

# Freedom2Act

## Commercial Analysis

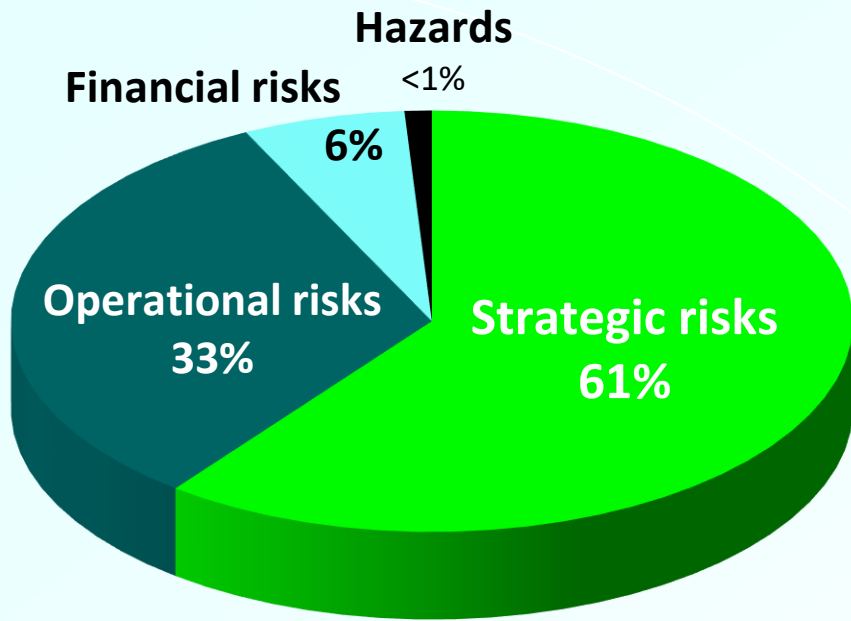


# Freedom2Act Commercial Analysis™

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- **Guarantees increased profitability**
- **Web-based tool for bank's business advisors**
  - Quick and efficient business health check
  - Focus on market and resources
  - Early warning system
- **Improves relationship with company management**
- **Retain good commercial clients**
- **Proven Off-the-Shelf Technology**

# A Few Facts...



## *Ernst & Young*

- 61% largest value losses due to **strategic risks**, and 33% to **operational risks**.  
*Yet, focus is mostly on financial and hazard risks!*

## *Copenhagen Business School*

- Half of 160 of the largest Danish corporations experienced major "surprises" the preceding 5 years.

