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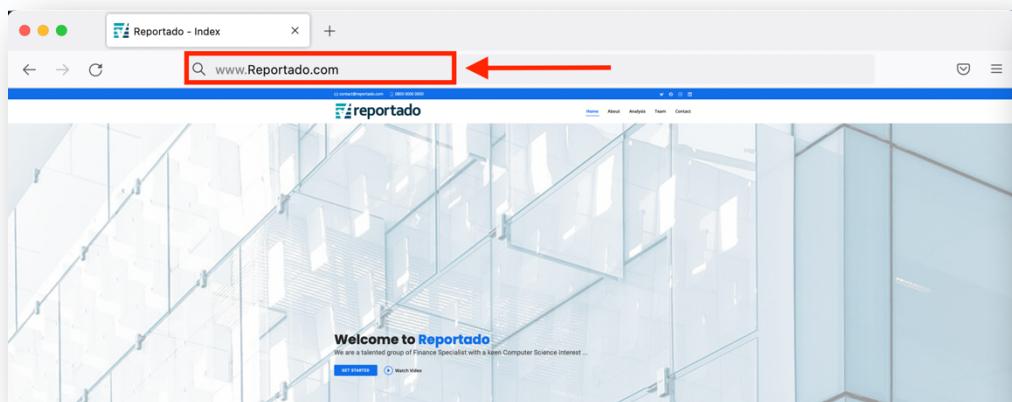


## INTRODUCTION: USER GUIDE

**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 as 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 page, 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...', and 'Upload Completed Template'. Below these are fields for 'Company Name' (with placeholder 'Input your company name') and 'Company Industry' (with placeholder 'Choose Industry'). A large text area for 'Company Introduction' is at the bottom with 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*]
- 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

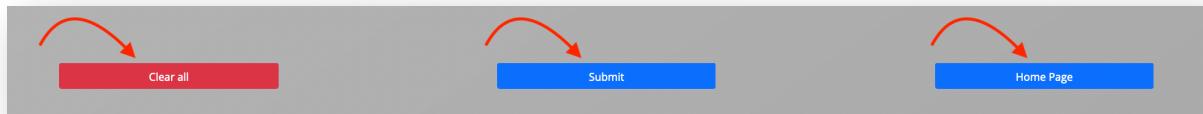


Figure 7: Button Submit, Clear All, Home Page

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

## 6. Button: Recheck Data / Confirm Submit

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

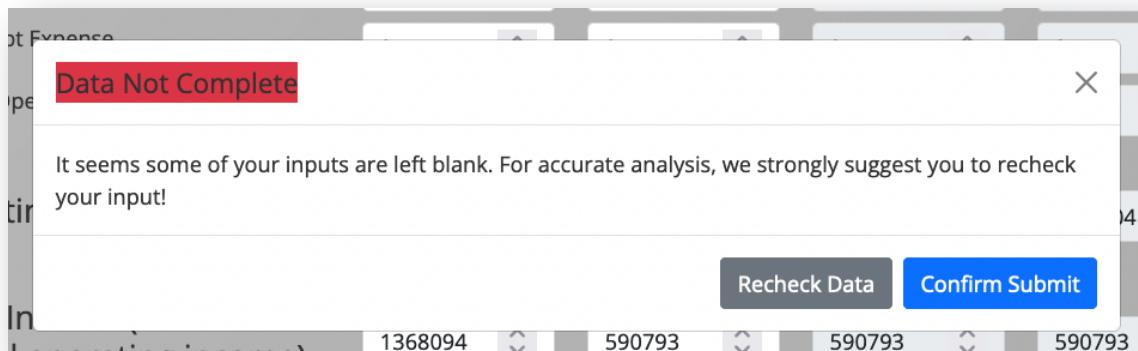


Figure 8: Recheck Data / Confirm Submit

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

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: Home page

- Alternatively, return to the Home Page.

