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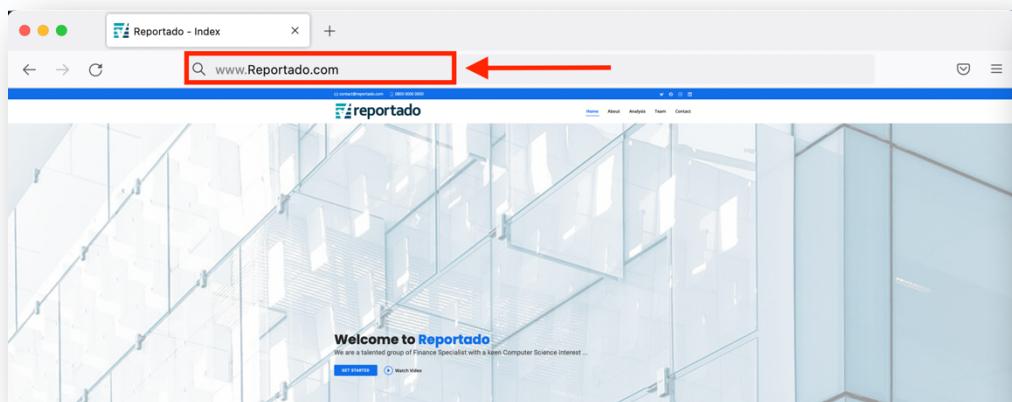


## INTRODUCTION: USER GUIDE

**Welcome to Reportado's user guide. This guide is intended to provide a simple yet informative step by step process of how to generate a professional PDF displaying your company financial analysis.**

## GETTING STARTED

Step 1\*: Enter URL - enter the following URL into your address bar [www.Reportado.com](http://www.Reportado.com)



You will need to be connect to the internet to make use of Reportado's financial analysis tool.

[\*Step 1 has been included as a demonstration. The URL at the domain name 'Reportado' does not actually return our webpage]

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## GENERAL

(The following information can be obtained from our landing/home page – no steps required from the user yet)

**General 1, About Us:** About Us. Find out more about who we are and why we think you would benefit from our solution.

A screenshot of a website section titled 'Find Out More About Us'. The page has a dark background with a large image of a financial trading interface showing various charts and data. At the top, there is a navigation bar with the word 'ABOUT' and a back arrow. Below the title, there is a heading 'Who are we?' followed by a paragraph of text. To the right of the text are two circular icons with the words 'Why?' and 'How?' respectively, each accompanied by a brief explanatory sentence. At the bottom of the section, there is a larger paragraph of text.

Figure 1: Example of section of main website (About Us)

**General 2, Our Services:** Our Services. What we offer, including your financials reported professionally, ratio analysis, industry analysis, financial growth charts and other financial related services.

**General 3, Our Team:** Our Team. Meet the team at Reportado. A brief introduction to the team from University of London

**General 4, Our Pricing:** Our pricing. This is still in development. Currently Reportado's financial report is free of charge.

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## ANALYSIS

(Step 2 is to be followed from step 1, Getting started)

Step 2, Analysis: Select the Analysis Tab on the navigation bar



This should result in the following page loading to your screen:

A screenshot of the 'Company Information' page. At the top, there are download and upload buttons: 'Download Excel Template', 'Browse...' (with 'No file selected.'), and 'Upload Completed Template'. Below these are fields for 'Company Name' (input placeholder: 'Input your company name') and 'Company Industry' (dropdown placeholder: 'Choose Industry'). A large text area labeled 'Company Introduction' contains the placeholder 'Write your message here within 20 letters'. A red arrow points to the 'Company Information' title.

Step 3: Financial Input: This is where we require your input, financial data input.

You can choose to provide your financial data in one of two ways.

- 1. Manual upload [below]
- 2. Excel download/upload [below]

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## Manual input of your data

### 1. Company Information

We require your Company Name and Industry (mandatory fields).

For additional information (for benefit of the ultimate end user of the PDF report) you can add a company description.

