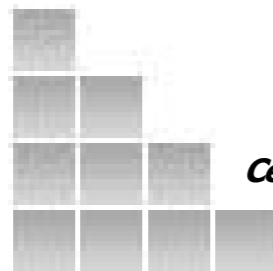




"Your Expert in Investments and Financing Growth."

Cash Flow and Business Modelling of Growth / Tech Companies

Why and How in a Nutshell



Certified Adviser in NasdaqOMX

NASDAQ OMX
FIRSTNORTH

 **REPLICON**
CORPORATE FINANCE

The Need for a Business Model and Cash Flow Calculations

- **Creating and enhancing earnings model**
 - Building credible financial plan
- **Planning and optimising your cost structure**
 - Building credible financial plan
- **Estimating financing need in various scenarios**
 - Internal planning and communication towards investors
- **Valuations based on discounted cash flows (DCF)**
 - For comparing various strategy options
 - To be used in financing negotiations with investors

Building Forward Looking Business Model

NEEDED INPUTS:

- 1. Latest Income Statement and Balance Sheet**
- 2. Annual Budget**
- 3. Personnel costs or the amount of personnel**

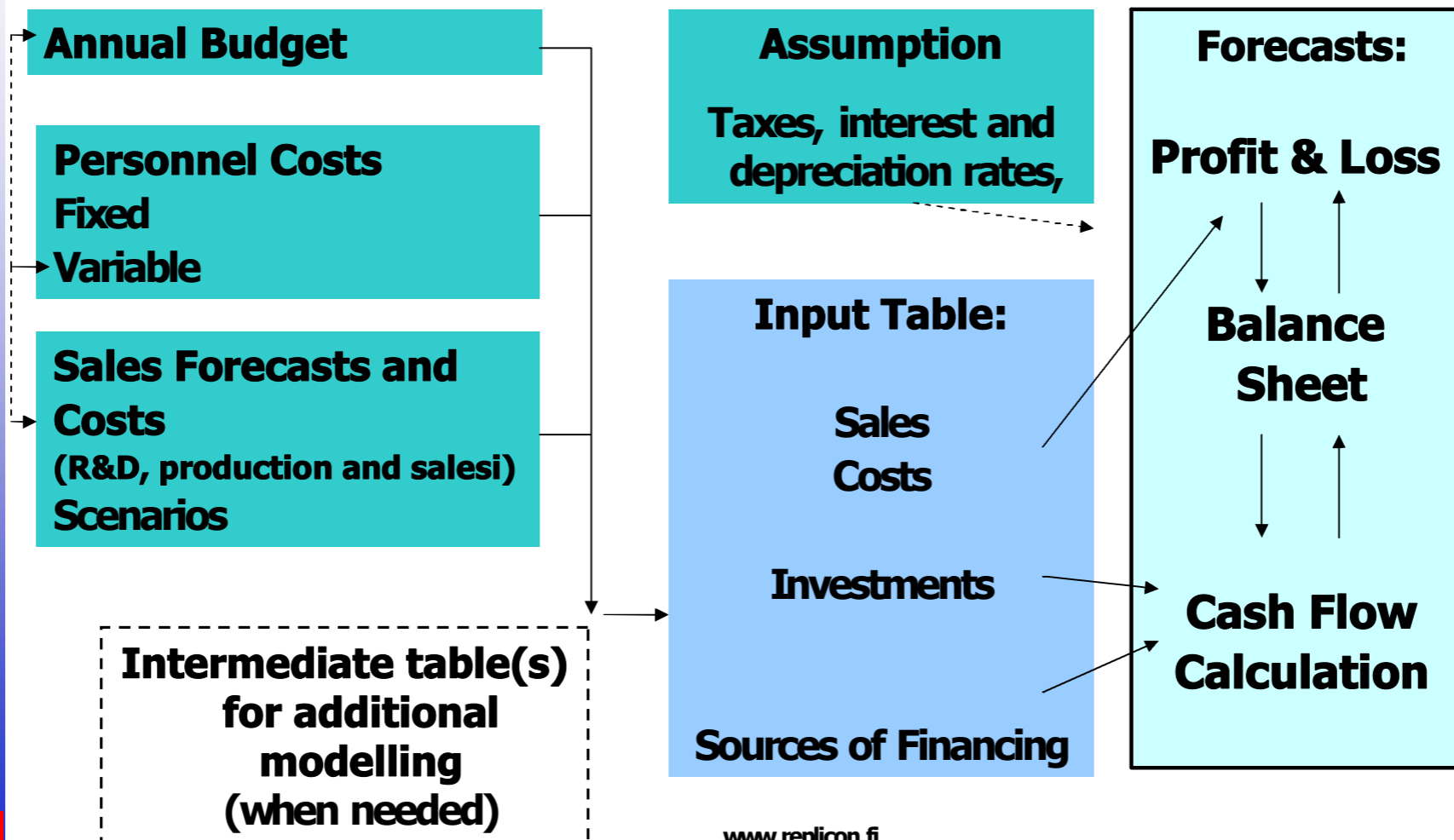
MODEL BUILDING:

- 1. Earnings model**
- 2. Related cost structure**
 - Variable and also fixed costs will be modelled for each scenario
- 3. Investment need, depreciation rate, ...**

GAINED OUTPUT:

- 1. Financing need, free cash flows,**
- 2. DCF valuation**

Architecture of Tech / Growth Company Cash Flow and Business Model



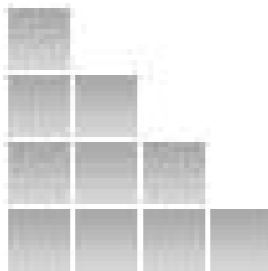
Use of Client's Existing Calculation Tables

- **Based on its long expertise Replicon Team is able to create professional, integrated cash flow and business model calculation for virtually all tech and growth sectors and companies.**
- **We mostly use clients own calculation tables which minimizes needed extra work and enables the client to continue using familiar proprietary planning tools.**

**Replicon Special Expertise Areas: ICT based business models,
Healthcare and Cleantech.**



***"One Stop Shop for
Growth Company
Financing Arrangements"***



Contact Information

**Replicon Oy/ Ltd.
Replicon Corporate Finance Oy/ Ltd.
Aleksanterinkatu 17, 4 krs
P.O. Box 800
FI-00101 Helsinki
Tel: +358 9 677 464**

**E-mail: [info\[a\]replicon.fi](mailto:info@replicon.fi)
Internet: www.replicon.fi
Fax: +358 10 296 0313**

**Petteri Hirvonen, CEO
direct
+358 50 552 9633**