



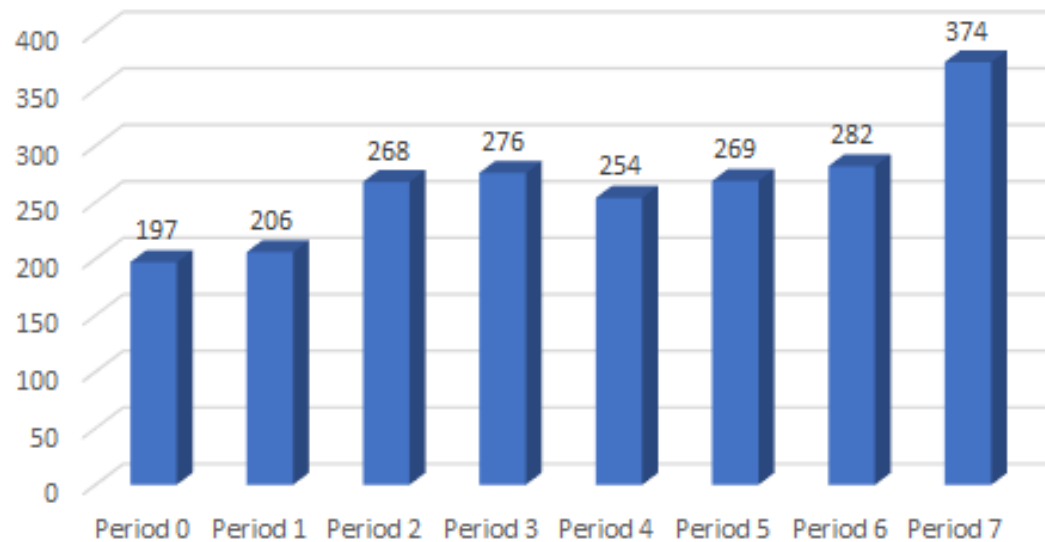
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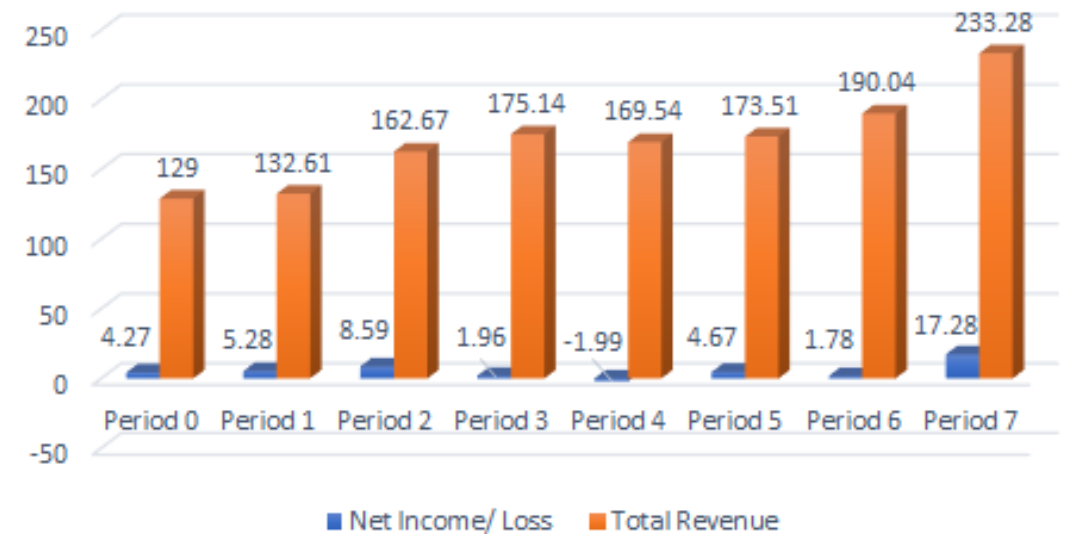
- INKrease your productivity

Key Performance Indicators

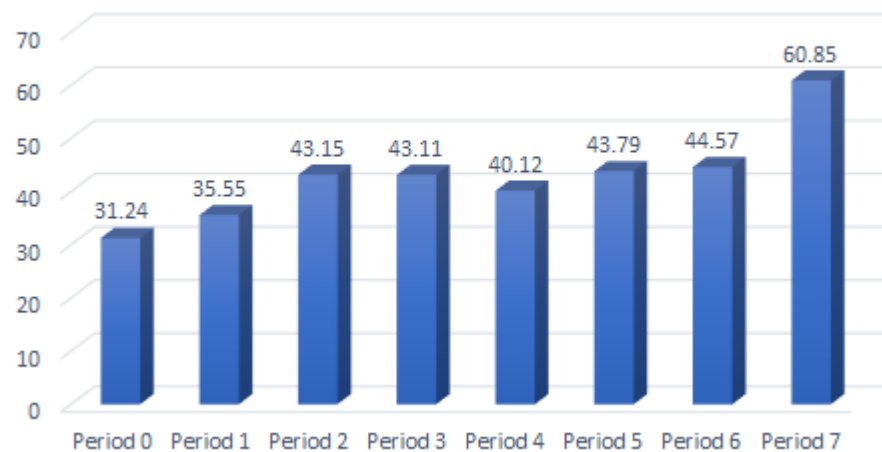
Share Price (EUR)



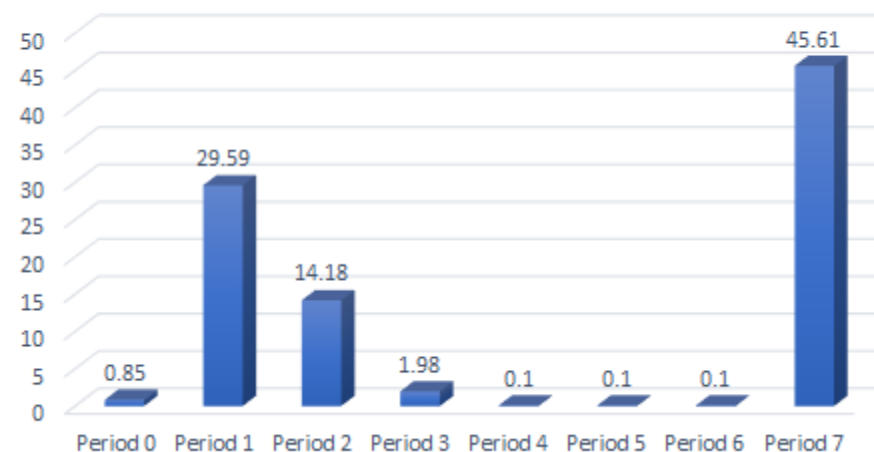
Earnings/ Income (mEUR)



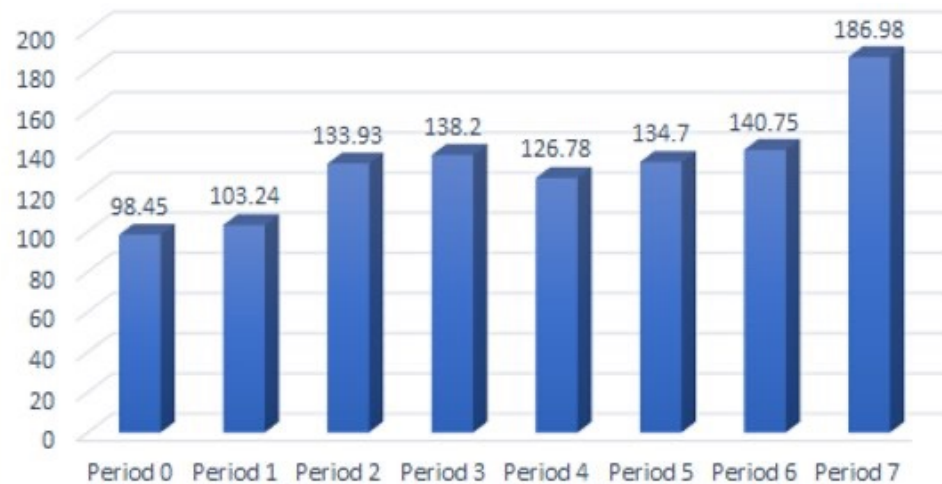
Equity (mEUR)



Final Cash Balance (mEUR)

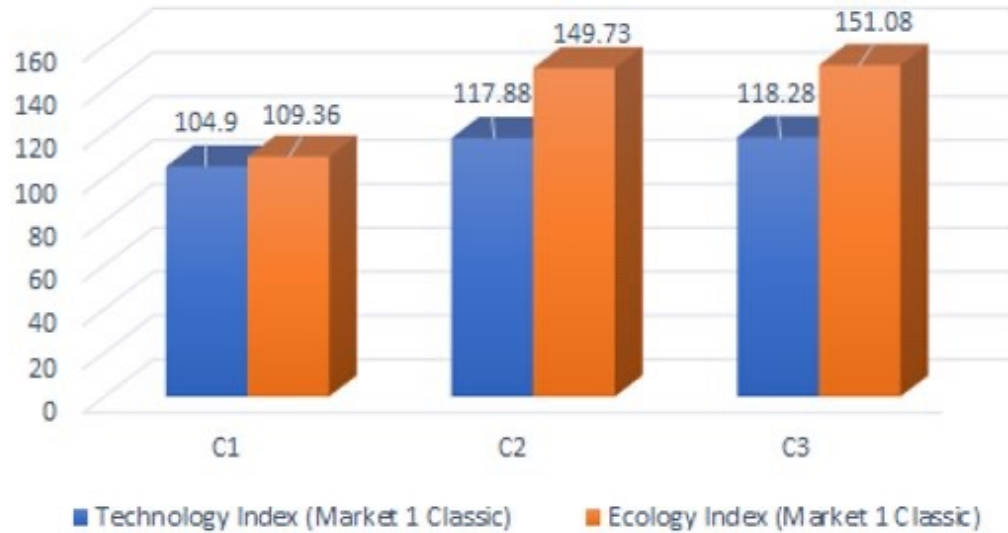


Value of Company (mEUR)

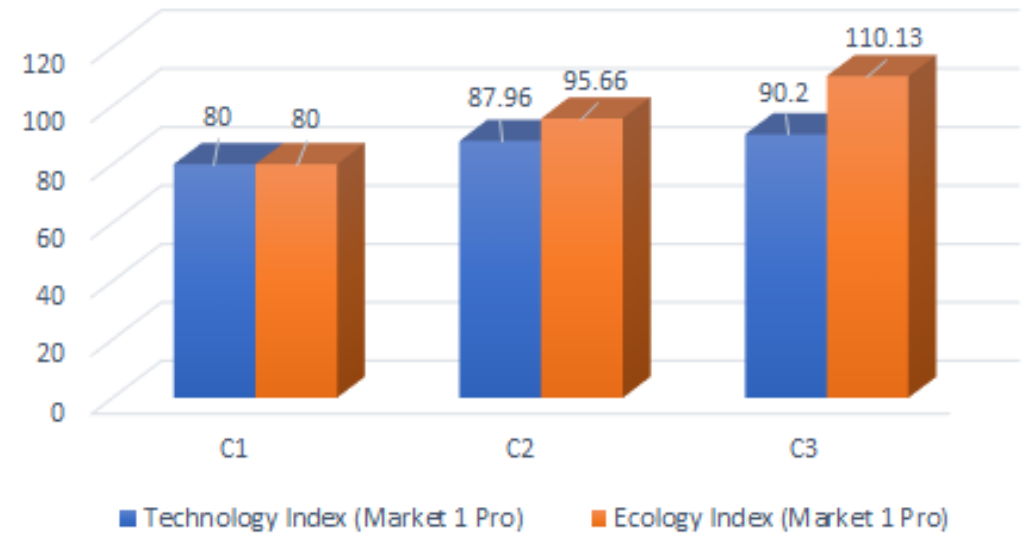


Market Competition

Technology & Ecology index



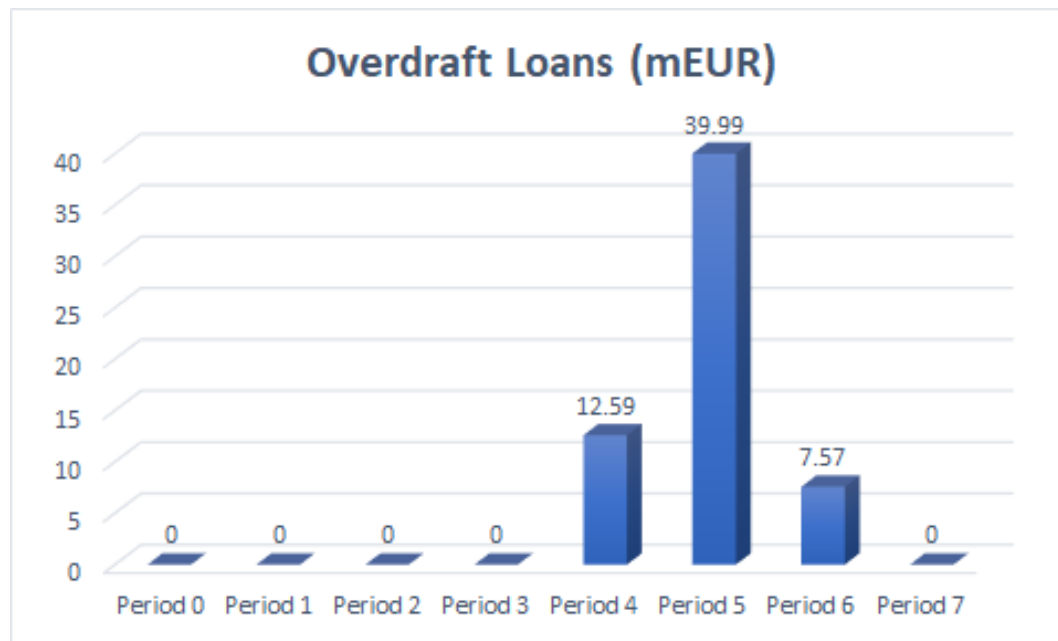
Technology & Ecology Index



Best Technology and Ecology Indices

Credit Rating and Overdraft

	Period 0	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6	Period 7
Credit Rating	BBB	BBB	BBB	BBB	BB	BB	BB	A