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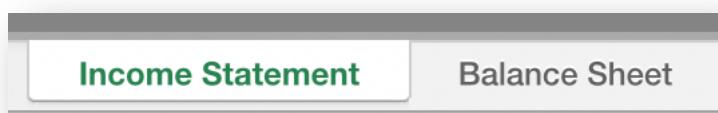


## Excel Download/Upload option

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

The screenshot shows a form titled 'Company Information'. At the top left is a blue button labeled 'Download Excel Template'. To its right is a text input field with the placeholder 'No file selected.' and a small blue button labeled '(hover here)'. Further right is another 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 the placeholder 'Write your message here within 20 letters'. A red arrow points from the 'Download Excel Template' button to a red speech bubble containing the text 'You will need to download the excel template'.

2. Open Excel Download: Open the excel template
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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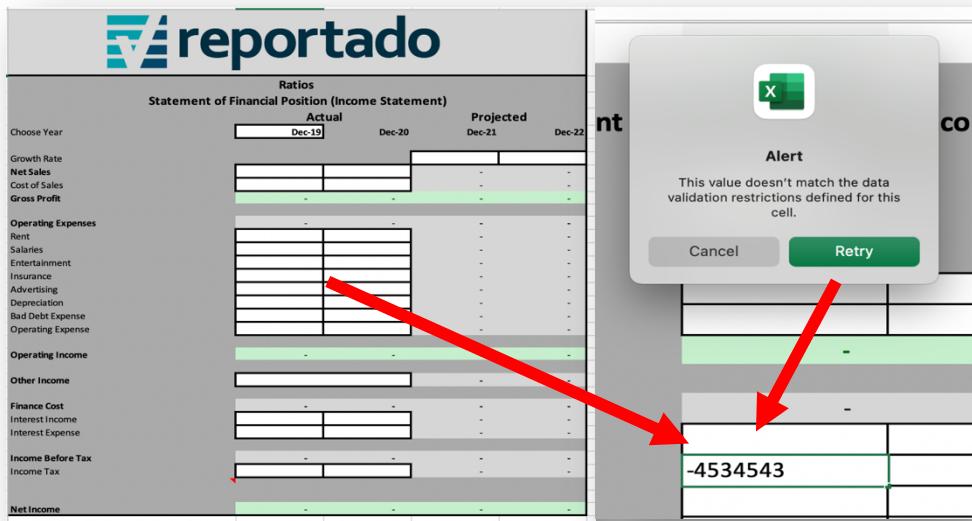


Figure 10: Excel Template Validation - Positive Decimals accepted (only)

#### 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 excel file and select open [below screenshot].
- Select Upload Completed Template

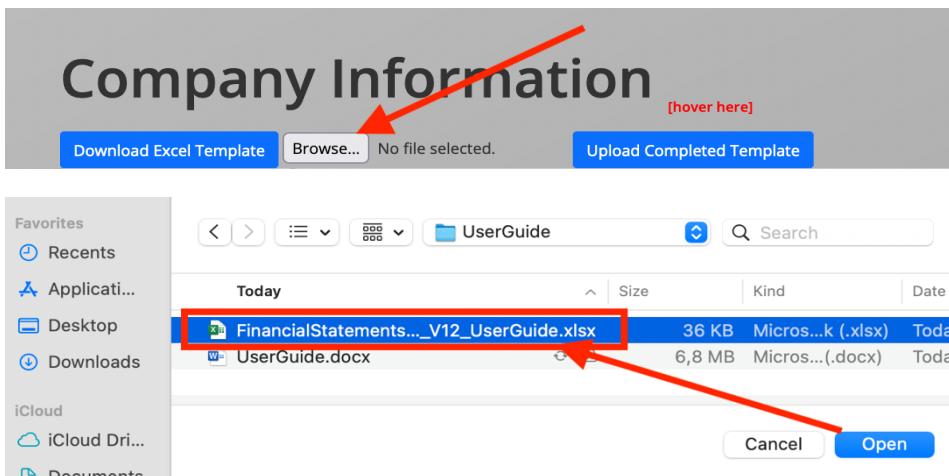


Figure 11: Browse for updated Excel file to upload

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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

