

BASIC PROFILING REPORT

COMPANY INFORMATION

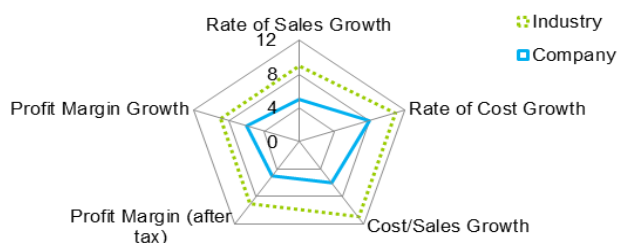
Date of Report: 29 August 2016

Company Name:	UEN Number:	Country:	Contact:
SAMPLE	12345678A	Singapore	Henry Lee
SSIC Code:	Industry:	Latest Financial Year:	Currency:
N.A.	Real Estate	31/12/2015	SGD
E-Mail:		Henry.tan@gmail.com	

KEY RATIO BENCHMARK

EXCELLENT	GOOD	MODERATE	LOW
High Intrinsic Value	Above Average Intrinsic Value	Average Intrinsic Value	Low Intrinsic Value
Greater than or equal to 10, less than or equal to 12	Greater than or equal to 7, less than 10	Greater than or equal to 4, less than 7	Less than 4, greater than or equal to 1

BPR Score

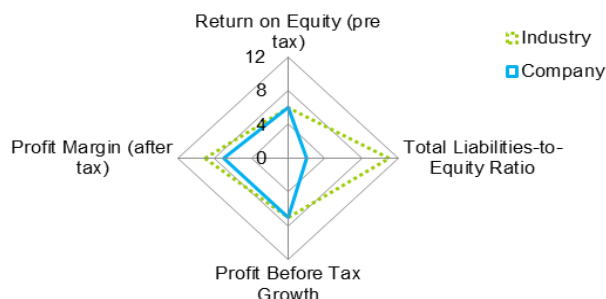


Business Performance Rating (BPR)

7.8

Key Ratios	Company	Industry	Variance
Rate of Sales Growth	40.1%	26.3%	13.9%
Rate of Cost Growth	35.8%	16.5%	19.3%
Cost/Sales Growth	-3.0%	52.5%	-55.5%
Profit Margin (after tax)	4.7%	18.8%	-14.1%
Profit Margin Growth	2.1%	7.5%	-5.4%

SVR Score

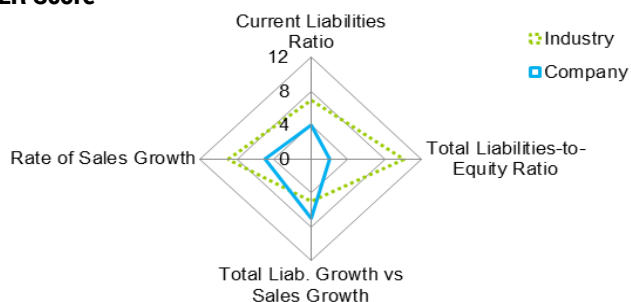


Shareholder Value Rating (SVR)

7.3

Key Ratios	Company	Industry	Variance
Return on Equity (pre tax)	6.3%	11.3%	-5.0%
Total Liabilities-to-Equity Ratio	133.0%	33.8%	99.2%
Profit Before Tax Growth	203.1%	22.5%	180.6%
Profit Margin (after tax)	4.7%	18.8%	-14.1%

RLR Score

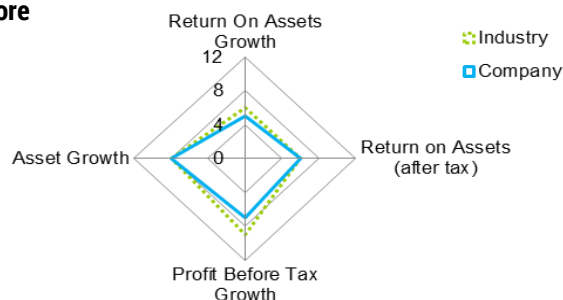


Risk and Liabilities Rating (RLR)

7.3

Key Ratios	Company	Industry	Variance
Current Liabilities Ratio	32.7%	9.0%	23.7%
Total Liabilities-to-Equity Ratio	133.0%	33.8%	99.2%
Total Liab. Growth vs Sales Growth	-22.1%	2.3%	-24.4%
Rate of Sales Growth	40.1%	26.3%	13.9%

PRR Score



Productivity Rating (PRR)

7.0

Key Ratios	Company	Industry	Variance
Return On Assets Growth	1.3%	3.8%	-2.5%
Return on Assets (after tax)	2.3%	6.0%	-3.7%
Profit Before Tax Growth	203.1%	22.5%	180.6%
Asset Growth	12.8%	13.5%	-0.7%

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REFERENCE I

"BEAR" RATINGS

BLACK (B)	EMERALD (E)	AMBER (A)	RED (R)
High Intrinsic Value	Above Average Intrinsic Value	Average Intrinsic Value	Low Intrinsic Value
Greater than or equal to 10, less than or equal to 12	Greater than or equal to 7, less than 10	Greater than or equal to 4, less than 7	Less than 4, greater than or equal to 1

DESCRIPTION

METHODOLOGY

The Financial Scores are the result of conducting the regression analysis of more than 100,000 companies since 1992 and have been validated/back tested against credit downgrades, defaults, corporate actions and significant shifts in the economic cycles: by countries and industry groups.