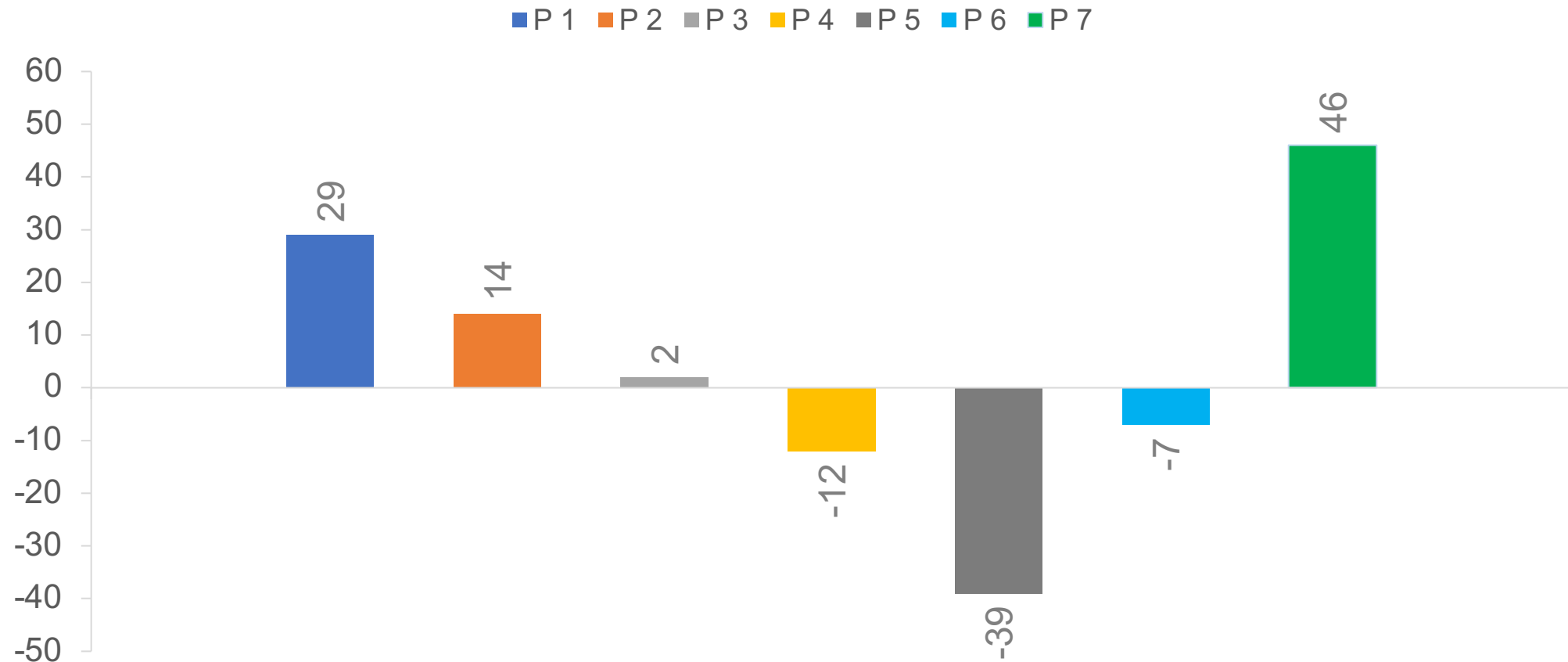
Finance and Controlling

Finance and Controlling

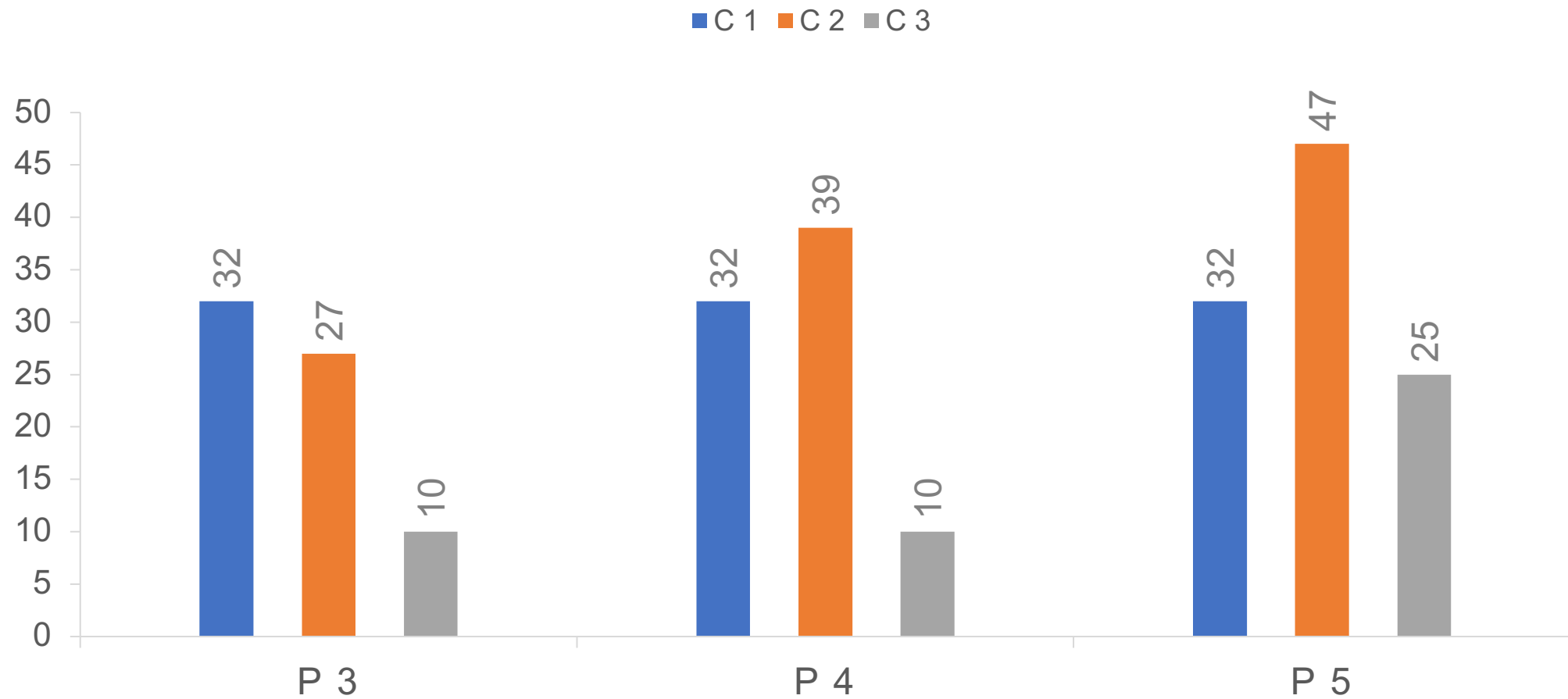
Agenda:

1. Overdraft explanation.
2. Reconstruction of company in P 7
3. Ratio Analysis.

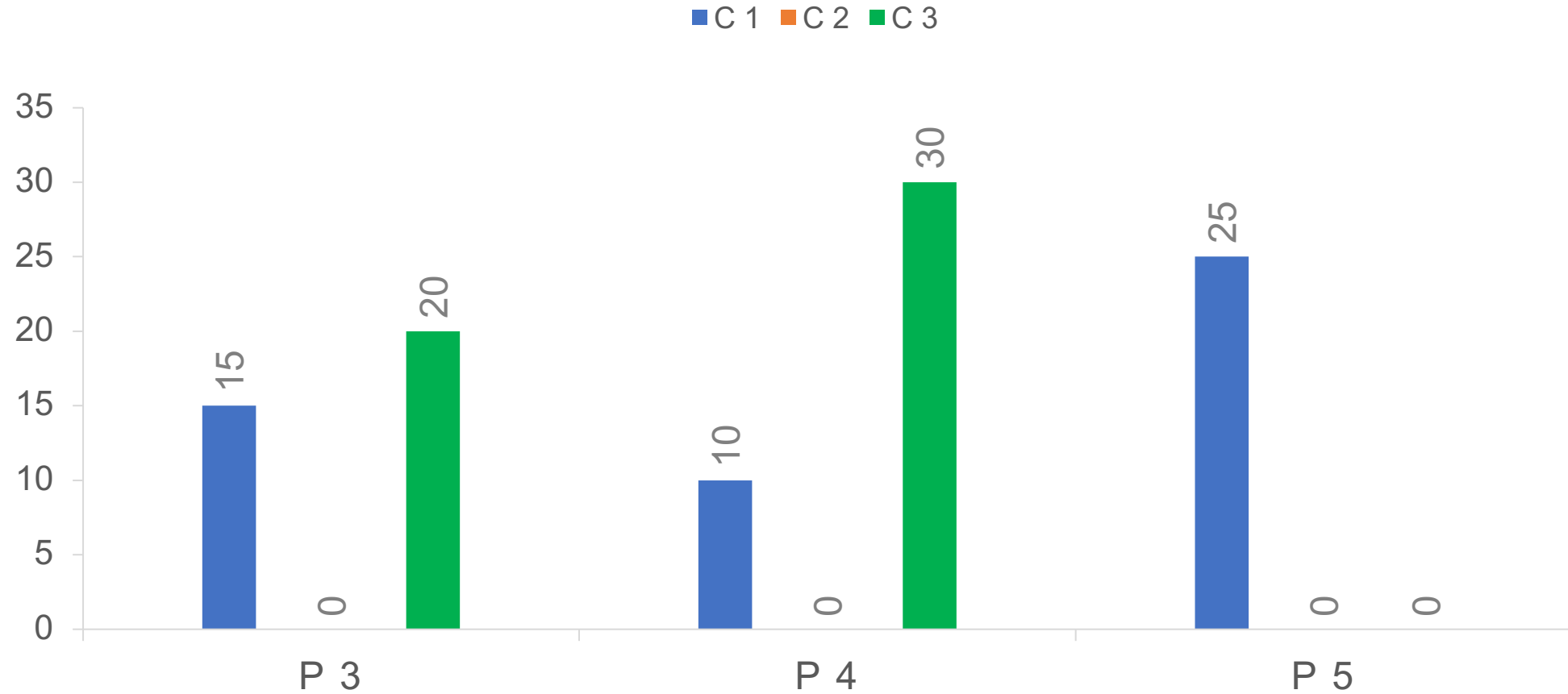
1. Cash and Overdraft Balance(mEUR)



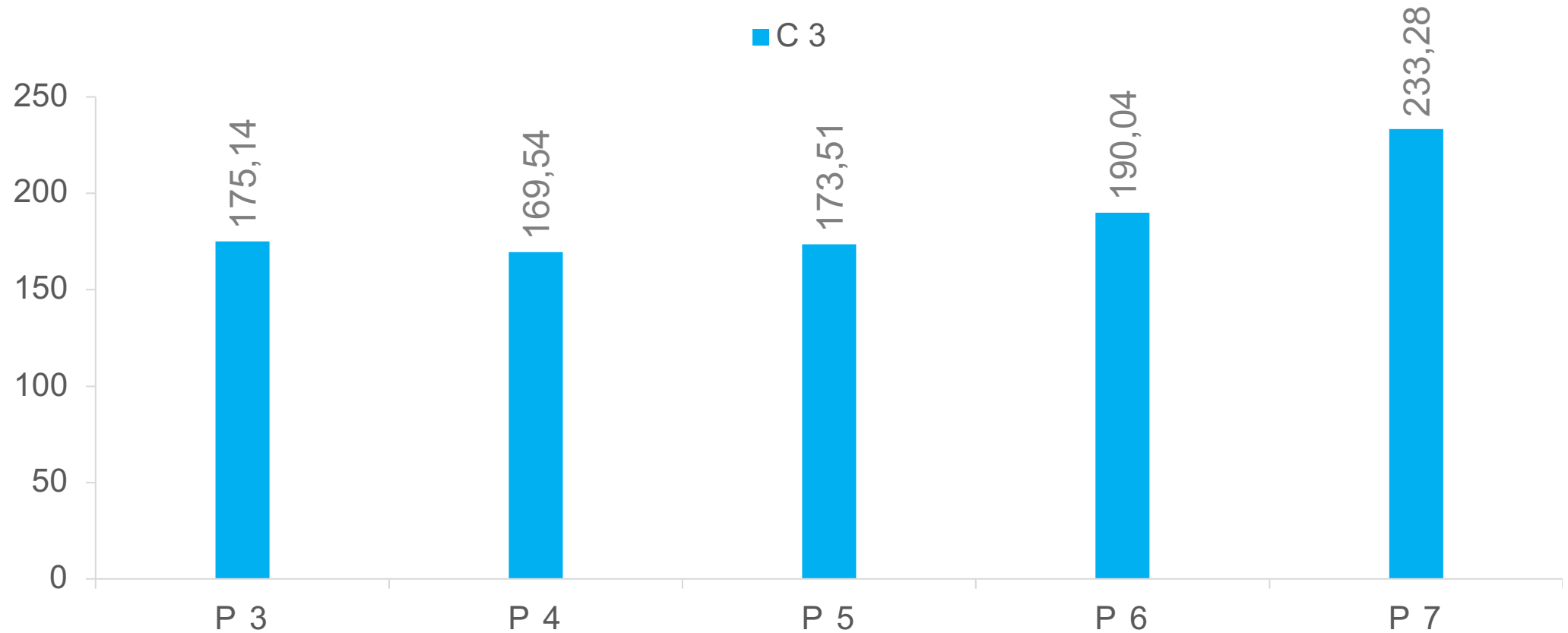
LT Loans(mEUR)



