

Fact Sheet on Investment Targets

GABE

Please assist with few min. of your time. The following questions are essential to identify suitable investment partners.

All figures in this fact sheet are denominated in: NGN: EUR: US\$: (please check!)

1. GENERAL INFORMATION

Name of Company:

Location of Company:

Name of CEO:

Name of CFO:

Year of Company Foundation:

Industry Focus:

Description of present Service Offering:

Description of future Service Offering:

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|----------------------------|------|------|------|------|------|------|------|
| Total Number of Employees: | | | | | | | |

% of Management Employees:

% of Non Management Employees:

2. INVESTMENT SITUATION

Underlying Challenge(s) of Company:

Desired Investment Volume:

3. FINANCIAL SITUATION

RL in Year of Foundation:

| | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
|-----|------|------|------|------|------|------|------|------|------|
| AB: | | | | | | | | | |

EB:

RL:

ED:

RL = Revenue Level, AB = Asset Base, EB = Equity Base, ED = EBITDA

4. Industry Attractiveness in Target Market

Market (What are your target markets?)

Market Volume (How big is the whole market?)

Market Development (Where does the market come from?)

Price Setting (How much room for price adjustments is there?)

Volume Development (How high is the probability of selling more units?)

Differentiation Potential

(Which possibilities exist to differentiate the service offering from competition?)

Entry Barriers (How easy is it to enter the market? Are licenses, regulations, etc. required?)

Behaviour of Competition (What is competition up to in the market?)

Negotiation Power and Behaviour of Consumer (Is the target group in a strong or weak position?)

5. Market Positioning of Investment Target in Target Markets

Product/Services Portfolio (How good is the portfolio compared to competition?)

Development of Market Share (How has the market share developed over the years?)

Pricing Behaviour (Who dictates the price levels in the market?)

Sales Organisation (How effective is the sales' department compared to competition?)

Market Reputation (How is the company seen in comparison to its competitors?)

Market Communication (How good is communication compared to competitors?)

Presence in the Country (How accessible/available is the company in comparison to competitors?)

Research & Development

(Which gains have been realised from R&D so far in comparison to competitors?)

6. MISCELLANEOUS

Other Information:

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print
email*

* for saving - & sending the completed sheet via email, we highly recommend Acrobat Reader 10+
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