## *McKinsey Quarterly*

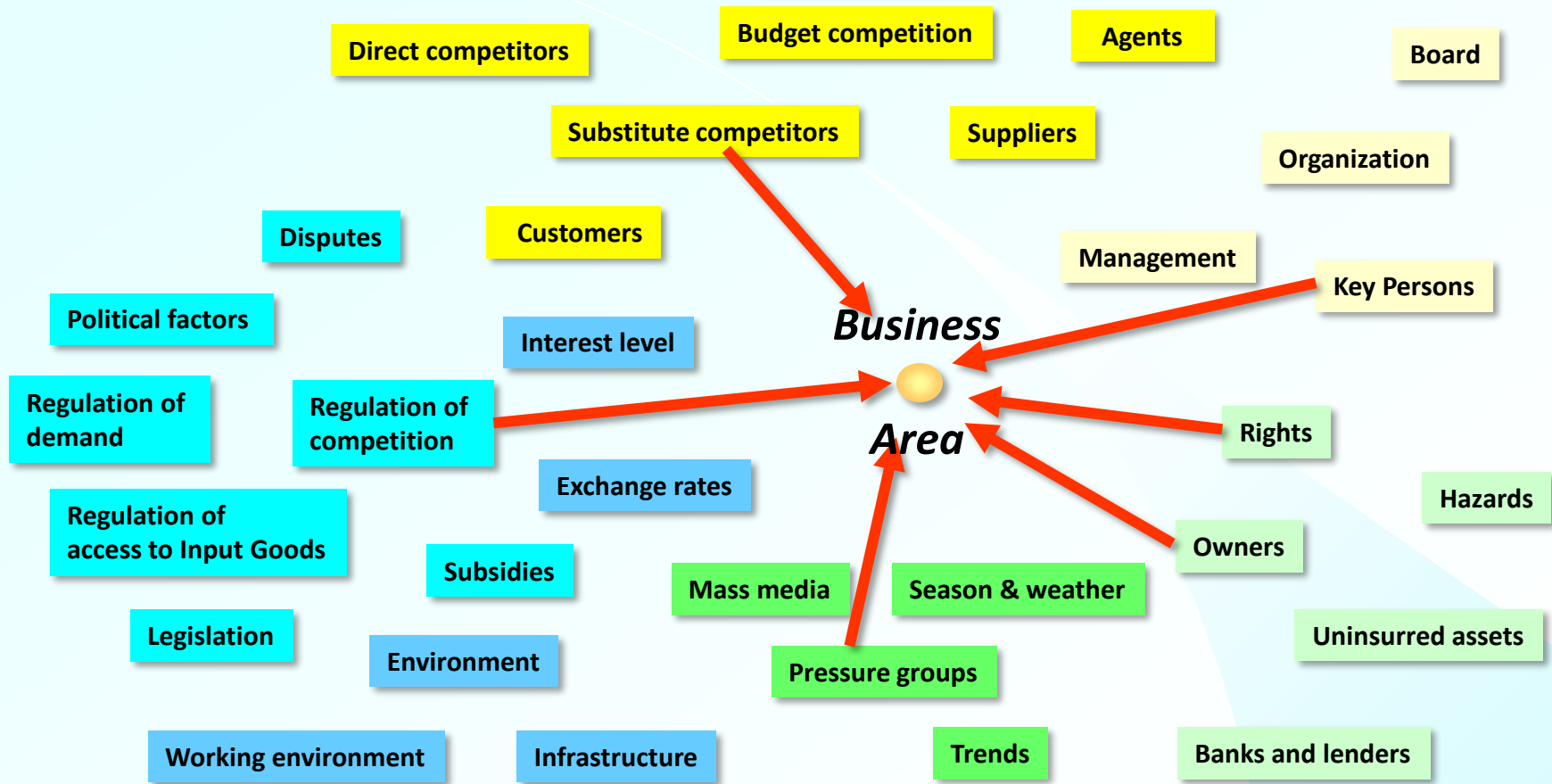
- 30% probability that a company in the industry's upper quarter will not be there in five years!

# Eksempler af non-financial vulnerabilities

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- The company has a few large customers / contracts, each of which without problems can disrupt the relationship.
- The company does not meet the customers' qualification requirements.
- Customers assess a major competitor rate better on their Unique Buying Points™ in an important business area.
- The company's products are losing market share to suppliers with an alternative solution.
- A key employee can without problems quit and transfer customers to a competitor.
- Lessor's termination of the lease on a building entails significant cost.