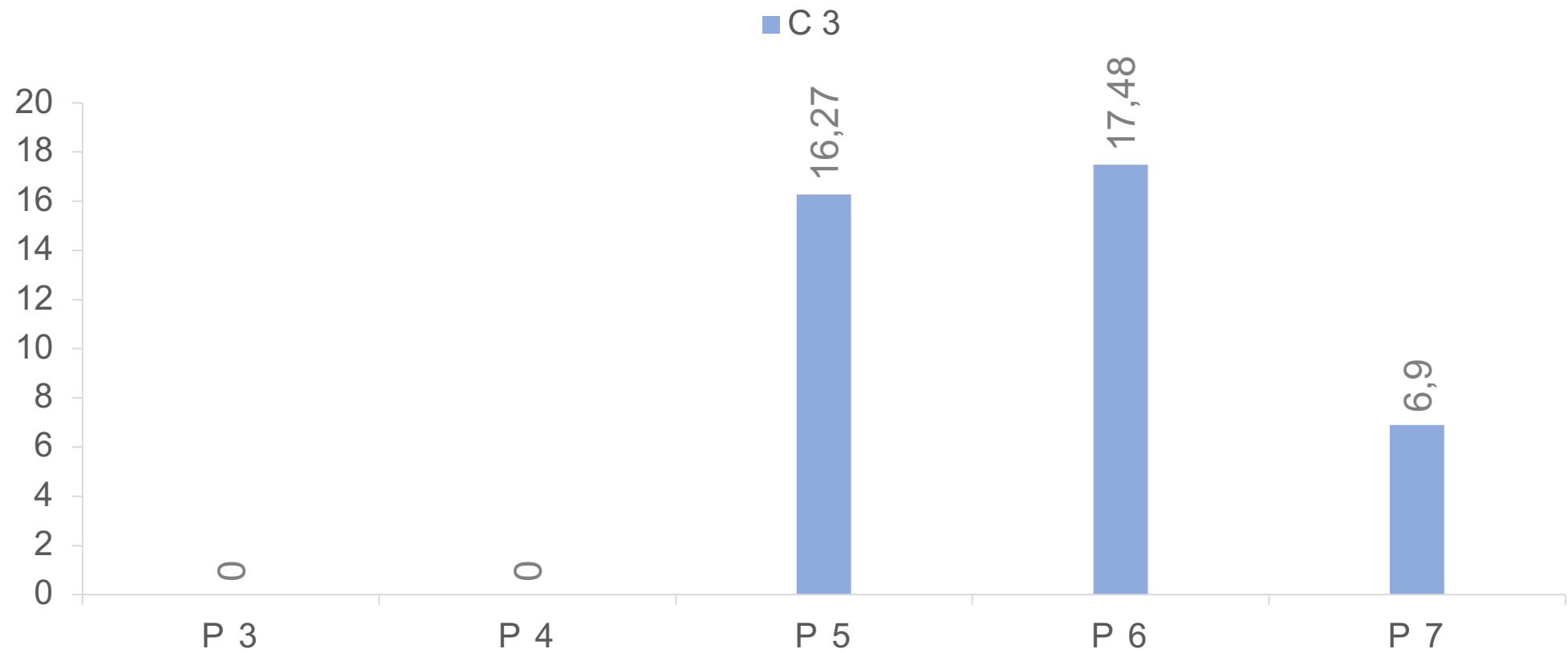
ST Loans(mEUR)



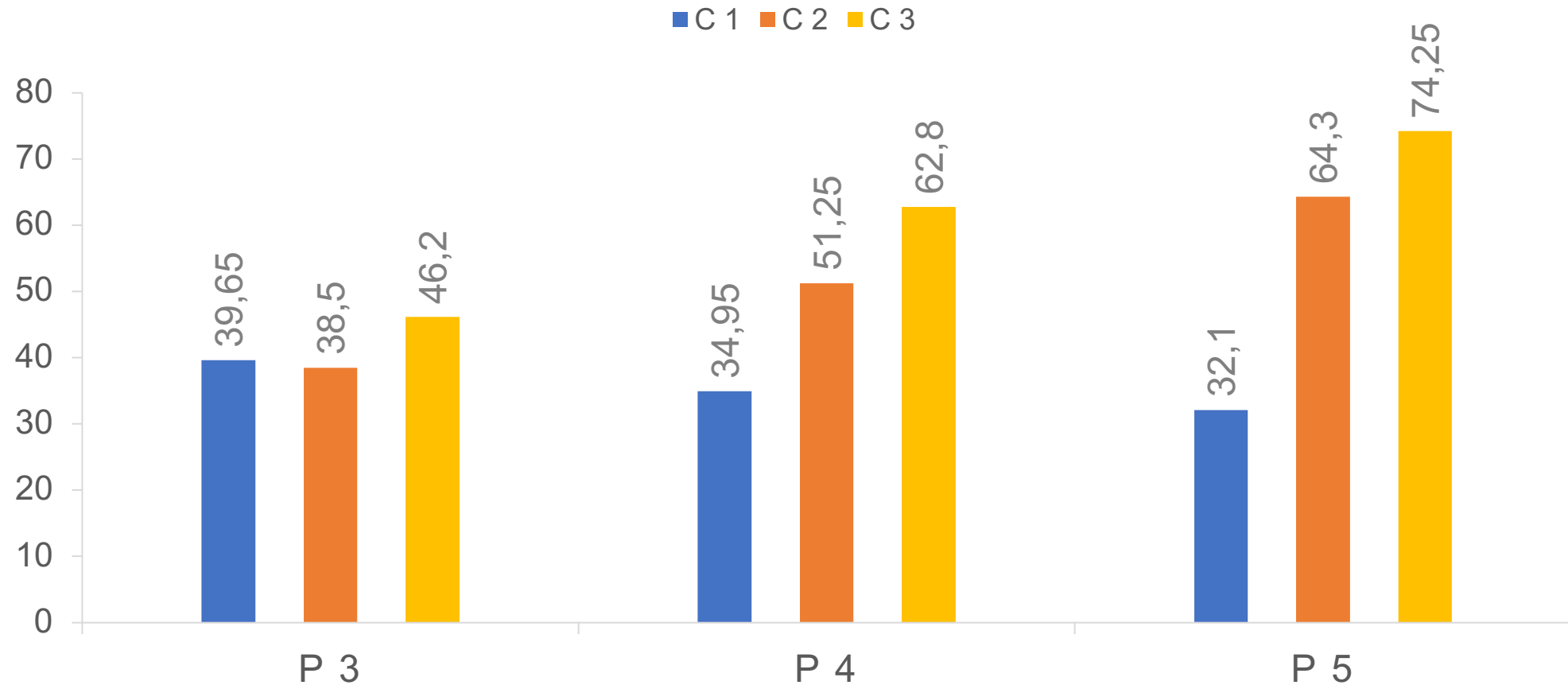
Revenue(mEUR)



Finished Stock(mEUR)



Production Lines(mEUR)

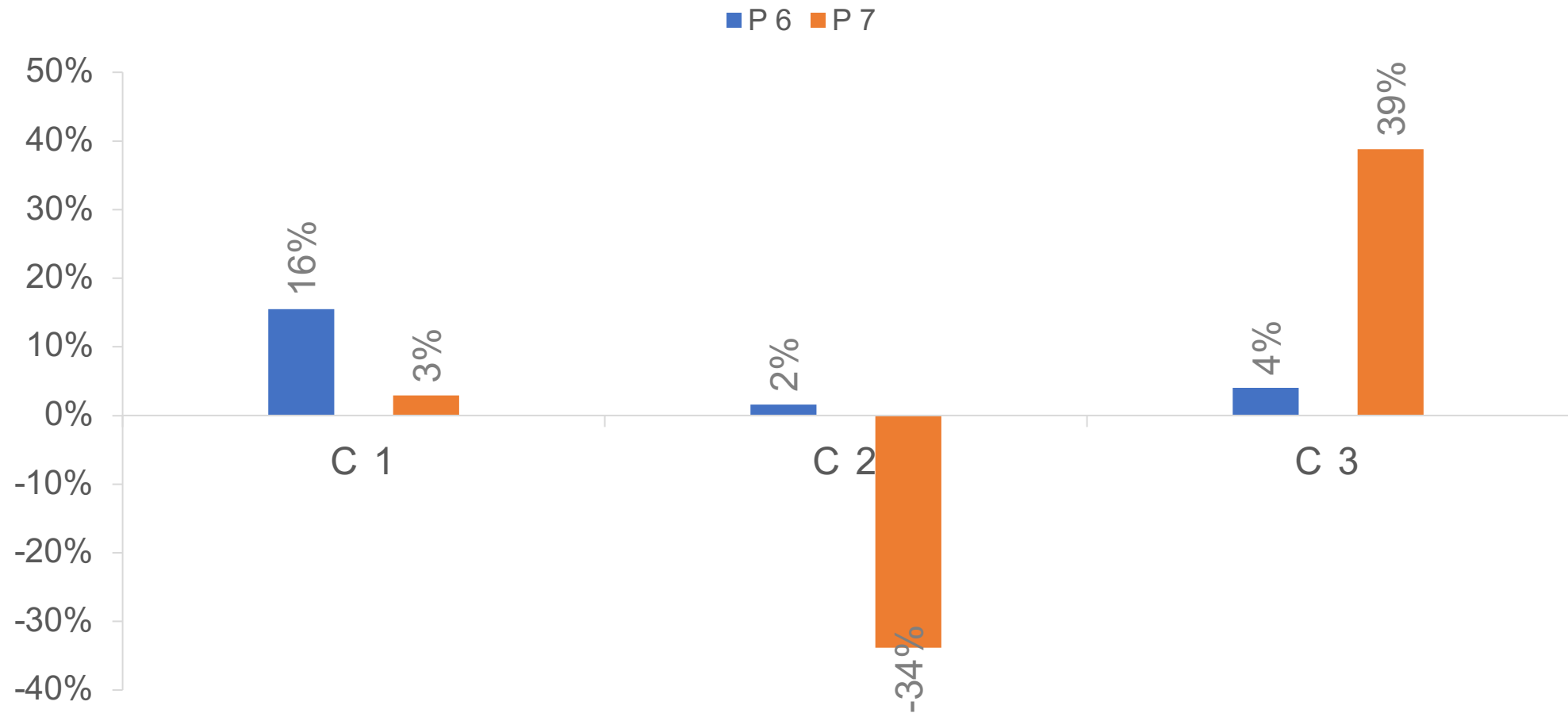


2. Reconstruction of Company in P7

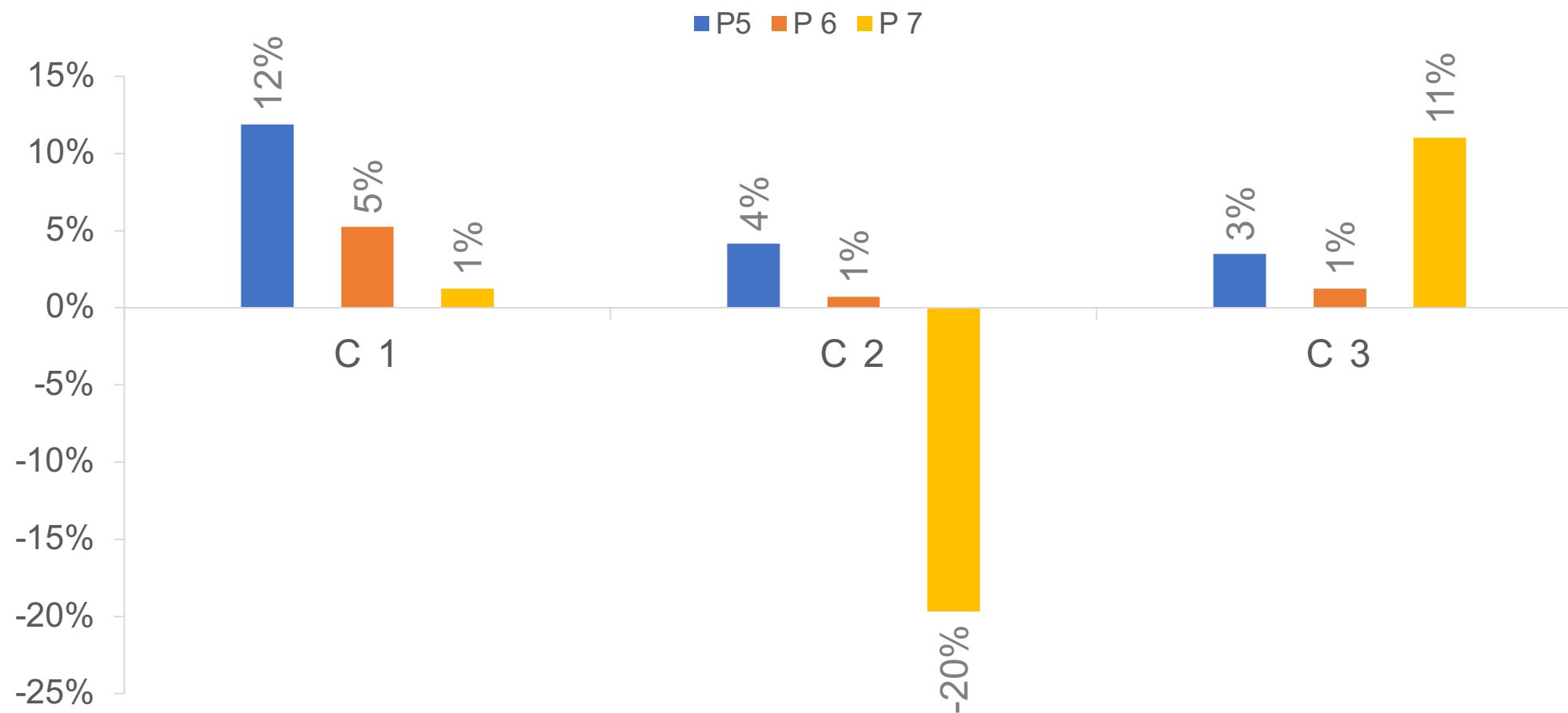
- Reduction of R&D expenses and Advertisement expenses (22 million).
- Effective maintenance of production lines.
- Strategic selling price of copy classic.
- More focused on technology index of copy classic (Leader in the Market right now).
- We reduced expenditure on corporate identity, input materials, interest on loans (around 6 million).