### Company Information

[hover here]

Download Excel Template   Browse... No file selected.   Upload Completed Template

\*Company Name Your Company Name Goes HERE

\*Company Industry 58 - Finance, Insurance, & RE

Company Introduction

Write your message here within 20 letters

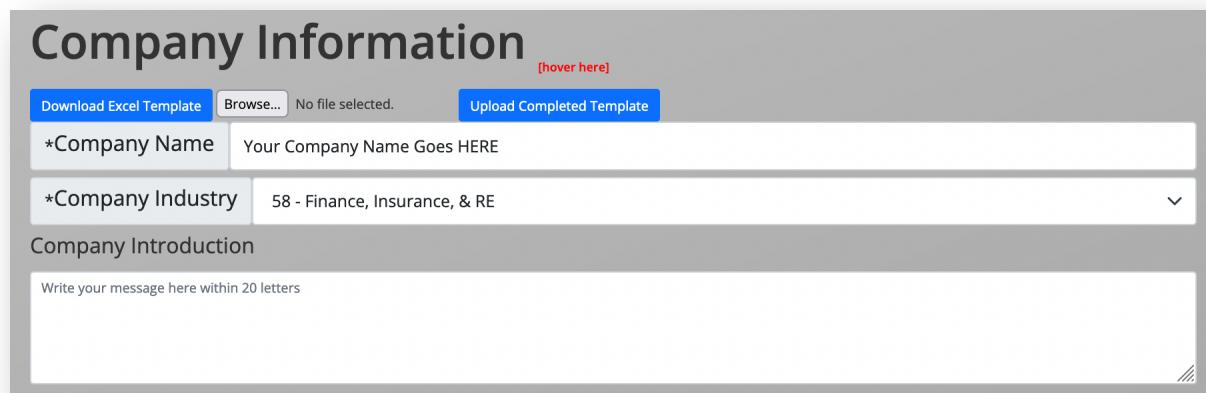


Figure 2: Company Information

### 2. Financial Data Input

- Number of Years, Growth Rate, Currency, and Start of Fiscal Year

### Financial Data Input

Euro   \*Currency   1   \*Units   2020   \*Start of fiscal year

2   \*years of report   0,1   \*year1 forecast growth rate   0,1   \*year2 forecast growth rate

Forecast rate input as a decimal: eg 10% = 0.1

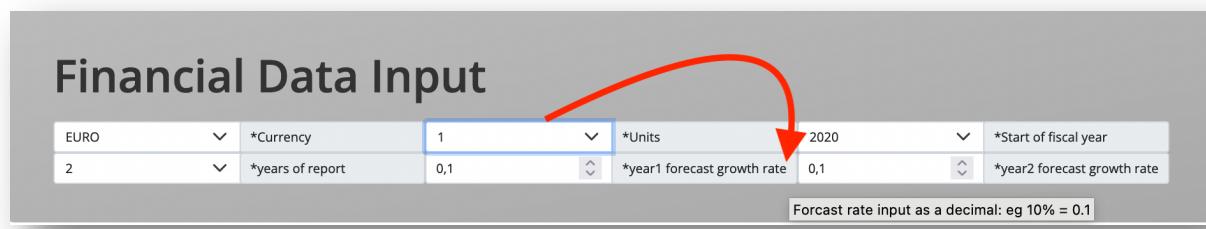


Figure 3: Financial Data Input

**WARNING:** Growth rate is represented in decimal. 10% = 0,1

Figure 4: Completed Financial Data Input (Currency, Years and growth rate)

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### 3. Balance Sheet Data

- You will need to input each element of the Balance sheet data of your company in the white input fields.
- The grey input cells are auto calculated.
- All data (amounts) should be inserted as POSITIVE decimal [*the input fields will not allow other values*]
  - o Exception: Profit/Loss – can be NEGATIVE (if you reported a LOSS in the financial year)
- Example Completed input below:

