

Preparing Target Profiles

LOGO
ABC Group

Company Overview		Key Management	
Headquarters:	XXX, XXX	XXXX XXXX CEO	<ul style="list-style-type: none"> Joined the Company in February XXXX Previously held executive positions with AAA, BBB, CCC and DDD Earned his Master in Economics degree from XXXX University in 1996 specializing in micro & macro economics, game theory, and finance
Founded:	XXXX		XXXX XXXX CFO
Employees:	XXXXX	XXXX XXXX COO & Executive VP	
Revenue ⁽¹⁾ :	SEK XXX,XXmn (USD XXX,XXmn) ⁽²⁾		XXXX XXXX Chief Strategy Officer & Executive Vice President
Operating Expenses ⁽¹⁾ :	SEK XXX,XXmn (USD XXX,XXmn) ⁽²⁾		
EBITDA ⁽¹⁾ :	SEK XXX,XXmn (USD XXX,XXmn) ⁽²⁾		
Operating Income ⁽¹⁾ :	SEK XXX,XXmn (USD XXX,XXmn) ⁽²⁾		
<ul style="list-style-type: none"> ABC is a provides financial software services to investment banks, market making and trading firms, stock exchanges, brokers, institutional investors and hedge funds The Company is majority owned by Nordic Capital 			
M&A / Financing History			
Announce Date	Size (\$ mm)	Type	Investor(s) / Target
XXXXXX	650.0	Merger/Acquisition	XXXX
XXXXXX	302.9	Buyout/ LBO	XXXX
XXXXXX	NA	IPO	XXXX
XXXXXX	NA	Merger/ Acquisition	XXXX

Source: Company Website, Pitchbook, LinkedIn, Note (1) – Annual Report 2016, (2) – converted to USD as of 10/29/16

Request and Guidelines Provided

- Prepare a detailed profile of a Fintech company, highlighting the key financials, products & services, key clients, recent developments, and key competitors

LOGO
ABC Group

Key Clients

LOGO NAME
COMPANY NAME
YOUR SAMPLE TEXT HERE

Growth Strategy		Revenue Split (by Geography) ⁽¹⁾	
Organic Growth	<ul style="list-style-type: none"> An increased focus on core activities among market participants and a resulting inclination to outsource trading infrastructure to third party providers Continued growth in the business, with new clients and significant sales momentum across all geographical regions 	<ul style="list-style-type: none"> EMEA America APAC Sweden Others 	<p>Total Revenue (2016) – SEK XXX,XXmn (USD 78,12mn)</p>
Inorganic Growth	<ul style="list-style-type: none"> Acquisitions to increase breadth of services (particularly within trading software) and base customers Strong growth strategy for the NYFIX Marketplace international trading network, leveraging the platform's ability to seamlessly connect with any OMS solutions 		

Source: Company Website, Pitchbook, Note (1) – Annual Report 2016

Methodology and Final Deliverable

- Performed extensive secondary research sourcing data from the company website, company filings, research reports, news articles, databases, etc. to build the profile
- Created a basic outline per the request, including sections on market, company, and competitor overview
- Built additional sections (comparable analysis and case studies) to provide meaningful insights and expedite the decision-making process

Created a detailed profile for a Fintech company to provide insights on its functioning and comparative positioning