3. Ratio Analysis

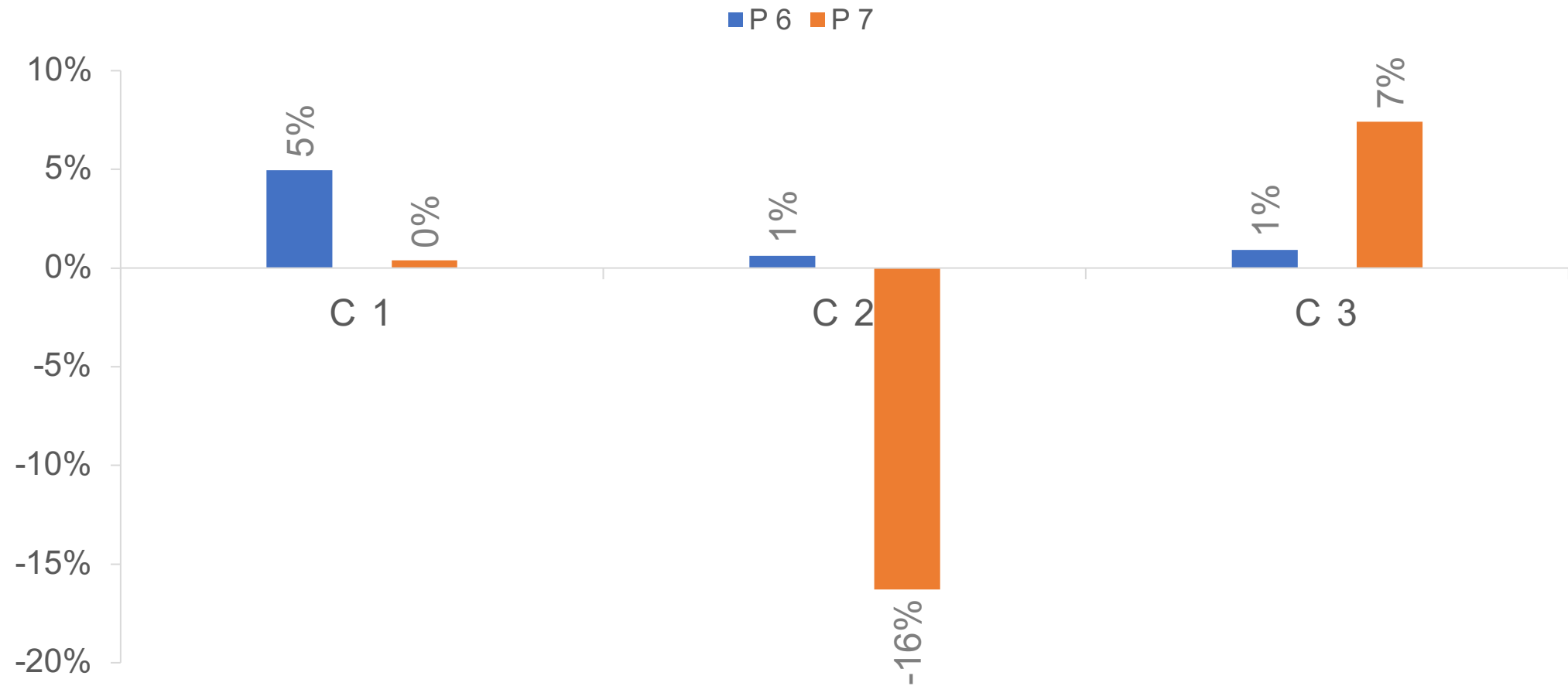
ROE



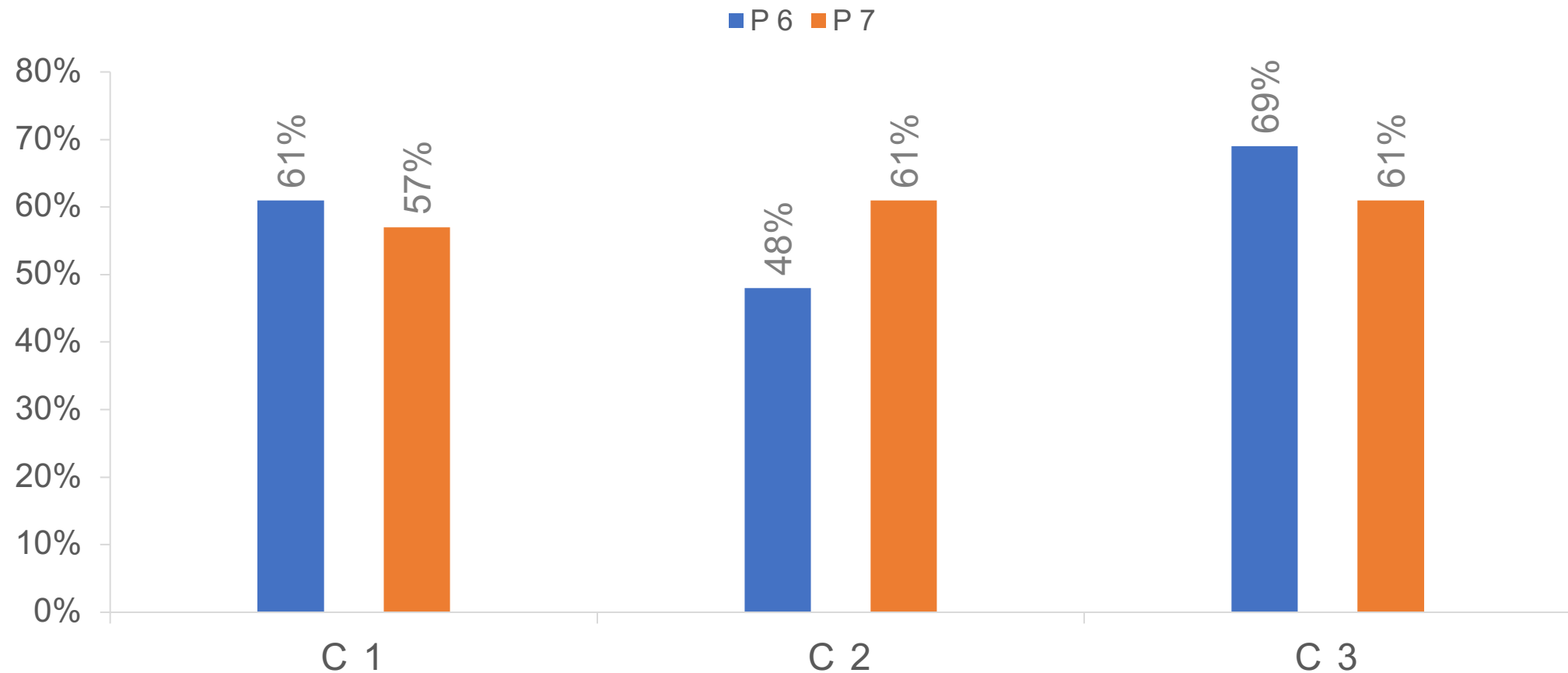
Return on Total Assets



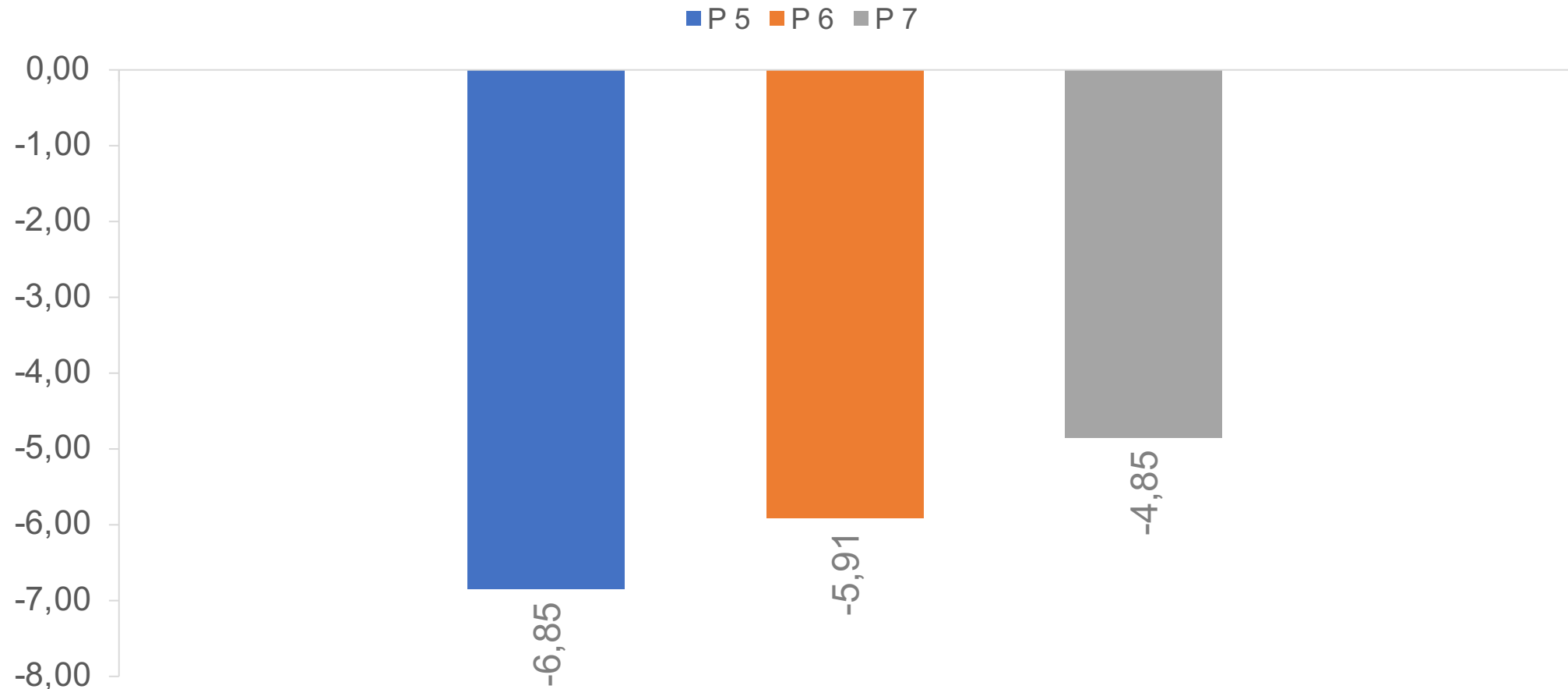
Return on Sales



Debt Ratio

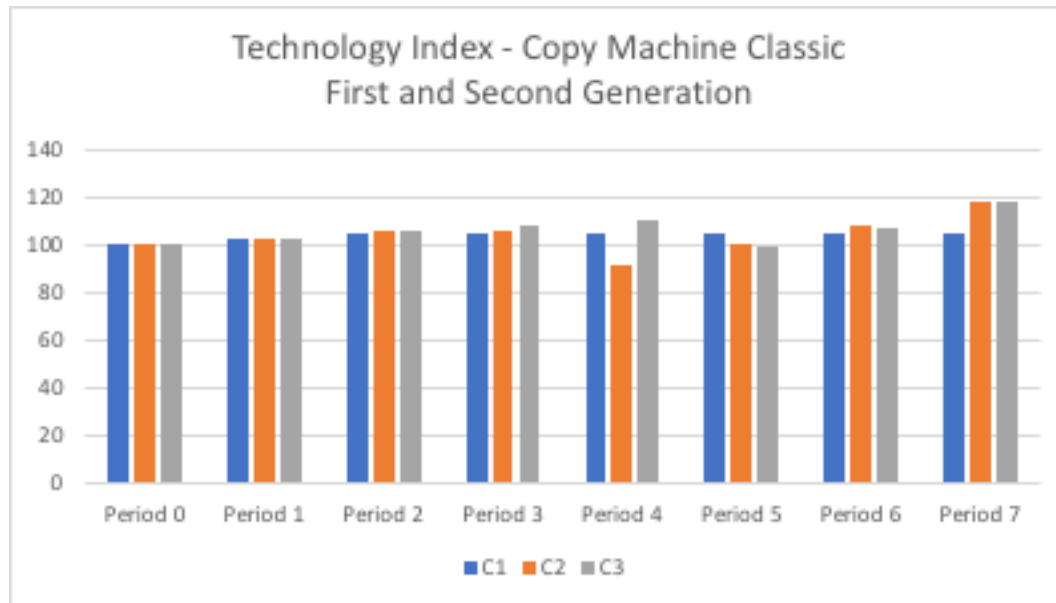


Financial Result(mEUR)

