk
- Sustainability

### AUDIT

Audit services provide your company the means to comply with statutory, group or management requirements, and give you critical information for making well-informed decisions about your business.

### TAX

Companies that are operating in the global economy experience complex tax issues, both in their home country and in the jurisdictions in which they do business. This requires a coordinated global delivery of services incorporating both knowledge of national legislation, including tax treaties, as well as the appropriate international perspective.

### ADVISORY

Our success is built on the experienced objectivity of our global professionals that possess the requisite credentials and experience to defend our financial advice and opinions, understand our client's goals, anticipate evolving market trends and deliver excellence to advance each client's financial and strategic goals.

### ACCOUNTING

We provide a full range of professional accounting services to meet each business specific needs, and we can tailor our set of services to suit the individual requirements of each client.

### RISK

Leading organizations carefully assess and evaluate their portfolio of risks and allocate appropriate resources to identify and manage their key risks more effectively than competitors do. For such organizations, having an effective risk management function is now an essential management discipline.

### SUSTAINABILITY

You'll receive a tailored service supported by global methodologies to address issues relating to your specific needs in respect of preparation of sustainability reports.

"You have to have your heart in your business, and your business in your heart."

**Bogdan Đurić**  
Managing Partner  
Crowe Horwath BDM



## AUDIT SERVICES

Audit services are essential to establish credibility and build reputation - critically important assets in a modern global economy. Companies that successfully address audit issues improve the quality of their financial reporting and stand to gain credibility internationally with leading sources of capital.

Given the importance of audit services, many senior executives and audit committees look to Crowe Horwath International member firms for efficient procedures, the value of their work, and personal service. Your organization stands to gain in multiple areas - reputation, insight, service, and cost - by finding experienced auditors who truly value your business.

We can support you with:

- Financial Statutory Audit
- Internal Audit
- Corporate Governance & Compliance
- IFRS Reporting
- Fraud Investigation & Forensic Audit
- Regulatory Compliance
- Accounting Advisory
- Financial Statements Review
- Audit of Special Purpose Financial Statements
- Agreed Upon Procedures
- NGO Projects Audit

"Deeds not words."

**Marija Radulović**  
Audit & Advisory Partner  
Crowe Horwath BDM

## Is your audit provider delivering the audit value you deserve?

The aim of both legally required as well as the voluntary audit is the submission of audit opinion whether the financial statements comply with legal requirements and to provide as accurately as possible an indication of quality of presentation of assets, liabilities, revenues and expenses.

Our audits are carried out in accordance with a risk-oriented audit approach, which is based on national and international rules and principles of proper auditing. Our audit services help improve visibility into your compliance programs, identify potential issues and track progress to resolution.

## TAX SERVICES

Every day – somewhere in the world – tax regulations, rules, and treaties change.

Successful companies consider tax implications before they make business decisions, so they do not pay more than they are legally obligated. This makes international tax compliance, consulting, and structuring a crucial element in your global strategy, directly impacting your cash flow.

Delivering high quality tax services require an indepth understanding of the law as well as the ability to precisely evaluate the clients situation and needs. Our experts recognise and take oncoming alterations of the legislation and the tax options into account well in advance, to benefit the client.

We can support you with:

- Structuring of Cross Border Transactions
- Personal Income Tax Optimization and Expatriate Taxation
- Tax Due Diligence
- M&A / Tax Structuring
- Transfer Pricing
- VAT Structuring / National & International

“The art of good performance comes from understanding of the client’s needs.”

Tax Manger  
Crowe Horwath BDM

## Is your business truly tax efficient?

Crowe Horwath BDM develop the best tax solutions for clients and provide sound advise regarding all tax related issues. We take the time to meet with our clients to review their tax situation, answer questions and make recommendations.

Tax legislation area is subject to continuous change. To maintain an overview of the state of affairs, it is crucial to have a competent partner that would optimise your business in tax matters and support you in the adherence to current laws. Our experts, with their interdisciplinary knowledge of tax, business and markets, will help address tax issues, to achive a targeted management of your tax risks.

## ACCOUNTING SERVICES

From handling the day-to-day business to considering or planning a large transaction, accurate and consistent financial accounting and compliance are essential for any business. Crowe Horwath provides accounting services and our professionals to supplement your in-house accounting resources.

As one of the leading consulting firms in Serbia, Crowe Horwath can help you: review business operations, industry trends and tax developments; identify planning opportunities to help you improve your business; and provide assistance in managing all your day-to-day accounting needs.