Balance Sheet	FY-2019	FY-2020
Total Assets	13194408	13013480
Current Assets	648928	474748
Petty Cash/Cash	34804	102249
*Inventory	242134	229328
*Accounts Receivable	371990	143171
*Other Current Assets	0	0
Non Current Assets	12545480	12538732
Property Plant Equipment	12028600	12021852
Intangible Assets	8648	8648
Loan Receivable (long term)	0	0
*Other Non Current Assets	508232	508232
Total Liabilities	12971909	11449616
Current Liabilities	8447514	8506966
Short Term Loan	3308503	3245587
*Accounts Payable	5139011	5132379
*Other Current Liabilities	0	129000
Non Current Liabilities	4524395	2942650
Long Term Loan	0	0
Shareholder Loan	2548526	966781
*Other Non Current Liabilities	1975869	1975869
Equity	222499	1563864
Common Shares / Share Capital	100	2000100
Retained Earnings	3747395	3747395
Profit/Loss	-3524996	-4183631
Total Liabilities and Stockholder Equity	13194408	13013480

Figure 5: Completed Balance Sheet using company data

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#### 4. Income Statement Data

Income Statement	FY-2019	FY-2020	FY-2021F	FY-2022F
Net Sales (Sales less returns/discount)	8417995	7209506	7209506	7209506
Cost of Sales	7139801	6326341	6326341	6326341
Gross Profit	1278194	883165	883165	883165
Operating Expenses	2274257	1677769	1677769	1677769
Rent	0	0	0	0
Salaries/Wages	0	0	0	0
Entertainment	0	0	0	0
Insurance	0	0	0	0
Advertising	0	0	0	0
Depreciation	0	0	0	0
Bad Debt Expense	0	0	0	0
Other Operating Expense	0	0	0	0
Operating Income	-996063	-794604	-794604	-794604
Other Income (outside normal operating income)	1368094	590793	590793	590793
Finance Cost	-983005	-454824	-454824	-454824
Interest Income	0	0	0	0
Interest Expense	983005	454824	454824	454824
Income Before Tax	-610974	-658635	-658635	-658635
Income Tax	0	0	0	0
Net Income	-610974	-658635	-658635	-658635

Figure 6: Completed Income Statement using user data

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## 5. Button: Submit

- Click **submit** when you have completed the above numbered 1 to 4.



Figure 7: Button Submit, Clear All, Home Page, createPDF

## 6. Button: Recheck Data / Confirm Submit

- You will be asked to confirm your data is accurately captured in numbers 1 to 4 (explained above)

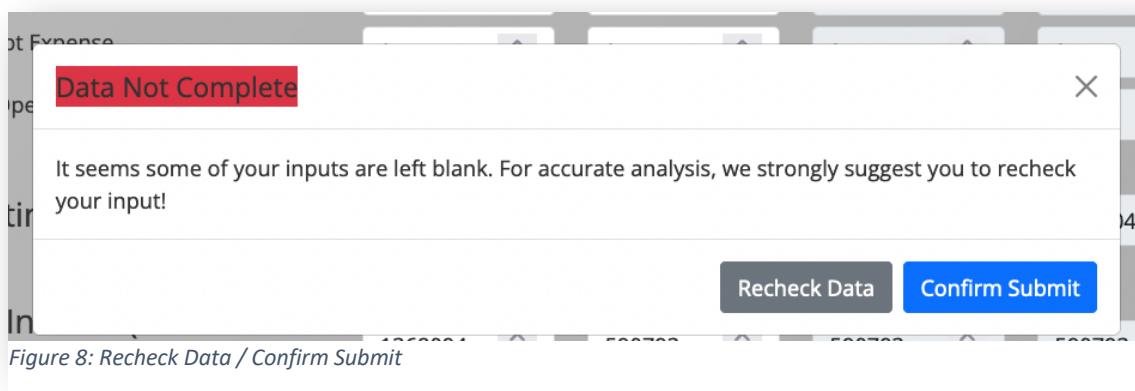


Figure 8: Recheck Data / Confirm Submit

- If you are ready to proceed – select button: Confirm Submit.
- If you want to alter your input – select button: Recheck Data