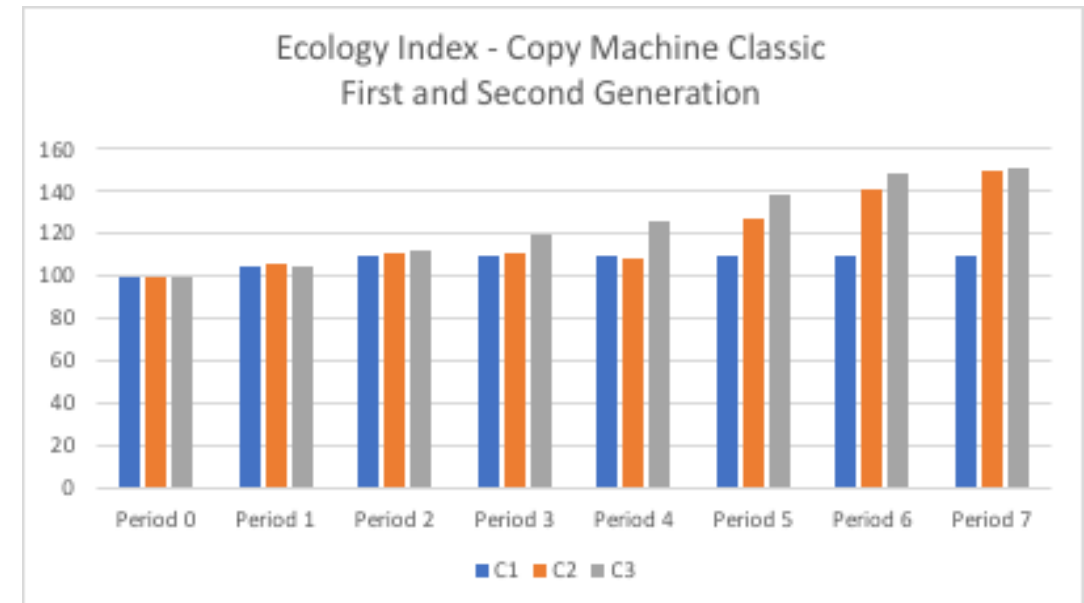


Sales and R&D Department

Classic Model – Development of the product

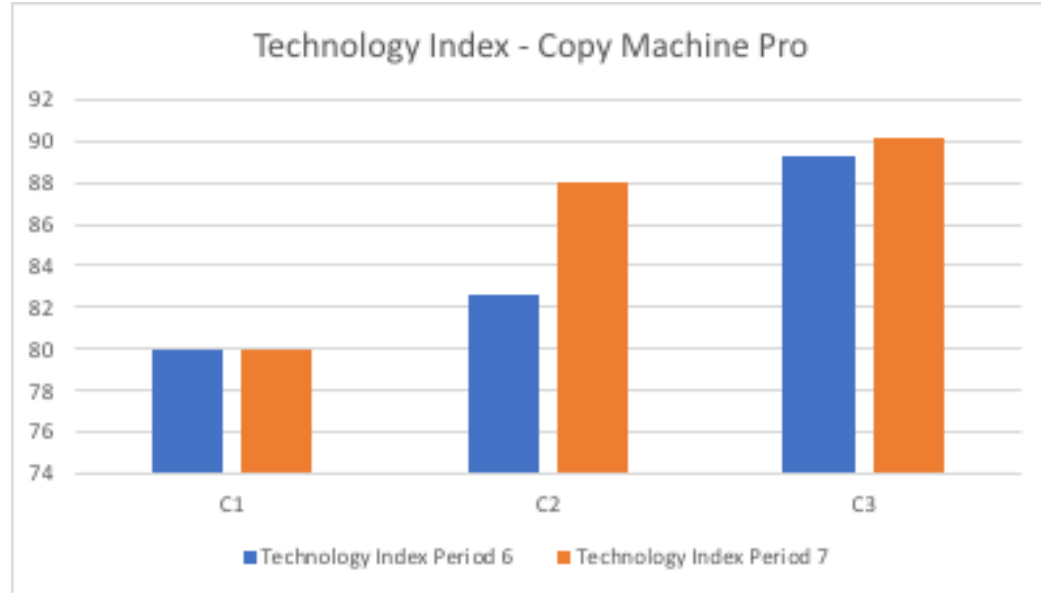


- From period 1 to period 4: increase from 100 to 109.8;
- Introduction of Copy Machine Classic generation two in period 5;
- Highest technology index in the market at the end of period 7.

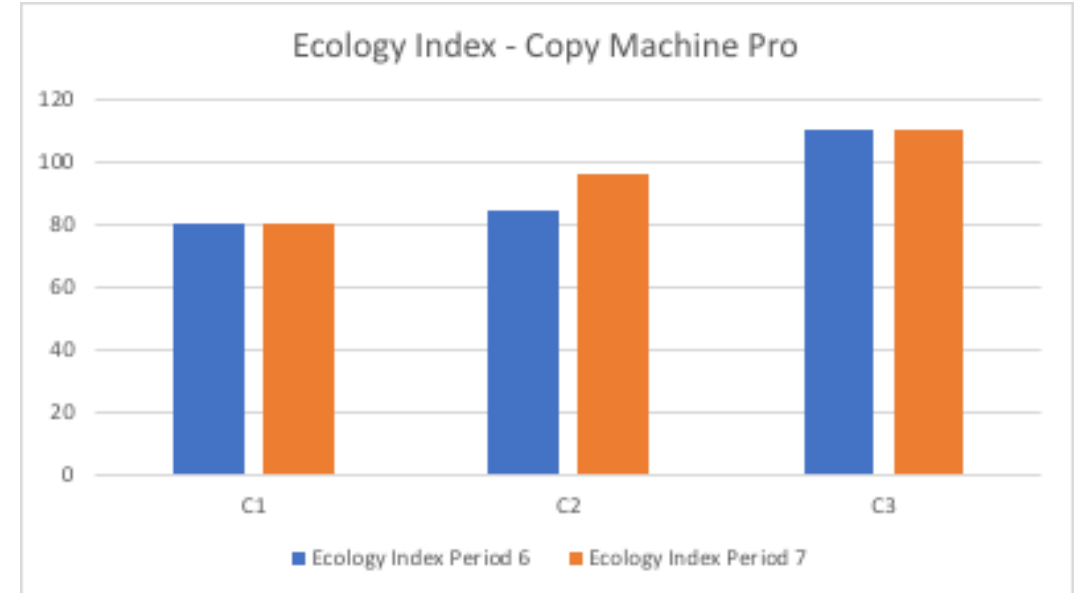


- Continuous growth from period 1 to period 7: from 100 to 151.08;
- Highest ecology index in the market at the end of period 7.

Pro Model – Development of the product

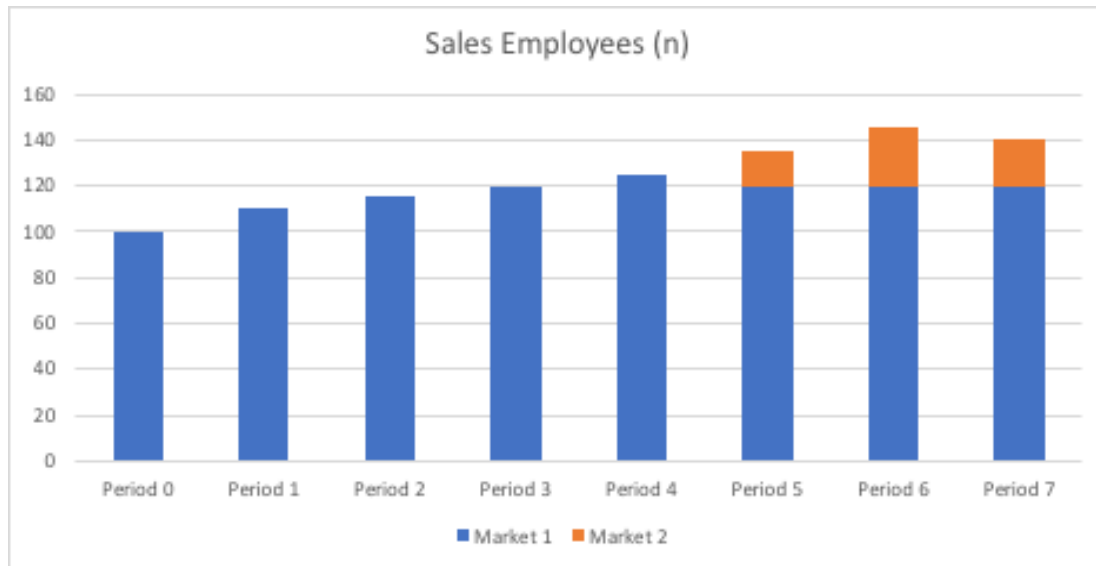


- Highest technology index in the market at the end of period 7 (90.2)

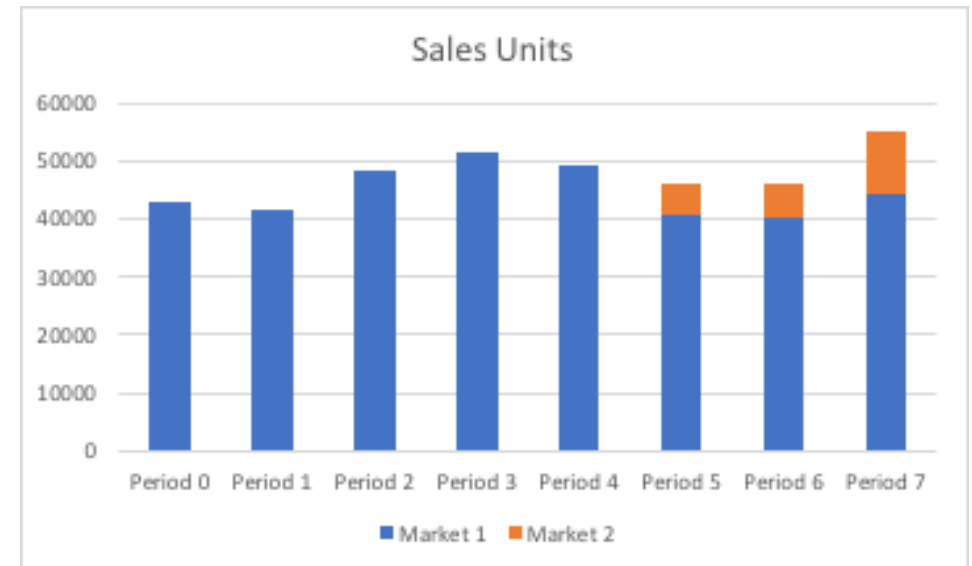


- Highest ecology index in the market at the end of period 7 (110.13), compared to the ones of company number 2 (95.66) and company number one (80).

Productivity of Sales



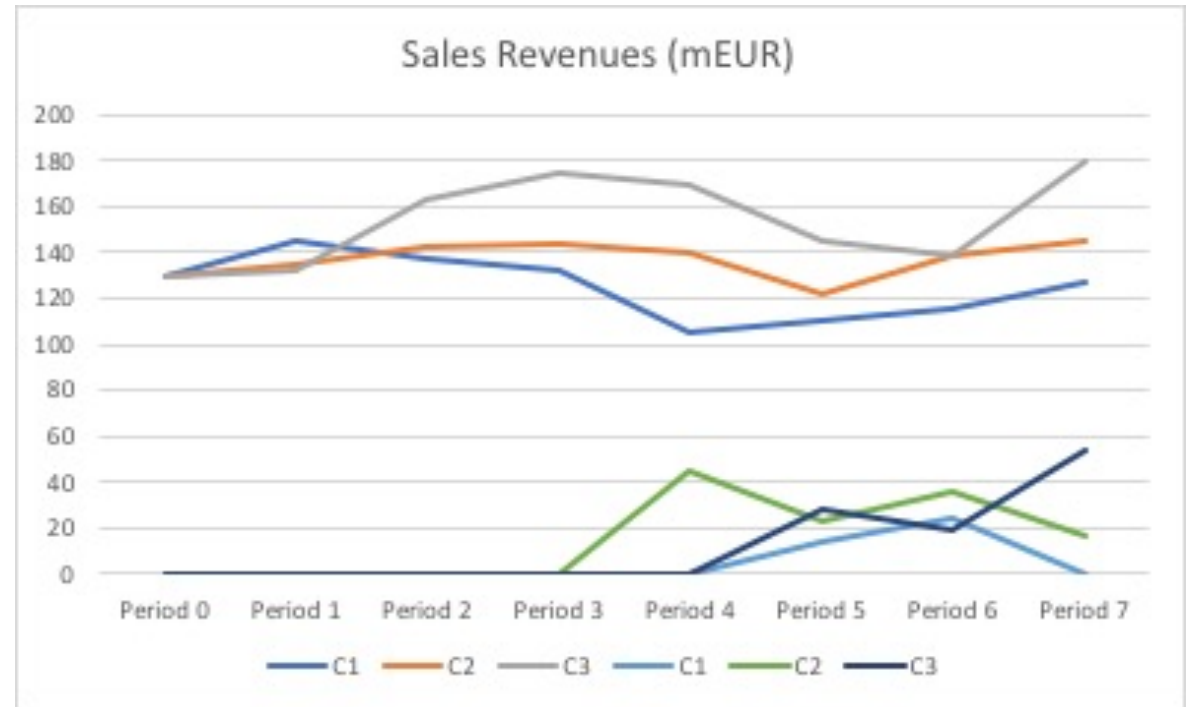
- The total number of sales employees increased of 40 people at the end of period 7, distributed between market one and two according to demand and opportunity.
- A great part of employees were trained to make the product perform better in the market.