- Measures sales, expenses and profitability of the business
- Assess suitability for investment purposes
- Evaluates sustainability for generation of future inflows
- Identification of ways to improve current performance

Business Performance

- *Rate of Sales Growth:* $(\text{Sales (Current year)} - \text{Sales (previous year)}) / \text{Sales (previous year)}$
- *Rate of Cost Growth:* $(\text{Cost (Current year)} - \text{Cost (previous year)}) / \text{Cost (previous year)}$
- *Cost/Sales Growth:* $\text{Cost} / \text{Sales (Current year)} - \text{Cost} / \text{Sales (Previous year)}$
- *Profit Margin (After Tax):* $\text{Profit after Tax} / \text{Sales}$
- *Profit Margin Growth:* $(\text{Profit after tax} / \text{sales (Current year)}) - (\text{Profit after Tax} / \text{Sales (previous year)})$

- Measures Return on Equity, Debt-to-Equity, Profit before Tax Growth, Profit Margin for latest year
- Understand the efficiency and effectiveness of investments
- Indicates how much funds are used for expansion/ secure new markets

Shareholder Value

- *Return on Equity (Pre-tax):* $\text{Profit before Tax} / \text{Shareholders fund}$
- *Total Liabilities-to-Equity Ratio:* $\text{Total Liabilities} / \text{Shareholder Fund}$
- *Profit before Tax Growth:* $(\text{Profit before Tax (Current year)} - \text{PBT (previous year)}) / \text{Profit before Tax (previous year)}$
- *Profit Margin (After Tax):* $\text{Profit after Tax} / \text{Sales}$

- Measures current liability, liability-to-equity, total liabilities growth and rate of sales growth of the business
- Determines the direction in which the business is heading
- Identify types of financing plans of the business Indicates the level of risk exposure and leverage faced by the business

Risk and Liabilities

- *Current Liabilities Ratio:* $\text{Current Asset} / \text{Current Liabilities}$
- *Total Liabilities-to-Equity Ratio:* $\text{Total Liabilities} / \text{Shareholder Funds}$
- *Total Liabilities Growth vs Sales Growth:* $((\text{Liabilities (Current year)} - \text{Liabilities (Previous year)}) / \text{Liabilities (Previous year)}) - ((\text{Sales (Current year)} - \text{Sales (Previous year)}) / \text{Sales (Previous Year)})$
- *Rate of Sales Growth:* $(\text{Sales (Current year)} - \text{Sales (previous year)}) / \text{Sales (previous year)}$

- Indicates the performance of assets
- Provides an overview on how the assets are being utilized and liabilities are managed
- Portrays the interrelation between assets efficiency and the profitability of the business

Productivity

- *Return on Assets Growth:* $(\text{Profit after tax} / \text{Total Assets (current year)}) - (\text{Profit after tax} / \text{Total Assets (previous year)})$
- *Return on Assets:* $\text{Profit after tax} / \text{Total asset}$
- *Profit Before Tax Growth:* $(\text{Profit before tax (current year)} - \text{Profit before tax (previous year)}) / \text{Profit before tax (previous year)}$
- *Asset Growth:* $(\text{Total Assets (Current year)} - \text{Total Assets (previous year)}) / \text{Total Assets (previous year)}$

REFERENCE II

PRACTICAL USES

Business Performance

- If you are an investor or thinking of partnering with this company, the factors listed here could assist you in the decision whether to invest in a company or consider partnering with them via joint ventures.
- For creditors and debt financiers, you would want to have a good understanding of whether this company's business performance is sustainable to generate future inflows to pay existing and/or future obligations.

Shareholder Value

- Existing and even potential new shareholders should use this report to find out how much the profits are being generated and how these are being achieved.
- It is also to gauge the adequacy of returns to shareholders who may come into the firm at different period of time.
- Users could have a closer look at how internal reserves are used for expansion, new funds being raised to secure new markets/clients and how much dividends could be paid out to manage its ROE levels.

Risk and Liabilities

- Financiers such as bank and private lenders should use this report under two circumstances:
 1. At the point of lending
 2. Upon lending, they can get a sense of how the balance sheet risks may evolve based on ascertaining their risk appetite at the onset.
- The effects of ascertaining risk appetite usually come at a later stage; and it is a powerful indicator to determine where the firm is heading and how it is going to finance its plans

Productivity

- Financiers with vested interests in the firm are required to know the performance of assets that have been invested by the firm.
- The asset structure of the firm is a good indicator of how resourceful or efficient management has been in order to generate profits for the period; and to what extent this has been achieved.

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