

BI REPORTING CASE STUDY SUMMARY

Project Name		Brief Description	Key analyses
1		Provided white-label equity research reports by building and analysing bottom-up financial models with all revenue and cost drivers projected based on comprehensive understanding of the sector, the company and the macroeconomic factors affecting the trends. Additionally, ensured turnaround times of about 4-5 weeks for each stock report.	

CASE STUDY – FINANCIAL MODELING AND EQUITY RESEARCH SERVICES

ABOUT THE CLIENT

Client is a leading brokerage firm that **provides market access and trade execution services** across multiple asset classes

SITUATION



- Client has a **high market-share and strong technology** platforms combined with an experienced team of professionals
- Merilytics partnered with the client to **provide white-label equity research reports** by taking on the **end-to-end ownership** from stock picking stage to delivering a robust high quality final report with a 12-month price target, for publication

VALUE ADDITION



- Build **bottom-up financial models with all revenue and cost drivers** projected out for three years, along with **multiple valuation methodologies**
- Made **projections based on comprehensive understanding** of the sector, the company and the macroeconomic factors affecting the trends.
- Identified the value or growth drivers and generated a clear and **robust investment thesis**
- Drafted the equity research report in a client-specified format with **clear structure and customized language** style
- Ensured turnaround times of about **4-5 weeks for each stock report**

IMPACT



- Quick turnaround times allowed client research team to increase coverage and **improve profitability of the Institutional Sales & Trading group**
- Published portfolio generates **about 500-800 bps outperformance** compared to the benchmark index on a market capitalization weighted basis