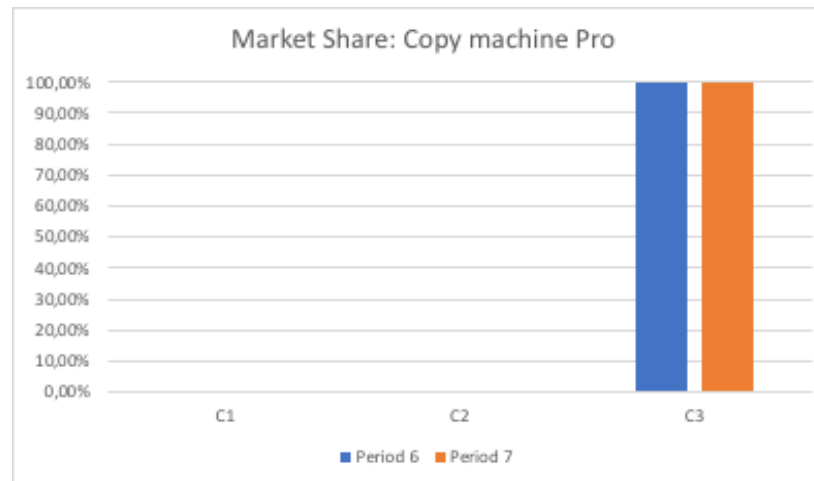
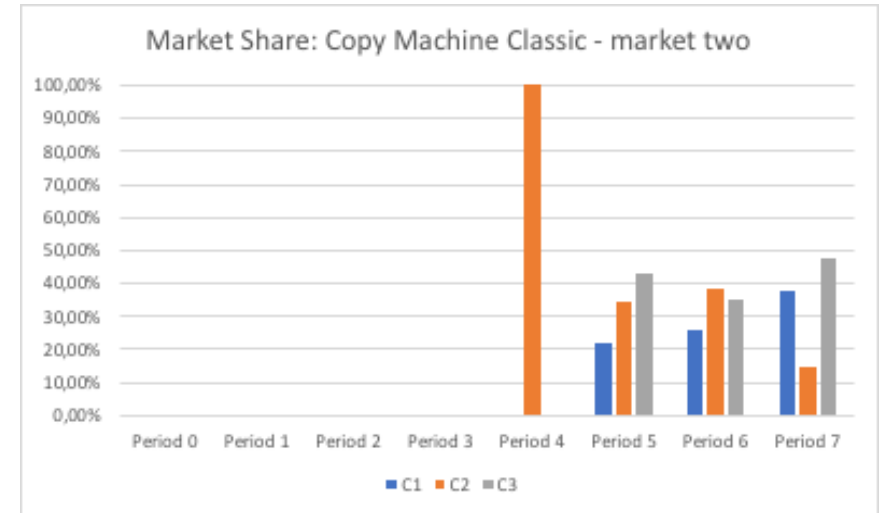
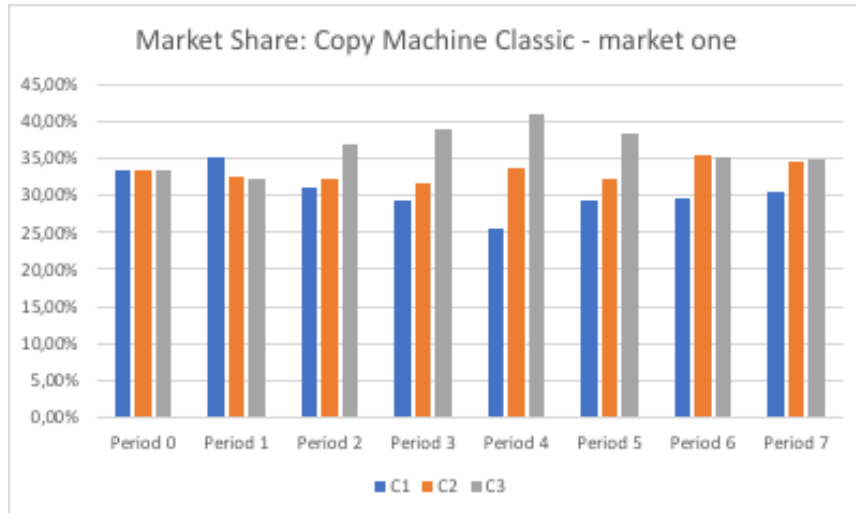
- Highest amount at the end of period 7: 55,205 units in total.

Sales Revenues

- Continuous increase in sales revenues from period 1 to period 3;
- A decrease was registered between period 4 and 6;
- Highest sales revenues in both markets at the end of period 7.

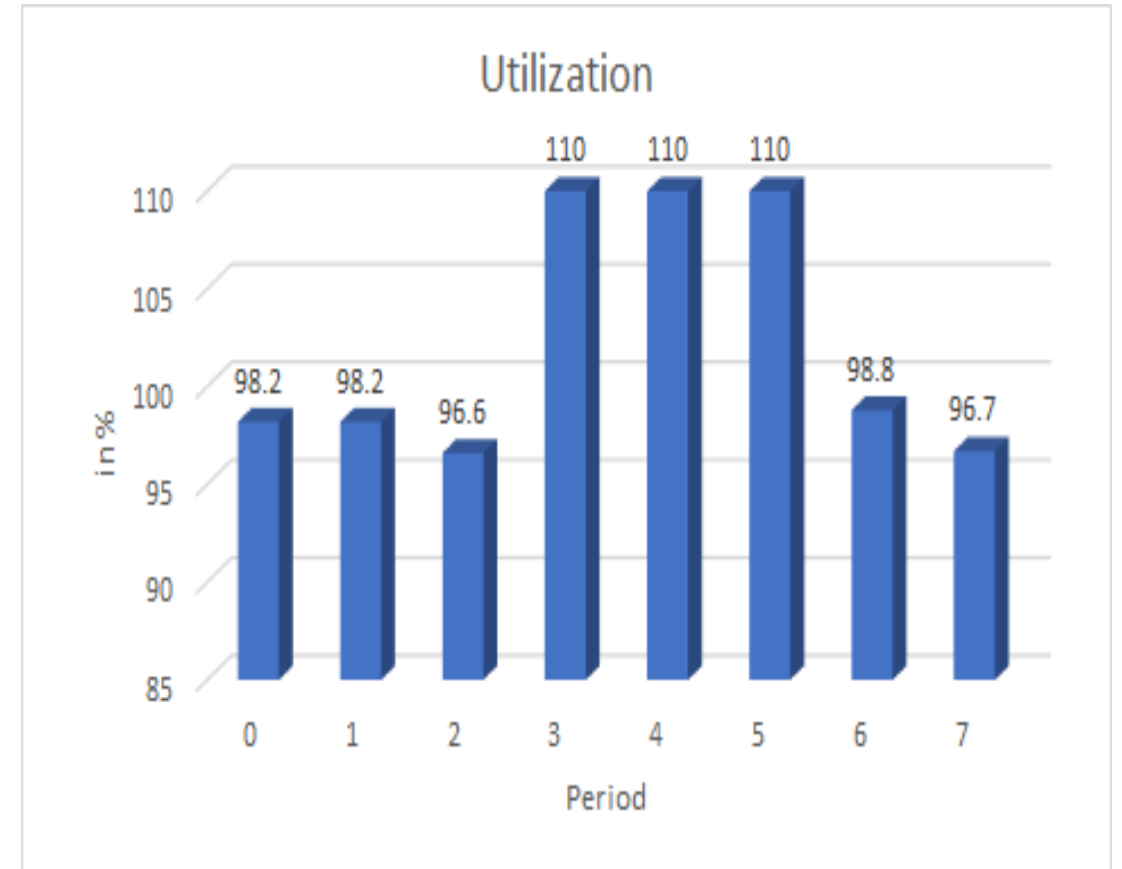
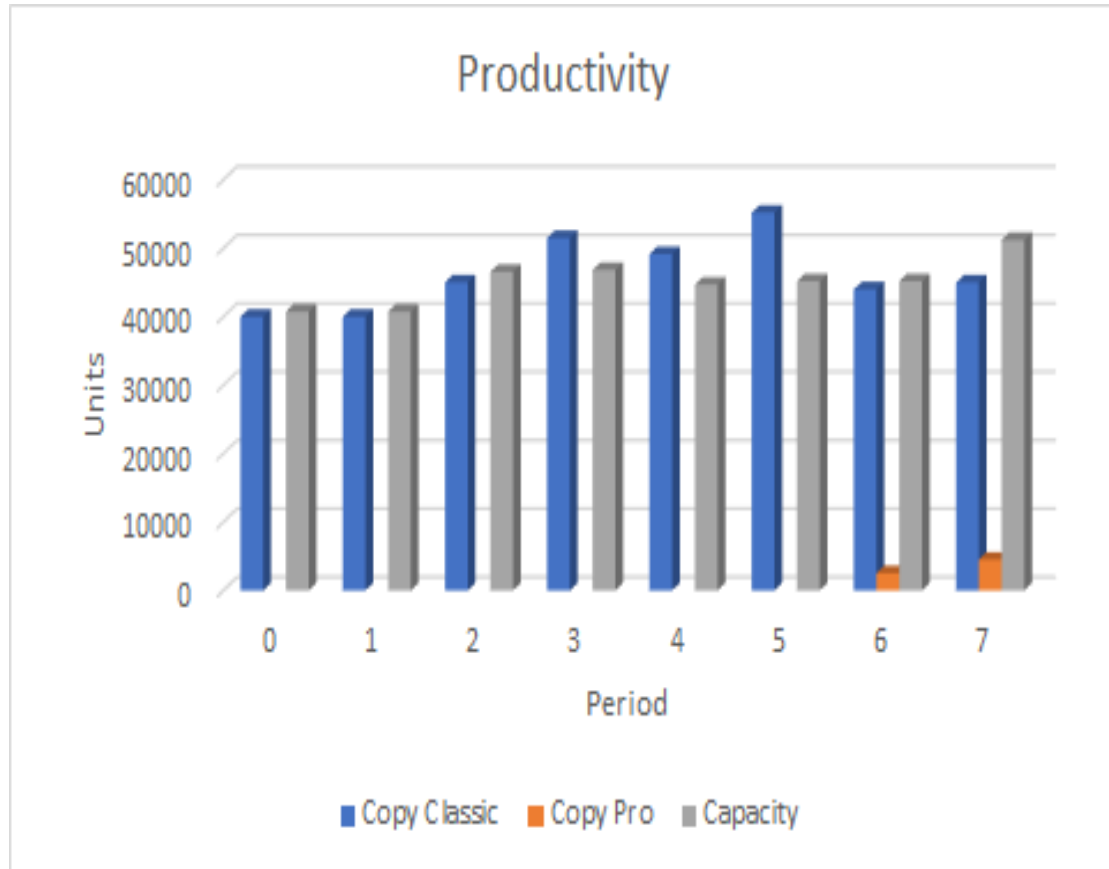


Market Share

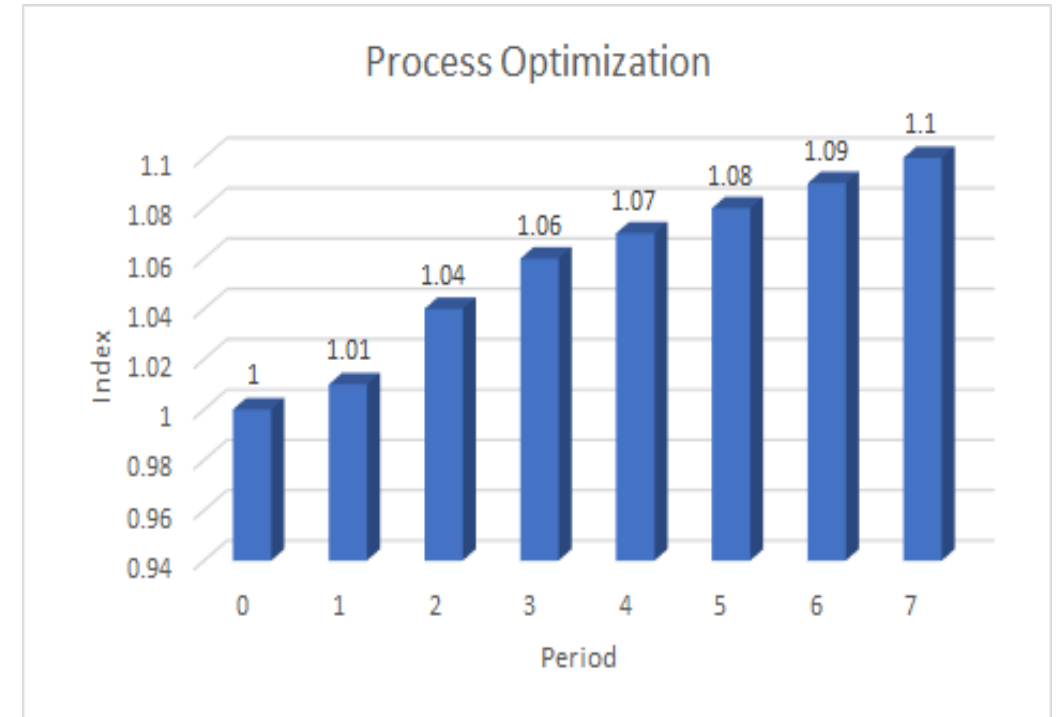
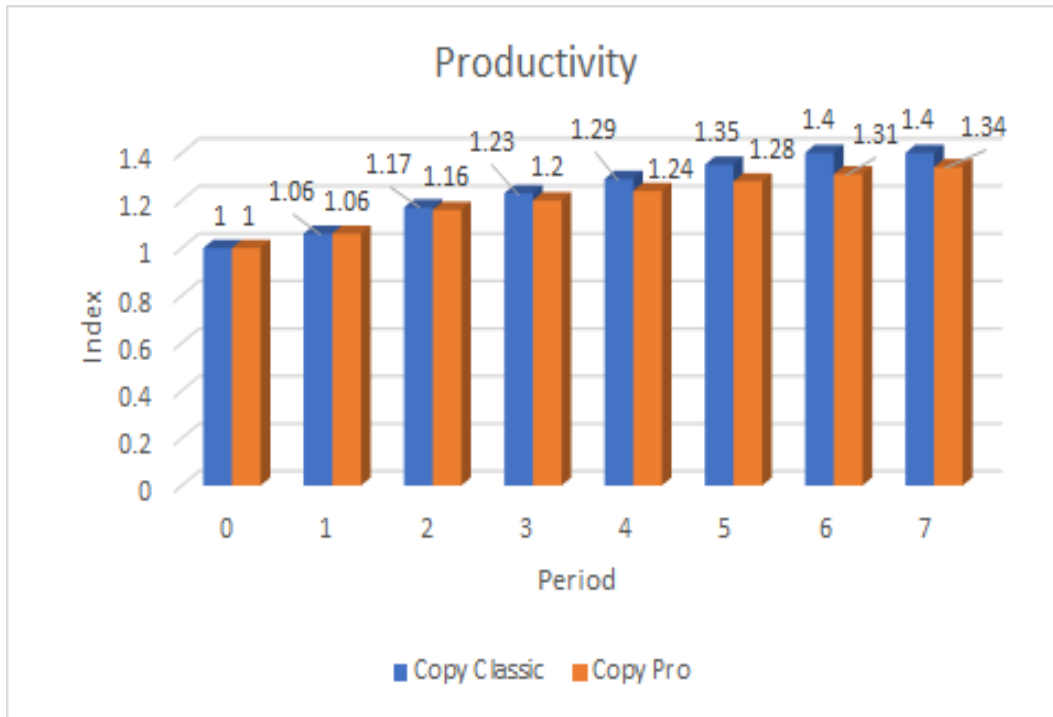


