



Quantitative and qualitative investment research and analysis solutions that deliver...

- Sophisticated Tools
- Proprietary Methodologies
- Standardized Data
- Metrics that Matter
- Intelligent Analysis
- Research Spotlights
- Stock Scoring Models
- ALPHA Signals
- Custom Alerts
- Robust Screening
- Performance Forecasting

Providing the **Information**
that Matters
Most

Determine the value of a company and profit through more effective equity investment decision-making.



We Provide the Information that Matters Most

Cash Flow Analytics provides web-based proprietary quantitative and qualitative research and analysis solutions. Our solutions enable an equity analyst or investor to better analyze, assess and predict a company's cash flow, earnings and financial position.

We enable our clients to determine the value of a company and profit through more effective equity investment decision-making.



1727 Malvern Hill Place | Duluth, GA 30097

Toll Free: 800.577.3940

Fax: 877.669.7864

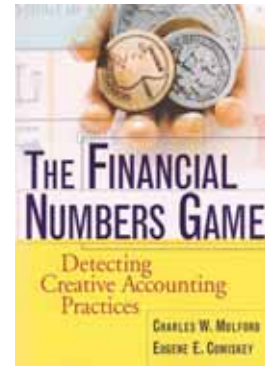
www.cashflowanalytics.com

Our Founding Belief

We believe that a consistent, predictable and growing stream of cash flow is one of the most important determinants of enterprise value. Cash flow provides a company with the ability to innovate and create, pursue new opportunities, make acquisitions or simply pay shareholder dividends. As such, determining the value of a company requires an understanding of all aspects of that company's performance, including sustainable earnings and free cash flow.

Predictive Proprietary Metrics

Our research and analysis solutions are based on many years of innovative research performed by Dr. Charles Mulford, CPA, Cash Flow Analytics' Managing Director of Research and co-author of Creative Cash Flow Reporting: Uncovering Sustainable Financial Performance and The Financial Numbers Game: Detecting Creative Accounting Practices. Our solutions will revolutionize the way you analyze earnings and cash flow. Our proprietary metrics focus on cash flow measures, drivers and forward looking indicators to enable you to better analyze, assess and forecast the future value of a company.



CASH FLOW MEASURES AND DRIVERS

- Sustainable operating cash flow™
- Operating cash margin™
- Sustainable free cash flow™
- Free cash margin™

FORWARD LOOKING INDICATORS

- Core operating growth profile™
- Free cash growth profile™

QUALITY INDICATORS

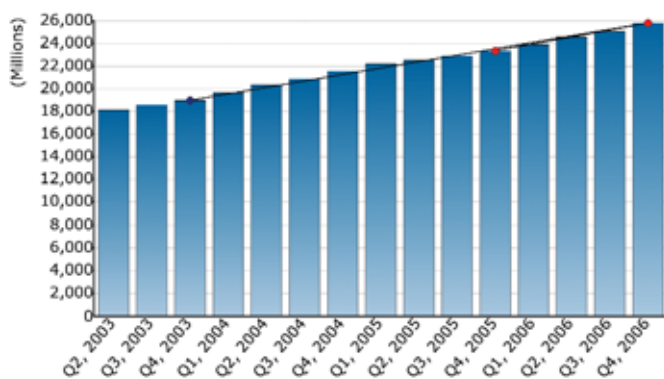
- Earnings quality indicator™
- Cash flow sustainability™
- Earnings sustainability™



Value Analyzer

Our Value Analyzer is a sophisticated application that provides users with a detailed insight into a company's overall financial health and future prospects through comprehensive, standardized calculations of its cash flow, earnings and financial position. Users leverage our proprietary metrics and comprehensive analytics to:

- Uncover sustainable financial performance
- Recognize early danger signals
- Identify anomalies: "Earnings without cash flow are suspect"
- Perform in-depth competitive analysis
- Forecast future performance



Value Analyzer's features include:

CUSTOMIZABLE REPORTS: *determine the value*

- Standardized public and private company reporting
- Graphical presentations
- Export capabilities (Excel, PDF)
- Hundreds of industry standard and proprietary metrics
- Multiple company, customizable data pivot tables

STOCK SCREENINGS, ALERTS AND COMPARISONS: *identify opportunities*

- Extensive industry standard and proprietary selection criteria
- Daily, user-defined e-mail stock alerts
- Portfolio monitoring with competitor comparison analysis

PERFORMANCE FORECASTING: *project sustainable earnings and cash flows*

- Extensive input assumptions to create detailed forecasts
- Use sensitivity analysis to run multiple models and scenarios

STANDARDIZED DATA FORMATTING: *recognizable, easy to understand and use*

- Public company analysis: proprietary, standardized mapping of daily data feeds
- Private company analysis: import data through standardized input templates

Stock Scoring Model

Cash Flow Analytics Stock Scoring Model utilizes a quantitative methodology based on our proprietary metrics and fundamental market metrics. It employs seven signals in five broad categories of financial performance and position:

- Cash Flow
- Profitability
- Operating efficiency
- Financial leverage
- Valuation



Cash Flow Analytics' Stock Scoring Model, in a back tested study spanning over ten years, enables investors to realize abnormal returns by...

Going long: high score firms outperformed a size-based benchmark 79.3% of the time with abnormal returns of up to 13.3% per year.

Going short: low score firms under performed a size-based benchmark 93.1% of the time with abnormal returns of up to 19.1% per year.

Subscribing to targeted research: Ask about our Research Spotlights highlighting select long and short opportunities.

Cash Flow Analytics Delivers

THOUGHT LEADERSHIP FOR EQUITY INVESTMENT DECISION-MAKING

- Proprietary methodologies
- Stock Scoring Model
- Client Service and Support: 800-577-3940

TECHNOLOGY DIFFERENTIATION

- Robust stock screenings, alerts, and comparisons
- Broad and deep historical and forecast financial statement analysis

Determine the Value of your investments.
Contact us for a trial of the Cash Flow Analytics Value Analyzer.

“A consistent, predictable and growing stream of cash flow is one of the most important determinants of enterprise value”



Value

Analyzer

Determine the Value

Value Analyzer enables an equity analyst or investor to proactively analyze, assess and predict to...

Uncover Sustainable Financial Performance

Recognize early danger signals

Identify anomalies:

“Earnings without cash flow are suspect”

Predict future performance

Perform In-depth competitive analysis

Utilize Comprehensive Analytics

Leverage Proprietary Metrics

 **Cash Flow Analytics**
determine the value

1727 Malvern Hill Place | Duluth, GA 30097

Toll Free: 800.577.3940

Fax: 877.669.7864

www.cashflowanalytics.com