



Ana Hondru
Manager

Professional Background

- Manager of Transfer Pricing Services (the first Romanian independent advisory firm offering highly specialized transfer pricing consultancy);
- Advance Diploma in International Taxation ("ADIT"), paper III, Transfer Pricing Certificate;
- Master degree in Finance and Stock Exchange at Academy of Economic Studies Romania, Faculty of Finance, Insurance, Banking and Stock Exchange;
- Bachelor degree in Finance and Banking from the Academy of Economic Studies Romania;
- Author of various articles on transfer pricing issues related to financial industry.

Proven Track Record

- Over 4 years of experience in transfer pricing projects for multinational groups active in financial industry as well as other industries (e.g. retail, automotive, real estate, chemicals, renewable energy, agriculture);
- Extensive experience in local and pan-European benchmarking studies performed using various databases (e.g. Amadeus, LoanConnector, Bloomberg, RoyaltyStat).

Capabilities

- Involved in transfer pricing documentation projects for multinational clients in various industries such as: financial industry, retail, automotive, real estate, chemicals, renewable energy, agriculture;
- Involved in transfer pricing policy design projects for financial transactions;
- Involved in intangible valuation projects for transfer pricing purposes (e.g. estimate of the trademark value);
- Provided assistance during tax audits and in preparing defence documentation supporting the taxpayer's position;
- Preparation of benchmarking studies in order to determine the arm's length interest rates/yields;
- Preparation of benchmarking studies in order to determine the arm's length mark-ups for various types of services;
- Preparation of benchmarking studies in order to determine the arm's length royalty rates.