Production Department

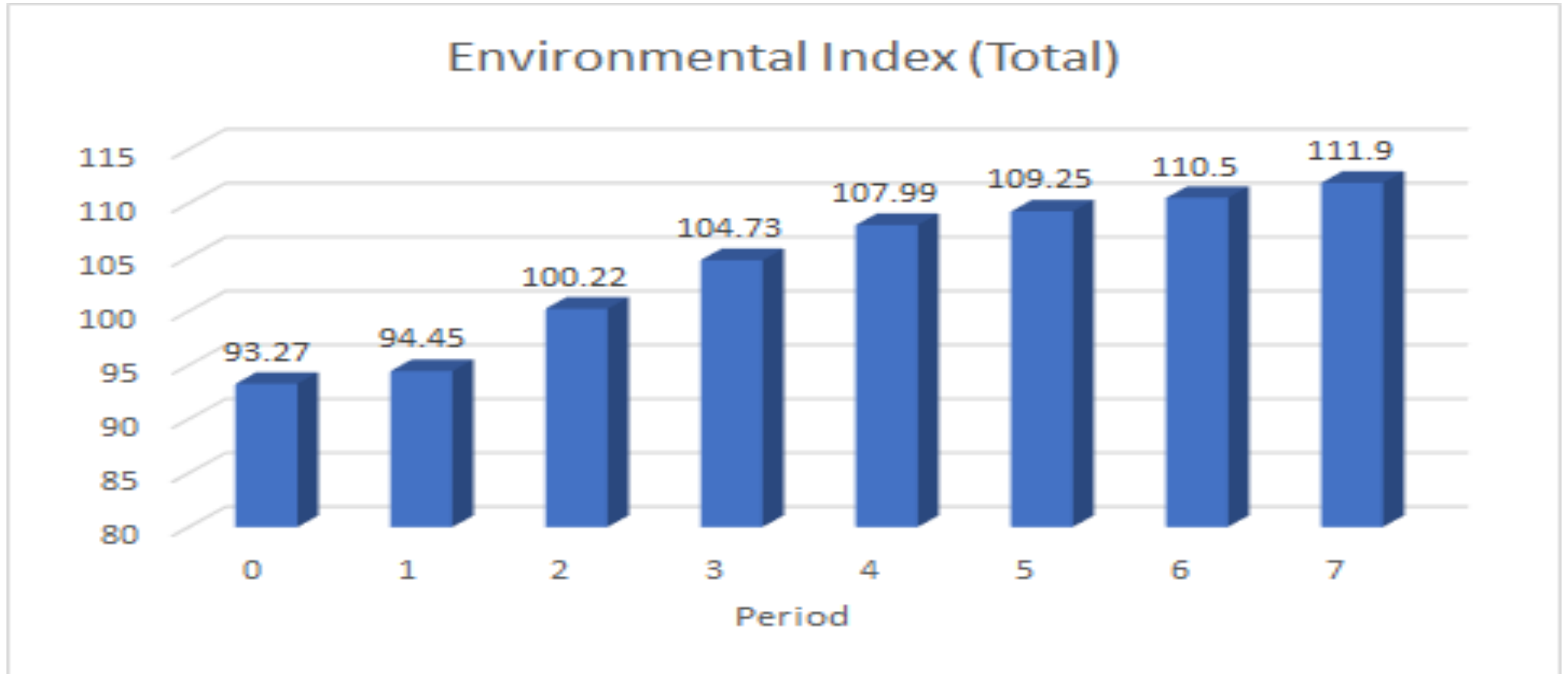
Production



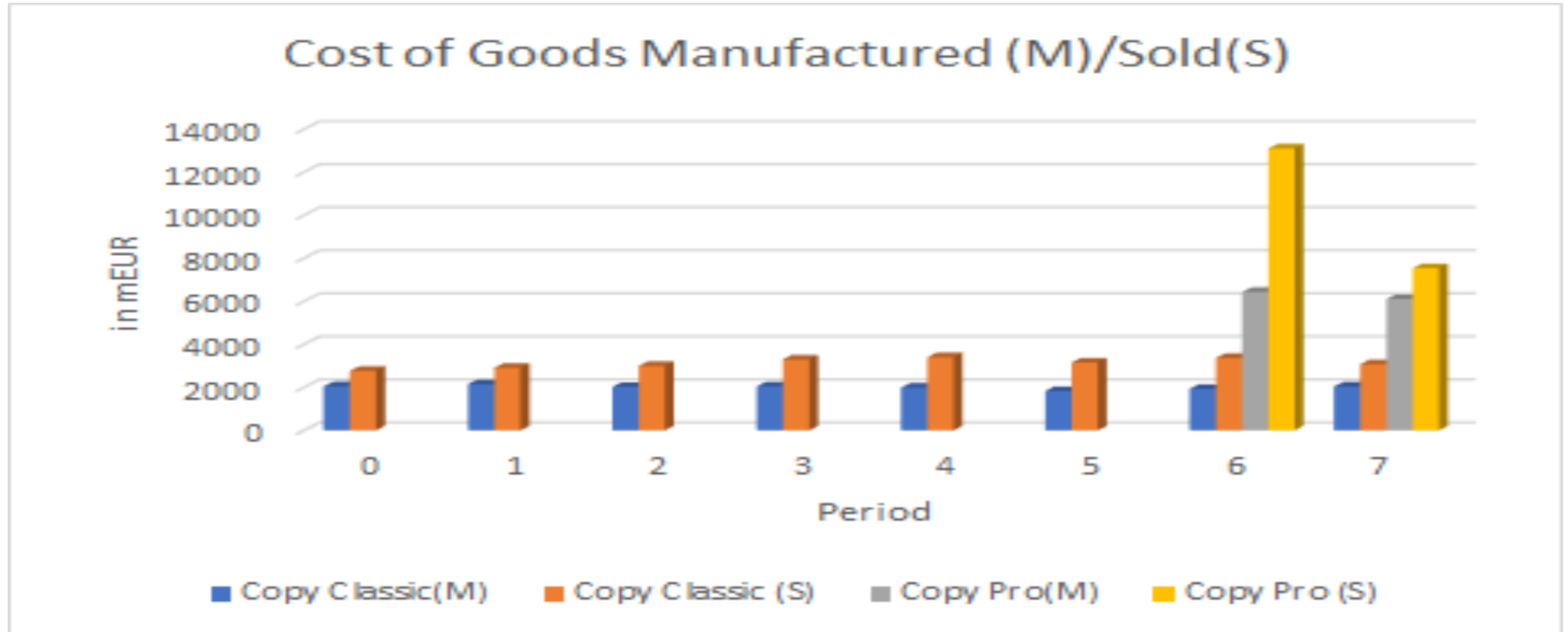
Productivity



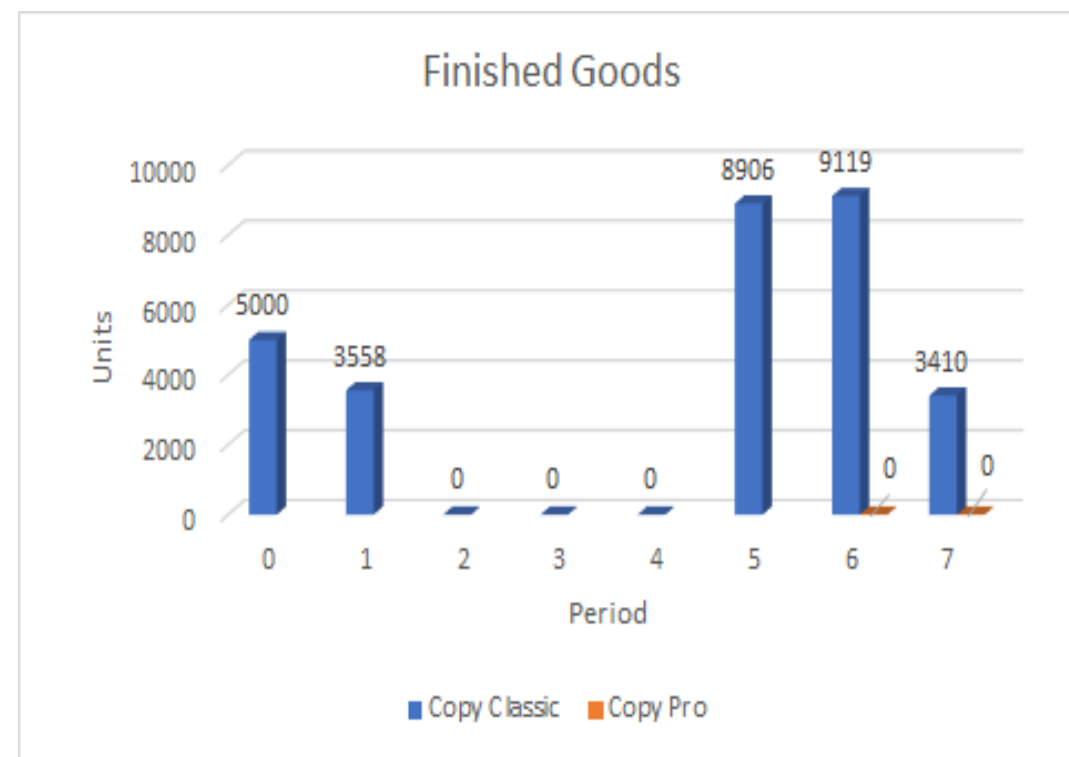
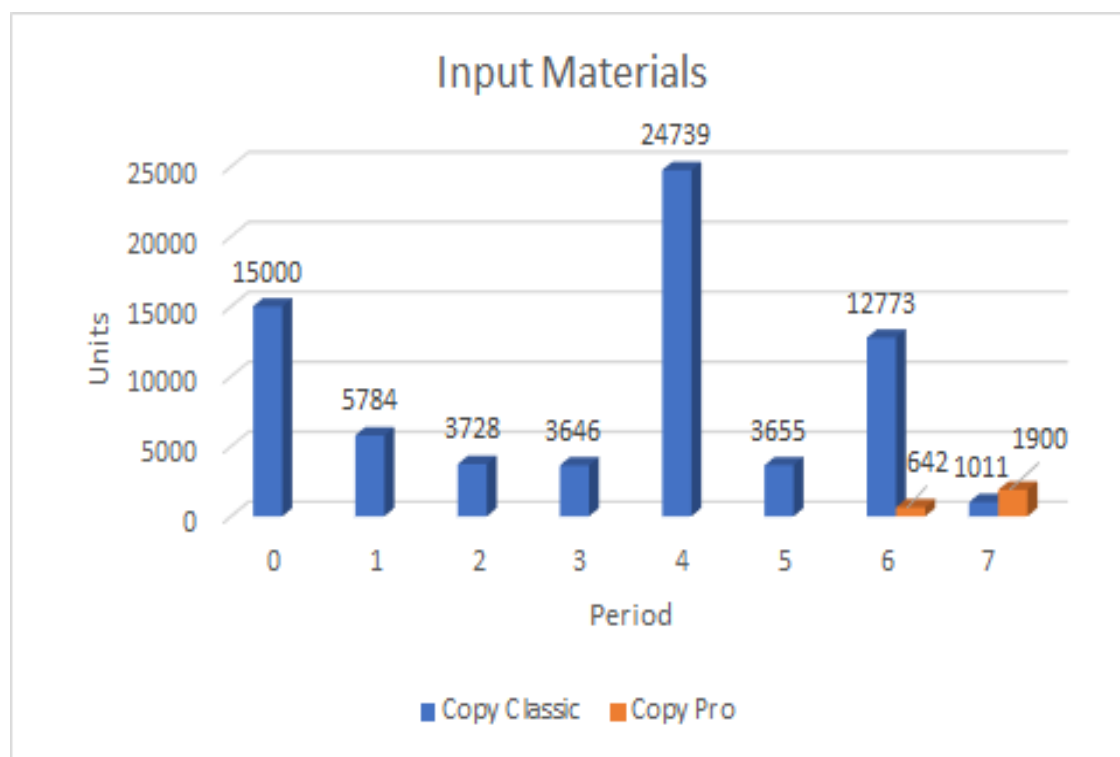
Environmental Index (Total)