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RESULT (Button: Confirm Submit - This should yield the following (part thereof):

Financial Ratios						
Solvency Ratios		Industry		Result		
Names	2020	Industry	Result	2021	Industry	Result
Debt Ratio (factor)	0.98	0.45	Worse	0.88	0.41	Worse
Debt To Equity Ratio (factor)	58.3	0.67	Worse	7.32	0.61	Worse
Interest Coverage Ratio (factor)	0.38	3.75	Worse	1.26	3.25	Worse
Liquidity Ratios		Industry		Result		
Names	2020	Industry	Result	2021	Industry	Result
Current Ratio (1)	0.08	2.56	Worse	0.06	2.62	Worse
Quick Ratio (1)	0.05	1.74	Worse	0.03	1.67	Worse
Cash Ratio (1)	0	0.95	Worse	0.01	0.99	Worse
Profitability Ratios		Industry		Result		
Names	2020	Industry	Result	2021	Industry	Result
Profit Margin (%)	-7.26	0.027	Worse	-9.14	0.03	Worse
Return On Equity After Tax (%)	-274.6	0.015	Worse	-42.12	0.047	Worse
Return On Assets (%)	-4.63	0.02	Worse	-5.06	0.028	Worse
Gross Margin (%)	15.18	0.379	Better	12.25	0.368	Better
Operating Margin (%)	-11.83	0.045	Worse	-11.02	0.064	Worse
Activity Ratios		Industry		Result		
Names	2020	Industry	Result	2021	Industry	Result
Receivables Turnover In Days (days)	16.13	58	Better	7.25	56	Better
Asset Turnover In Days (days)	572.1	487	Worse	658.84	486	Worse
Inventory Turnover In Days (days)	12.38	101	Better	13.23	102	Better

Figure 9: Result of SUBMISSION of manual input of user financial information

## 7. Button: Clear All

- If you would like to clear the contents in the user inputs (white blocks) you can select the clear-all button.

## 8. Button: createPDF

- If you are happy with your inputs, after you have **clicked: submit**, you can generate the PDF output.

## 9. Button: Home page

- Alternatively, return to the Home Page.

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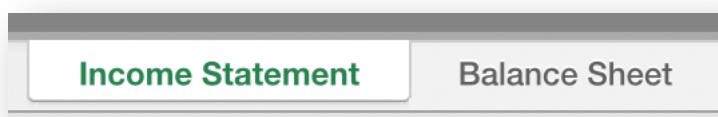
## Excel Download/Upload option

1. Download Excel Template: You will need to '*download excel template*'

The screenshot shows a 'Company Information' form. At the top left is a blue button labeled 'Download Excel Template'. To its right is a text input field with placeholder text 'No file selected.' and a tooltip '(hover here)'. Next to it is a blue button labeled 'Upload Completed Template'. Below these are fields for 'Company Name' (placeholder 'Input your company name') and 'Company Industry' (placeholder 'Choose Industry'). A large text area for 'Company Introduction' follows, with a placeholder 'Write your message here within 20 letters'. A red arrow points from the 'Download Excel Template' button to a red callout bubble containing the text 'You will need to download the excel template'.

Figure 10: Company Information

2. Open Excel Download: Open the excel template downloaded in previous step
3. Insert your financial data into cells:
  - Two tabs/sheets (Income Statement AND Balance Sheet) need to be completed



- These tabs are placed on the bottom left of your excel window
- White Cells are unprotected and require your financial data
- Grey cells are auto calculated and cannot be amended
- All figures should be inputted as POSITIVE DECIMALS

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The screenshot shows a financial statement input screen. On the right, a modal dialog titled 'Alert' displays an error message: 'This value doesn't match the data validation restrictions defined for this cell.' It has 'Cancel' and 'Retry' buttons. A red arrow points from this dialog to a specific cell in the 'Net Income' row of the main table, which contains the value '-4534543'. The table includes columns for 'Actual' (Dec-19), 'Projected' (Dec-20, Dec-21, Dec-22), and other financial categories like 'Growth Rate', 'Net Sales', 'Cost of Sales', 'Operating Expenses', 'Operating Income', 'Other Income', 'Finance Cost', 'Income Before Tax', 'Income Tax', and 'Net Income'.