# Risks May Originate from Many Sources



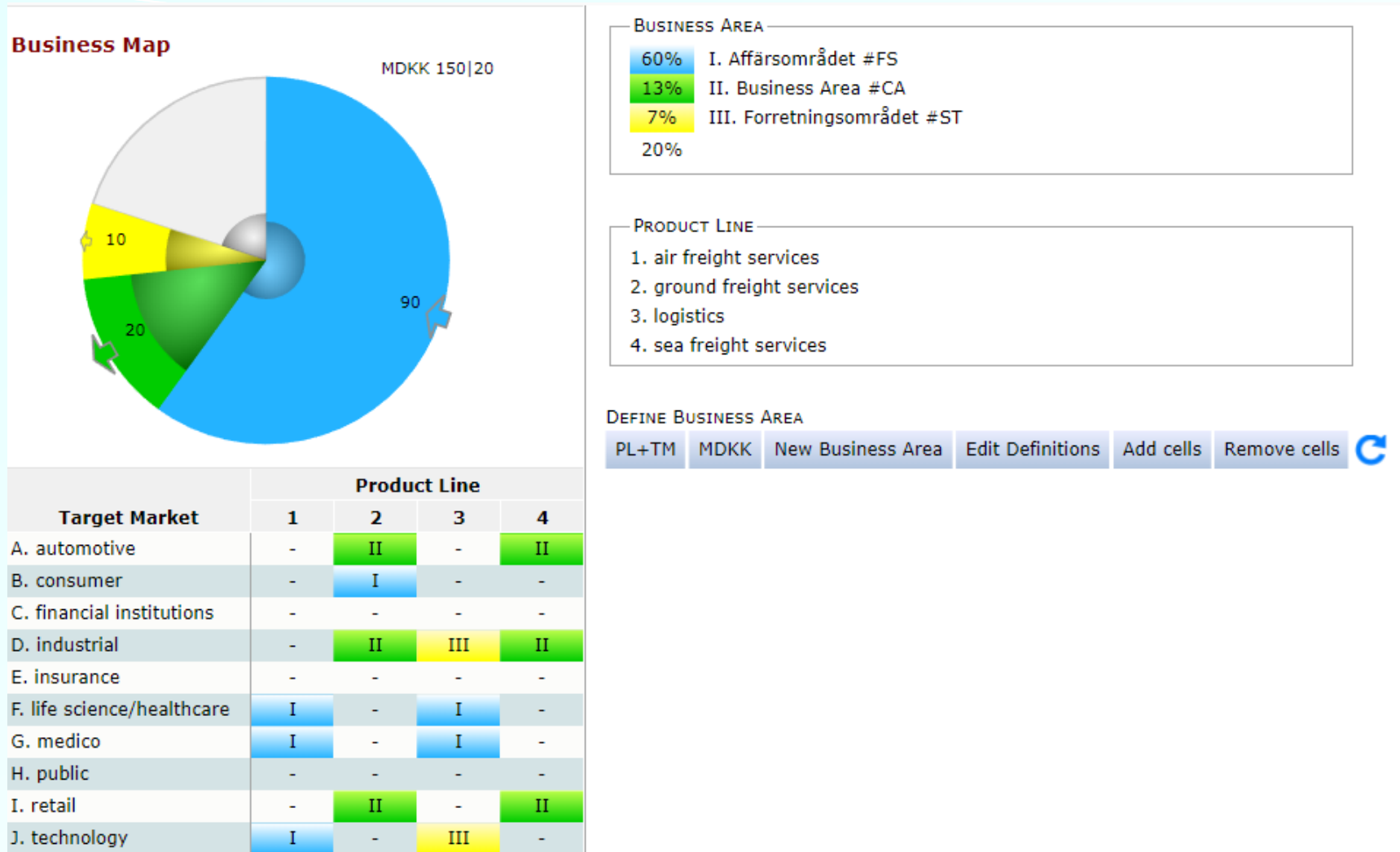
# Freedom2Act Commercial Analysis™

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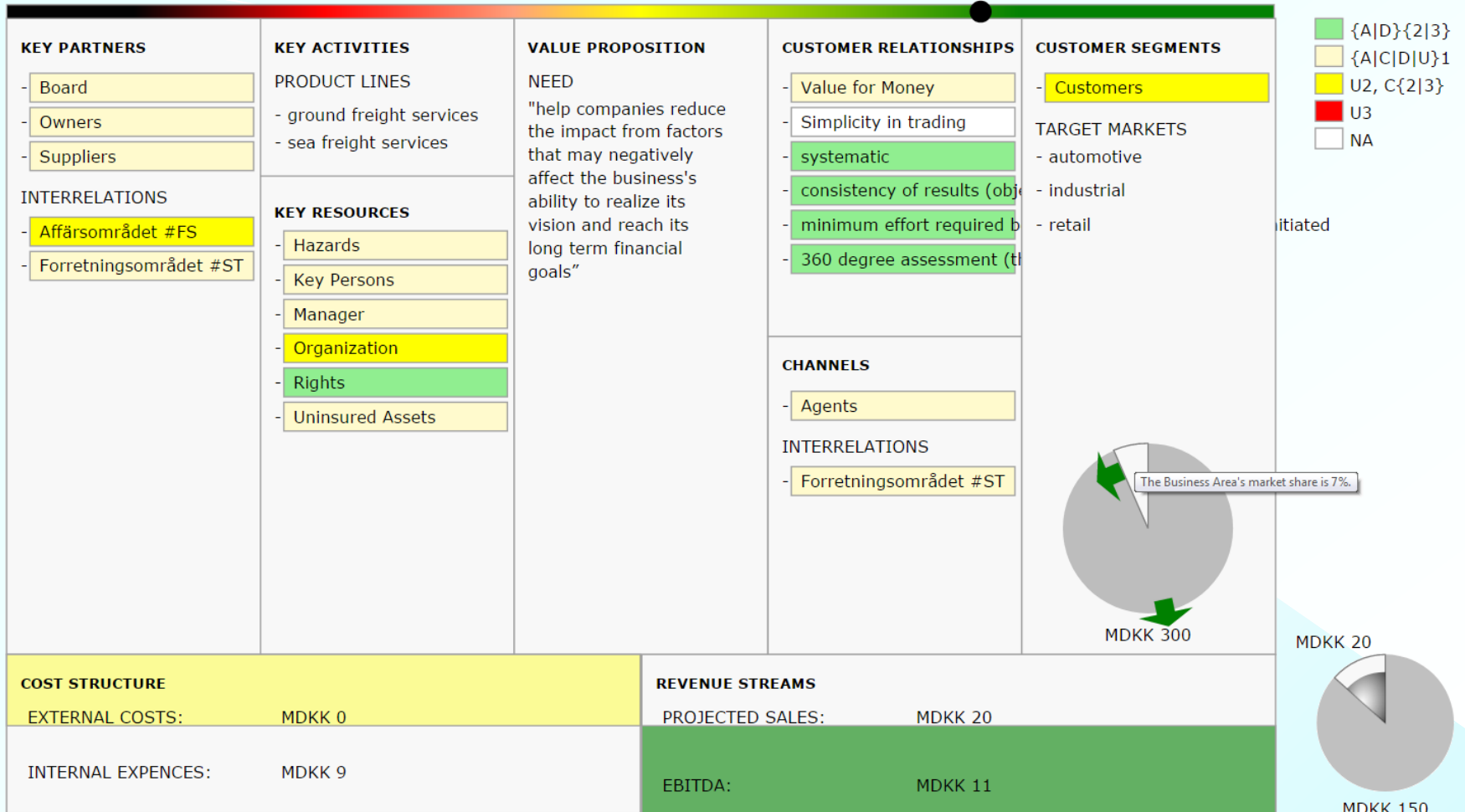
- **Web-based tool for identification and assessment of strategic, operational and financial risk areas**
  - Analysis of competitiveness
  - Risk analysis
  - Advanced 360 degree SWOT
  - Assessment of 149 business-related factors
  - Helps establish operational mitigation plan
  - Reduces exposure to non-financial risks
- **Intuitive graphics and ratings**
  - Points out strategic position and critical vulnerabilities
- **Developed for strategy review of companies**
  - Focus on market and the company's resources