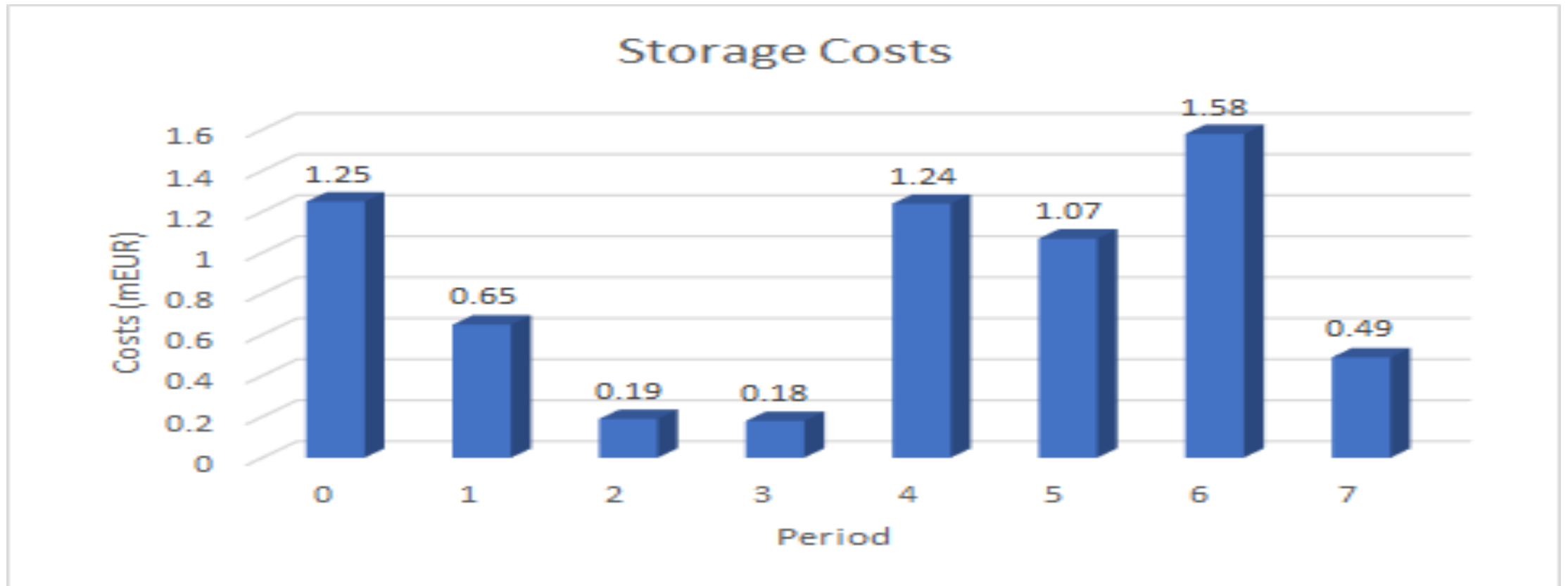
Cost of Goods



Inventory

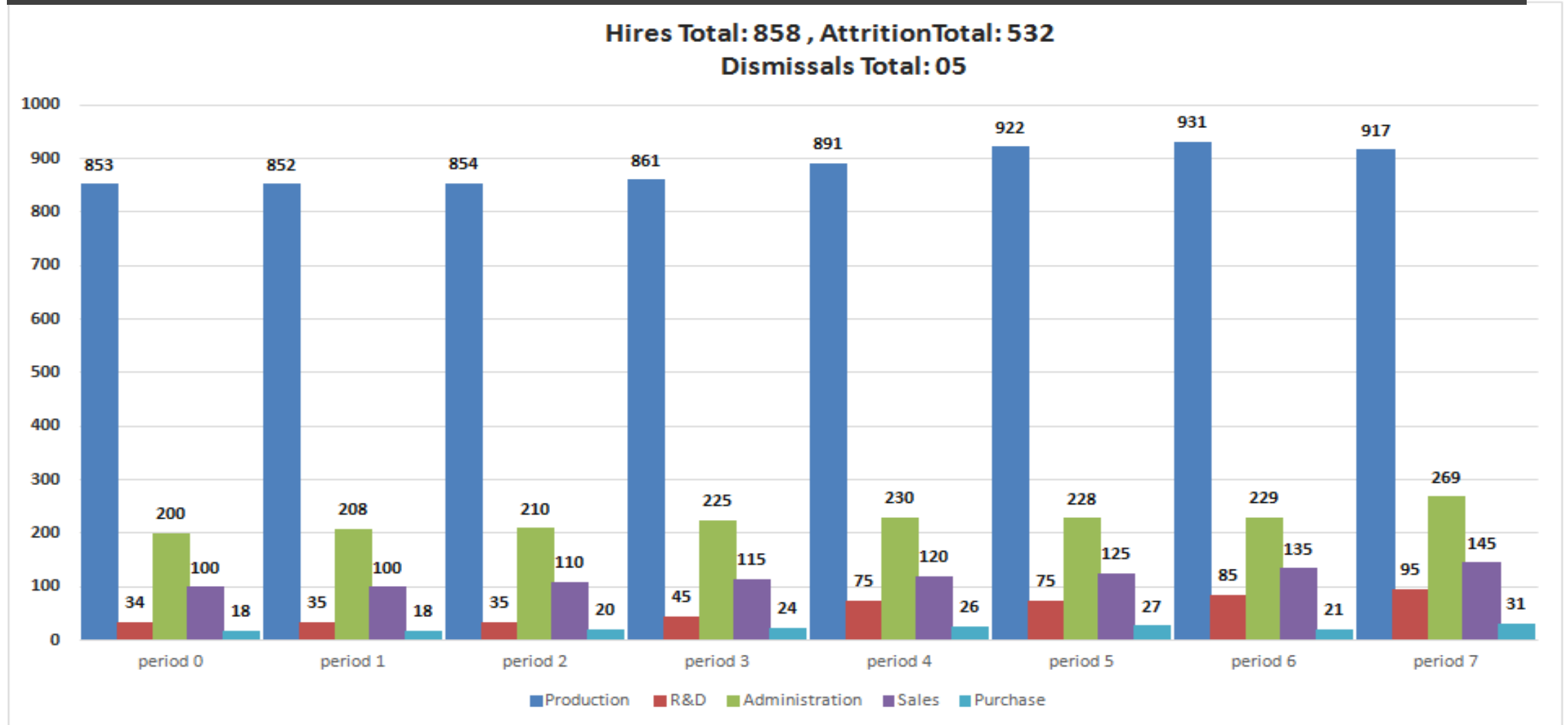


Storage Costs

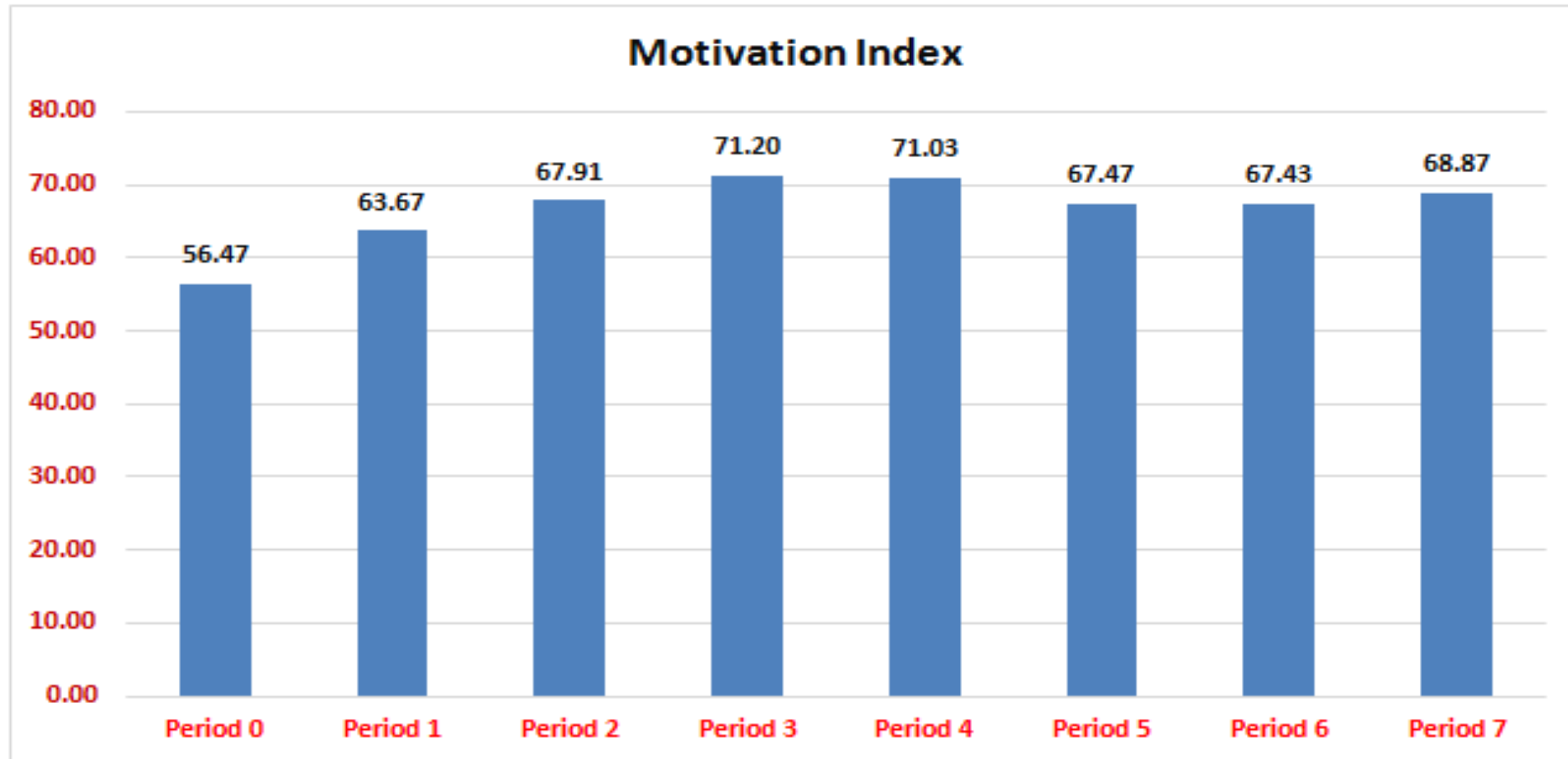


Human Resources

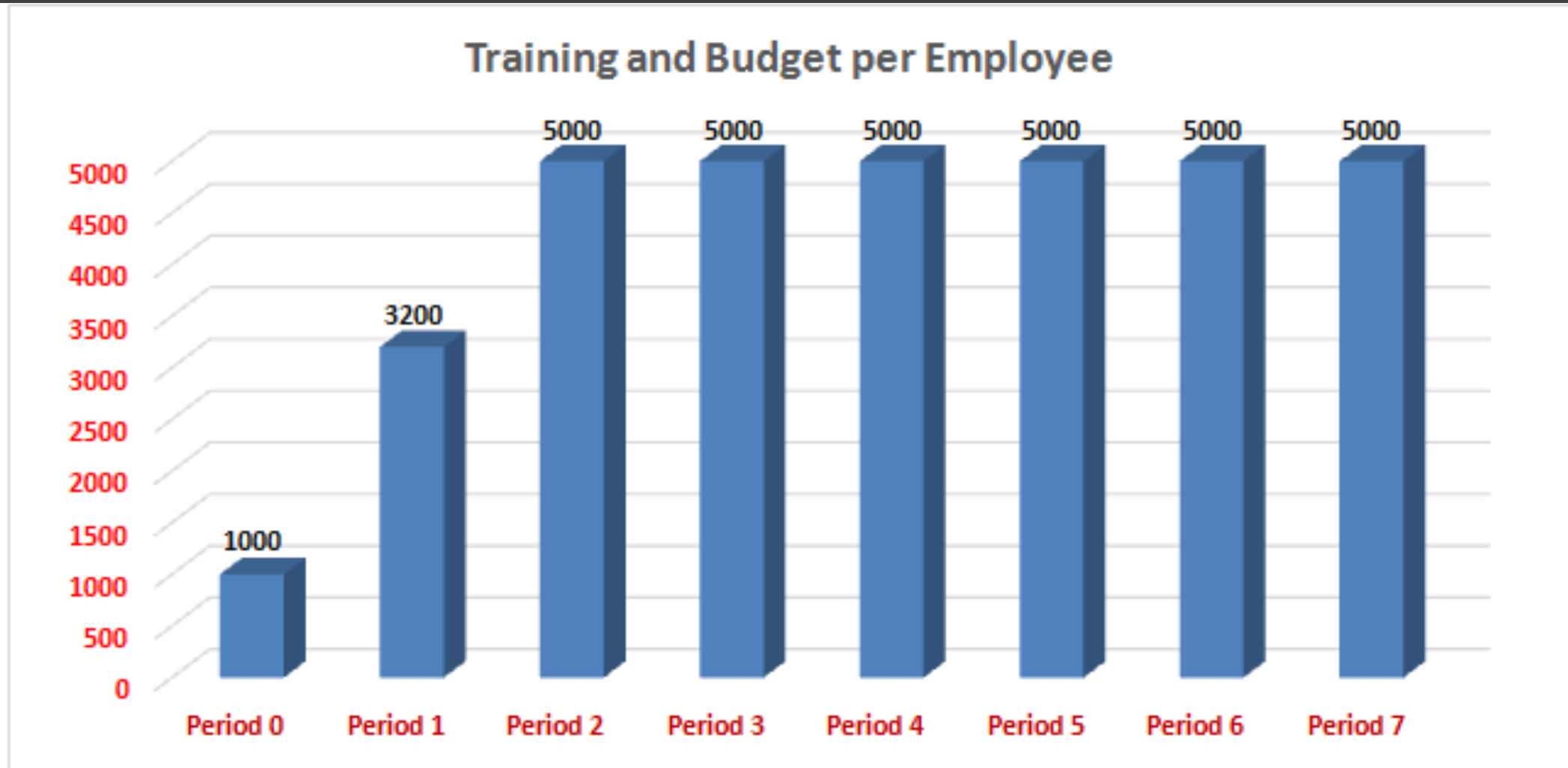
Human Resources



Motivation Index



Training and Budget per Employee



Vielen Dank für ihre
Aufmerksamkeit!