Figure 11: Excel Template Validation - Positive Decimals accepted (only)

#### 4. Upload Completed Excel:

- Once you have inserted the data required in the excel sheet (white cells), you will need to upload this updated excel.
- Select the 'browse' button [below screenshot]
- Select the completed excel file and select open [below screenshot].
- Select 'Upload Completed Template'

The screenshot shows a 'Company Information' page with a 'Browse...' button highlighted by a red arrow. Below it, a file selection dialog is open, showing a list of files. The file 'FinancialStatements...\_V12\_UserGuide.xlsx' is selected and highlighted with a red box. A red arrow points from this file in the dialog to the 'Open' button at the bottom right of the dialog. The dialog also shows other files like 'UserGuide.docx' and includes standard file navigation controls.

Figure 12: Browse for updated Excel file to upload

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## 5. Company Information:

- You will need to complete the Company information on the Analysis page

### Company Information

[hover here]

Download Excel Template   Browse... FinancialStatements\_input\_V12\_UserGuide.xlsx   Upload Completed Template

\*Company Name

\*Company Industry

Company Introduction

Write your message here within 20 letters

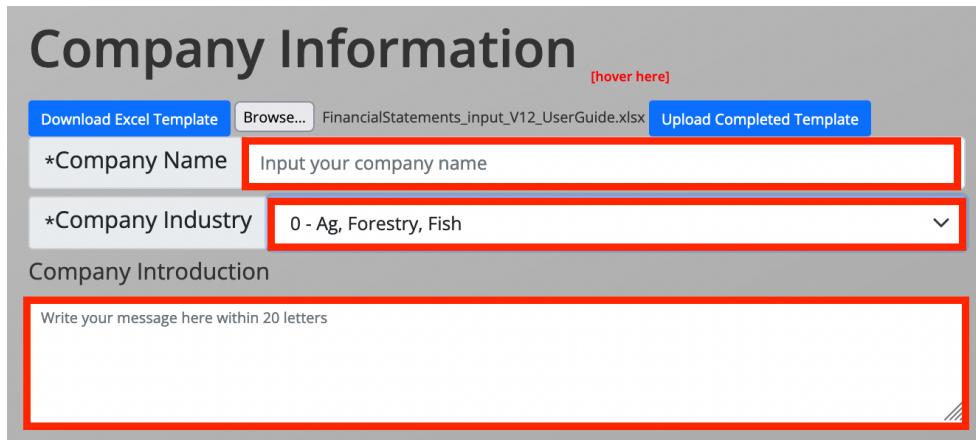


Figure 13: Company Information required (in addition to excel workbook upload)

Your financial data should have populated to the website (from the excel sheet)

## 6. Button: Submit



- You are now ready to submit
- After you select submit, you might get an alert to confirm you are happy to proceed.



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#### 10. Button: Clear All

- If you would like to clear the contents in the user inputs (white blocks) you can select the clear-all button.

#### 11. Button: [createPDF](#)

- If you are happy with your inputs, **after** you have clicked: submit, you can generate the PDF output

#### 12. Button: [Home page](#)

- Alternatively, return to the Home Page.

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## Analysis Webpage: Buttons and Inputs

### Company information and Financial Data

The screenshot shows the 'Company Information' and 'Financial Data Input' sections of the Reportado website. Red annotations provide step-by-step instructions for each section:

- Company Information Section:**
  - Step 1: Download template (button)
  - Step 2: Complete downloaded template (text area)
  - Step 3: Select completed excel from your folders (select browse)
  - Step 4: Select Upload Completed template to upload data (button)
- Company Introduction Section:**
  - Step 5: Input your Company name (text input)
  - Step 6: Select you company Industry (dropdown menu)
  - Step 7: Add a company intro (optional) (text area)
- Financial Data Input Section:**
  - Step 8: Select the currency of trade (dropdown menu)
  - Step 9: Select the number of years you wish to review (dropdown menu)
  - Step 10: Select your anticipated growth rate (dropdown menu)