# What a Difference a Few Hours Can Make

## Overview of businesses



# Business Model Canvas





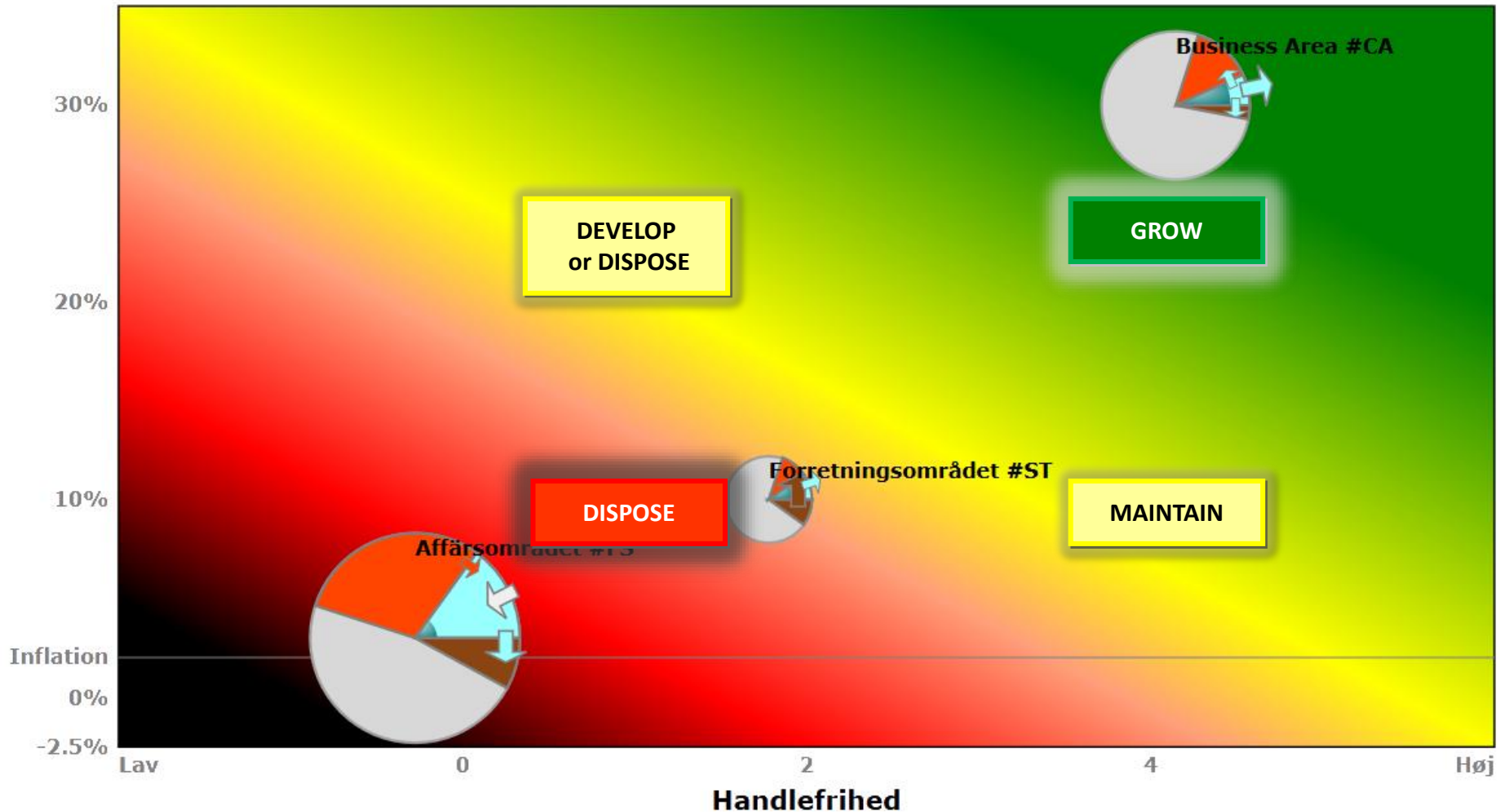
# What a Difference Half-a-Day Can Make

Overview of strategic opportunities and threats

Diagnosis

MDKK 24

## Markedets vækstrate



# Better Understanding of the Client's Business

- Multiple-choice Test
- Enforces shared answer
- Questions posted adapt to previous answers
- *“Down-to-earth questions”*
- *“Very commercially minded”*
- *“Governed by reality rather than theory”*

Business Area: Commercial Due Diligence (20 | 20 | 11) XYZ Inc

**Uninsured Assets**

UNINSURED ASSETS  
How big is the biggest single uninsured asset used within the business area that occurs during the next 12 months?

EXAMPLES: The sum of all customer claims to the same company; sum of equities, debt and other securities of another company; inadequate transportation insurance.

1. The biggest single uninsured asset is less than MDKK 2.2.

2. The biggest single uninsured asset is between MDKK 2.2 and 20.

3. The biggest single uninsured asset is greater than MDKK 20.

Set a check if the answer shall apply to all business areas.

Close Reload Previous Jump Next

#2:BalanceItems

*Testimonials by Group President in global shipping, logistics and marine services provider*

