

FinListics Industry Prospecting Reports

Objective: *Identify Prospective Clients*

The FinListics Industry Prospecting Report provides a practical in-depth review of one of the most important components of identifying companies that may benefit most from your solutions -- financial drivers and performance. These studies help not only identify potential prospects, but also provide powerful insights into those companies which perhaps should not be pursued.

Each study is an ideal source of information for a variety of professionals including sellers wanting to sell more at the client executive level, territory managers desiring to develop better prospecting lists, strategists needing a more financially focused assessment of the industry to better allocate resources, and marketing professionals needing to develop campaigns and product collateral that are better aligned with clients' business goals and challenges along with improved articulation of the financial benefits of your solutions.

The CHALLENGE

Find new clients that would potentially benefit most from your solutions, existing clients that would benefit from additional solutions, and gain insights into their ability to fund improvement.

The SOLUTION

Tool:
INDUSTRY PROSPECTING REPORTS

Key Features of INDUSTRY PROSPECTING REPORTS

- Customizable industries and financial metrics
 - Provides value of closing gaps in financial performance and Relative Cash Opportunity (RCO)
 - Integrates cash flow and liquidity metrics for insights into client's ability to fund change
 - Extensive graphical representations
 - Executive summary and interpretation provided by FinListics Solutions
- Each report includes:
 - **Benchmarks:** a company's performance benchmarked relative to its five year average and the industry for key industry-specific financial metrics.
 - **Valuation:** the cash flow benefits of a company improving its performance to its five-year average and better performers in the industry
 - **Liquidity & Cash Flow:** A company's free cash flow generation and liquidity to gain insights into its ability to internally fund the investments needed to affect change
 - **Company Profiles:** a one page summary of each company's performance, cash position, areas of opportunities, and top three key strategies

Delivery of INDUSTRY PROSPECTING REPORTS

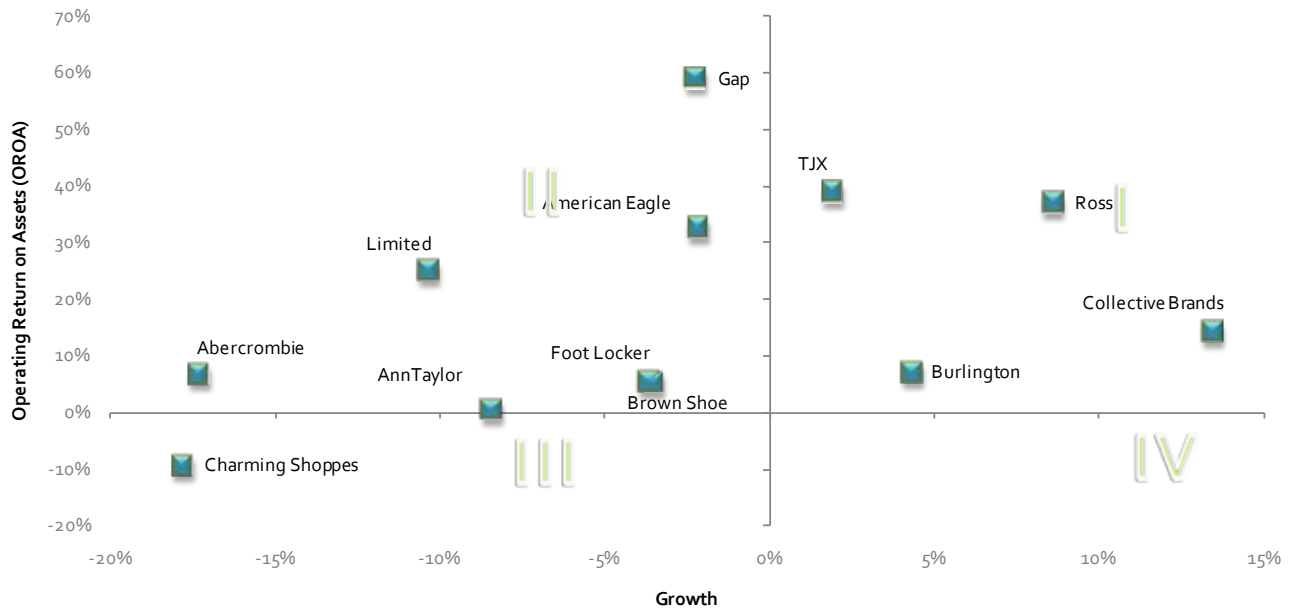
- Electronic distribution to all users
- One-hour webinar overview facilitated by a FinListics expert is included

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Sample: Revenue Growth vs. Operating Return on Assets (OROA)

Following is an example of a chart illustrating the comparison of a group of retailers' revenue growth versus operating return on assets. The objective is to show how fast a company is growing in contrast to

how effectively they're using their investment assets; it also provides insights into growth-return tradeoffs.