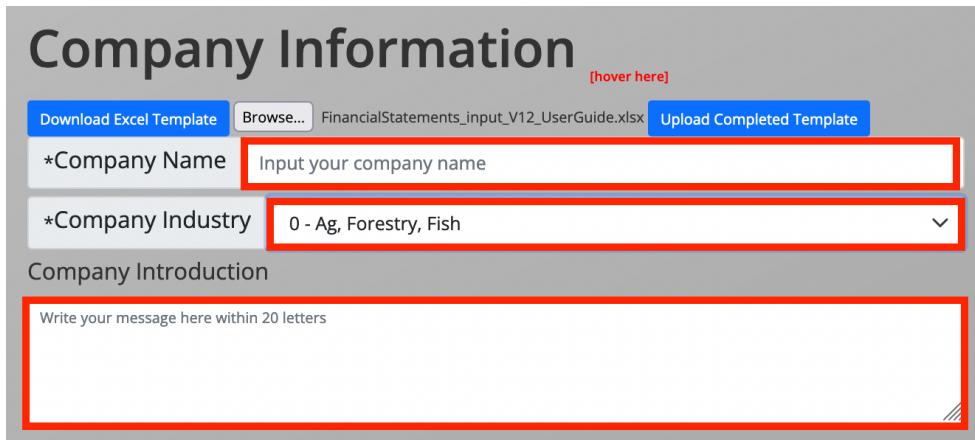
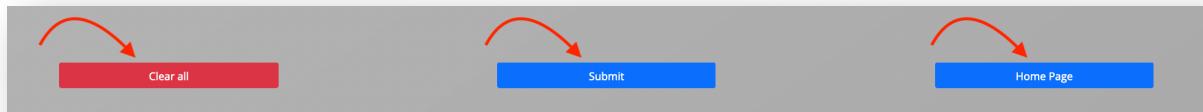


Figure 12: Company Information required (in addition to excel workbook upload)

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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9. Button: Clear All

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

10. 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' section of the Reportado website. It includes fields for Company Name, Company Industry, and a Company Introduction message area. Below this is the 'Financial Data Input' section with fields for currency, units, years of report, and forecast growth rates. Red annotations provide step-by-step instructions for each section:

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

Figure 13: 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	^▼
	0	^▼
Non Current Liabilities		
Long Term Loan	4524395	^▼
Shareholder Loan	0	^▼
*Other Non Current Liabilities	2548526	^▼
	1975869	^▼
Equity		
Common Shares / Share Capital	222499	^▼
Retained Earnings	100	^▼
Profit/Loss	3747395	^▼
	-3524996	^▼
Total Liabilities and Stockholder Equity	13194408	^▼
	13013480	^▼

Figure 14: 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 15: Income Sheet

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## Submit

The screenshot shows a financial reporting interface with several input fields for different income and expense categories. The categories and their corresponding values are:

Category	Value	Category	Value	Category	Value	Category	Value
Other Income (outside normal operating income)	1368094	Interest Income	590793	Interest Expense	649872.3	Net Income	714859.53
Finance Cost	-983005	Income Before Tax	-454824	Income Tax	-500306.4	Net Income	-550337.04
Interest Income	0	Interest Income	0	Interest Expense	0	Interest Expense	0
Interest Expense	983005	Income Before Tax	454824	Income Tax	500306.4	Net Income	550337.04
Income Before Tax	-610974	Income Before Tax	-724498.5	Income Tax	0	Net Income	-724498.5
Income Tax	0	Income Tax	0	Net Income	0	Net Income	-724498.5
Net Income	-610974	Net Income	-724498.5	Net Income	-724498.5	Net Income	-724498.5

Three buttons are present at the bottom of the form:

- A red button labeled "Clear all" with a callout bubble: "Clear All if you need to start over".
- A blue button labeled "Submit" with a callout bubble: "Submit when you are happy with your inputted data".
- A blue button labeled "Home Page" with a callout bubble: "Go back to home page if you want to know more about Reportado".

Figure 16: Final Submission, Clear All or return to Home page

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