# Better Advise

Create overview and reduce losses from non-financial risks

Action

## Deadlines/Milestones

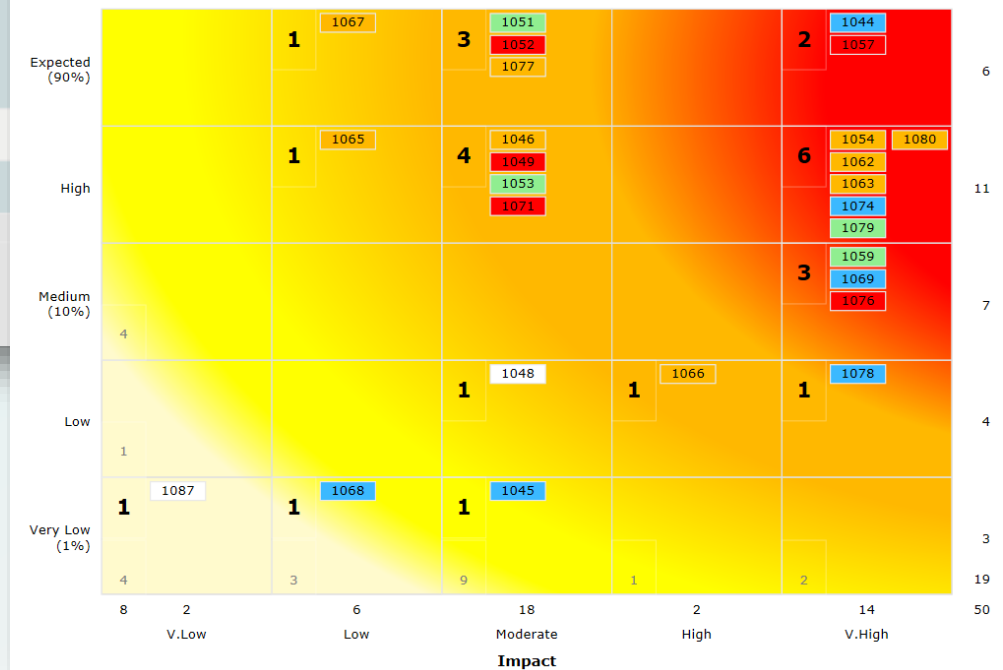
Owner	-	Accepted	Overdue	Deadlines for Planning Phase						Deadlines for Implementation Phase		
				0-2 weeks	2-4w	4-6w	6w-2m	2-3m	3+m	Overdue	0-1 month	1-2m
	1097	1087 1055 1060 1088 1092	1061	1056 1073 1082 1086 1094	1048		1050 1072 1085	1070				
CEO				1077								
FR		1046	1059 1062 1063 1065 1096	1054 1069 1066 1067 1068	1074 1078 1045 1058		1044					
NN		1043 1090	1080	1083 1084								
WHO			1064	1075 1081								
Summary	1	8	8	15	5		4					

## Risk

-	Low	Moderate	High	Critical
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## Risk Map

### Likelihood



# The Bank's Benefits

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- **Improved dialog with company owner/management**
- **Better hold on good company clients**
- **Quick overview of a company's business and robustness**
  - 360 degree appraisal of companies
  - Forward-looking rather than based on historical data
  - Systematic approach
  - Uniform assessments
  - Early warning
- **Proven technology**
  - Founded on 50+ man years of hands-on experience and consultancy with business strategy and enterprise risk management
  - Method used for diagnosing more than a thousand businesses, large and small in all types of branches

# Company and References

# Who are We?

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## Freedom2Act ApS

- Founded 2001
- Business development
- Strategy reviews
- Commercial due diligence
- Risk identification & assessment
- Portfolio segmentation

## Authorized Partners

- Bluecon
- IIB Executive Consultants

## Finn Ritslev, founder and CEO

- M.ScEE, DTU, Denmark  
PED, IMD Business School, Switzerland
- Software development,  
project management,  
marketing and sales,  
business development, and  
strategic planning

# Selected References and Testimonials



Johan Mellin, Commercial Risk Manager, TeliaSonera:

“Fast and efficient generation of a “Roadmap” to the future.”

Jørn Zielke, SVP, International Fire Service, Falck :

“Contains what is required to analyze a company and come to concrete actions.”

“The analysis is based upon internal knowledge.”

“Provides a more strict business case.”

“Visibility on competences.”

“Rapid identification of problem areas.”

“Good to jumpstart integration processes.”

“May affect multiplier from 6½ to 7.”

Svend Erik Licht, Senior Director, Novozymes Biopharma Sales & Business Development :

“A tool that is very relevant in companies that do not master strategy processes.”

“Extremely useful for commercial due diligence processes in acquisitions.”

“Quick and effective transfer of knowledge from the acquired company to purchaser.”

**Please send an e-mail to**  
**[freedom2act.com](http://freedom2act.com)**  
**if you want to know more**