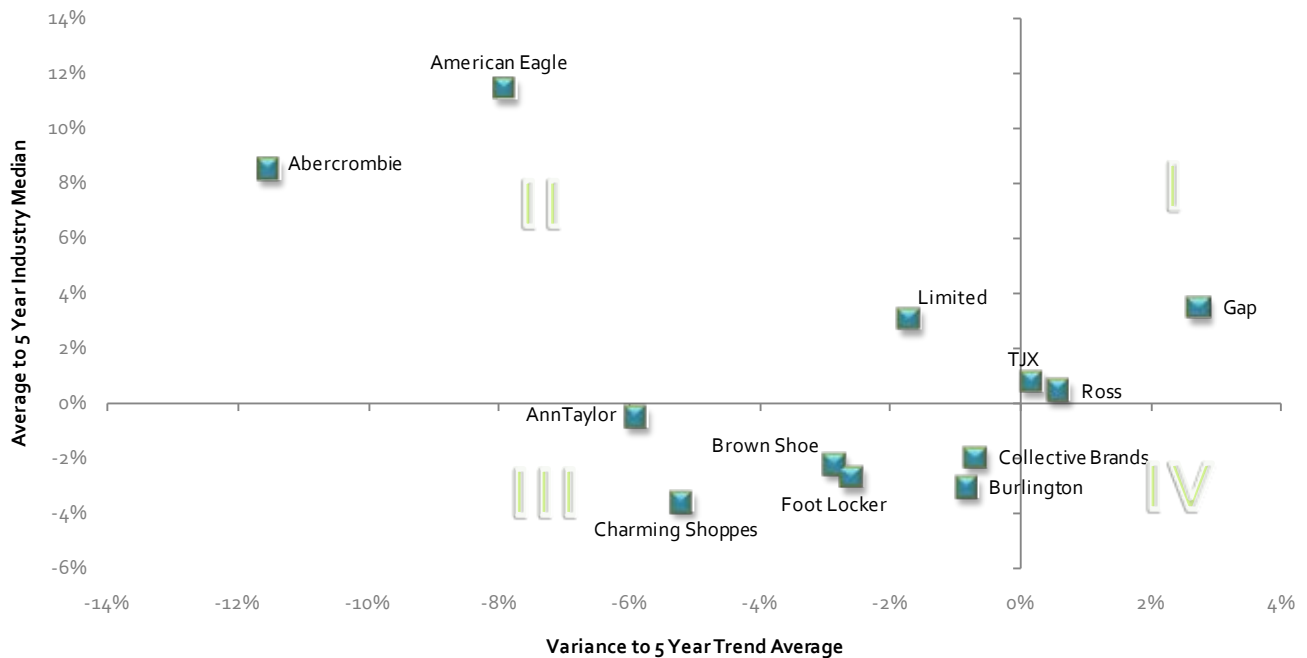


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Sample: Operating Income Margin

Following is an example of a chart illustrating the analysis of companies' operating income margin. It shows companies whose current performance is worse than their five year average and the industry average (Quadrant III), companies whose current performance is better than their five year average

and the industry average (Quadrant I), and those who fall in between (Quadrants II and IV). Companies in the Quadrants II and IV typically have different needs for improving performance and present different opportunities to solutions providers.



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Sample: Free Cash Flow vs. Total Relative Cash Opportunity (RCO)

The following illustrates the comparison of a group of companies' total relative cash opportunity (RCO) to their free cash flow. RCO is a measure of relative benefit from improving a company's performance to their five year average and better performers in the industry. This comparison provides powerful insights into the types of solutions a company is

likely to invest in—tactical solutions with shorter time to benefits compared to strategic solutions with longer payback. This information is used to not only better identify prospects but also to develop account strategies.