Figure 14: Company and Financial Data

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## Balance Sheet

**Balance Sheet**

Total Assets		
Current Assets		
Petty Cash/Cash	22249	^
*Inventory	242134	^
*Accounts Receivable	371990	^
*Other Current Assets	0	^
Non Current Assets		
Property Plant Equipment	12545480	^
Intangible Assets	12028600	^
Loan Receivable (long term)	8648	^
*Other Non Current Assets	0	^
	508232	^
Total Liabilities	12971909	^
Current Liabilities		
Short Term Loan	8447514	^
*Accounts Payable	3308503	^
*Other Current Liabilities	5139011	^
Non Current Liabilities	0	^
Long Term Loan	4524395	^
Shareholder Loan	0	^
*Other Non Current Liabilities	2548526	^
	1975869	^
Equity	222499	^
Common Shares / Share Capital	100	^
Retained Earnings	3747395	^
Profit/Loss	-3524996	^
Total Liabilities and Stockholder Equity	13194408	^
	13013480	^

**Excel:** If you have uploaded a completed Excel file - this information will be populated in the white input cells on this picture.  
**Manual:** Else, manually input your financial data in the **WHITE** cells

**Grey Cells = auto calculated** →  
**White Cells = require action from you**

Figure 15: Balance Sheet

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## Income Statement

Income Statement

Excel: Your uploaded Excel data will populate the following cells.  
Manual: Once you have completed the Balance Sheet Data, scroll down to complete the

	8723502.26	7654872.61	1068629.65	FY-2023F
Net Sales (Sales less returns/discount)				
Cost of Sales	7139801	6320341	6958975.1	
Gross Profit	1278194	883165	971481.5	
Operating Expenses	2274257	1677769	1845545.9	
Rent	0	0	0	
Salaries/Wages	0	0	0	
Entertainment	0	0	0	
Insurance	0	0	0	
Advertising	0	0	0	
Depreciation	0	0	0	
Bad Debt Expense	0	0	0	
Other Operating Expense	0	0	0	
 Operating Income	-996063	-794604	-874064.4	-961470.84
 Other Income (outside normal operating income)	1368094	590793	649872.3	714859.53
Finance Cost	-983005	-454824	-500306.4	-550337.04
Interest Income	0	0	0	0
Interest Expense	983005	454824	500306.4	550337.04
Income Before Tax	-610974	-658635	-724498.5	-796948.35
Income Tax	0	0	0	0
Net Income	-610974	-658635	-724498.5	-796948.35

[Clear all](#) [Submit](#) [Home Page](#)

Figure 16: Income Sheet

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## Submit

The screenshot shows a form with dropdown menus for financial data. At the bottom are four buttons: 'Clear all' (red), 'Submit' (blue), 'Home Page' (blue), and 'createPDF' (blue). Red callout bubbles provide instructions: 'Clear All if you need to start over' points to 'Clear all'; 'Click Submit once you are happy with your inputted data' points to 'Submit'; 'Return to the home page!' points to 'Home Page'; and 'Manually create PDF (if it does not auto populate) You need to click SUBMIT first' points to 'createPDF'.

Other Income (outside normal operating income)	dropdown	dropdown	dropdown	dropdown
Finance Cost	dropdown	dropdown	dropdown	dropdown
Interest Income	dropdown	dropdown	dropdown	dropdown
Interest Expense	dropdown	dropdown	dropdown	dropdown
Income Before Tax	dropdown	dropdown	dropdown	dropdown
Income Tax	dropdown	dropdown	dropdown	dropdown
Net Income	<span>Clear All if you need to start over</span>	<span>Click Submit once you are happy with your inputted data</span>	<span>Return to the home page!</span>	<span>Manually create PDF (if it does not auto populate) You need to click SUBMIT first</span>

Figure 17: Final Submission, Clear All or return to Home page

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