Our services include:

- Bookkeeping Services
- Preparation of Statutory Financial Statements
- Corporate Income Tax Compliance
- Payroll Services
- VAT Compliance
- Reporting Services
- Controlling Services
- Administrative and other services

“In business it is important to keep it simple.”

**Dragana Jovanović**  
Accounting and Advisory Partner  
Crowe Horwath BDM

## Do you get all you need on one place?

Effective accounting can help you avoid tax penalties and late fees, save hours during tax time with streamlined financial reports, manage and grow your business.

Accounting is an extremely important process in any enterprise and is integral to financial data management systems. Our mission is to provide services that deliver value that is important to your business, and to do it in a way that will save you time and money in the long term.



## ADVISORY SERVICES

Many acquisitions fail to live up to expectations. The reasons range from poor deal structure, improper strategic fit, failure to identify problems with the quality of earnings, overly optimistic estimates of synergies, to lack of an integration plan.

Evaluating a company in another country compounds these risks. You are dealing with a different language and cultural barriers; different business ethics, legal systems, filing regulations, and accounting principles; transfer pricing that affects taxation – and often government involvement.

Our experts can support you with:

- Financial Due Diligence
- Financial and Debt Restructuring
- Company Valuation
- Merger / Acquisition
- Organisation & IT
- Risk Management & Compliance
- Subsidy Advisory
- CFO Consultancy and Interim Management
- Public Private Partnership Advisory
- Purchase Price Allocation projects

“With expertise to success.”

Advisory Manager  
Crowe Horwath BDM

## Are you making the best decision for your company's future?

Our professionals ability to effectively evaluate regulations, risks, compliance, capital and liquidity issues quickly allows us to develop effective, practical solutions in a timely and successful manner.

The Advisory Services team at Crowe Horwath BDM is a global collective of accountants, lawyers and other professionals, with significant experience in working on behalf of clients in all industries when they are faced with a problematic claim.



## RISK SERVICES

Are you meeting or exceeding today's elevated standards for risk management?

As an international business, you manage a challenging array of risks on multiple fronts: strategic, operations, compliance, reporting and etc. Today's stakeholders – including shareholders, customers, and employees – expect high standards.

While cultures and customs vary, the language of identifying and monitoring risks is consistent in leading boardrooms and management suites throughout the world. Effective and consistent risk management gives you and your employees the confidence to focus on achieving your organization's key business objectives.

Leading organizations carefully assess and evaluate their portfolio of risks and allocate appropriate resources to identify and manage their key risks more effectively than competitors do. For such organizations, having an effective risk management function is now an essential management discipline.

We can support you with:

- ERM Consulting
- Internal Audit Solutions
- Corporate Governance
- Third-Party Risk Consulting
- Forensic Services

Endless opportunities.

Infinite possibilities.

Is your Risk Management effective and consistent?

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Identify and manage your key risks more effectively.



## SUSTAINABILITY SERVICES

### Sustainability issues are driving up the costs?

An increasing number of companies and organisations are looking to make their operations sustainable and contribute to sustainable development. Sustainability and Integrated Reporting can help organisations achieve this by measuring, understanding and communicating their economic, environmental, social and governance performance.

Systematic sustainability reporting helps organisations to measure the impacts they cause or experience, set goals, and manage change. It is the key platform for communicating sustainability performance and impacts – whether positive or negative.

You'll receive a tailored service supported by global methodologies to address issues relating to your specific needs.

We can help you with:

- Sustainability strategy
- Sustainability and Integrated Reporting
- Sustainability management
- Environmental solutions
- Sustainability performance & materiality diagnostic
- Report assurance
- Supply chain services
- Environment, social & governance due diligence
- Environmental, social & governance risk

Is your Sustainability Strategy aligned with corporate strategy?

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Identify the context and the financial and non-financial impacts on your organisation.

Our expertise.

Your safety.



For more information  
please contact:

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Contact Partner:

Bogdan Đurić  
Managing Partner  
[bogdan.djuric@crowehorwath.rs](mailto:bogdan.djuric@crowehorwath.rs)

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Accounting and Advisory Partner  
[dragana.jovanovic@crowehorwath.rs](mailto:dragana.jovanovic@crowehorwath.rs)

Marija Radulović  
Audit and Advisory Partner  
[marija.radulovic@crowehorwath.rs](mailto:marija.radulovic@crowehorwath.rs)