

FINANCIAL ANALYSIS & PRESENTATION

September 18-19, 2013 | Sheraton Hotel, Karachi
September 25-26, 2013 | PC Hotel, Lahore
9:00 am - 5:00 pm

Course - 1

ANALYSIS OF FINANCIAL STATEMENTS

Learning Outcomes

- 1 **APPLY** the framework of financial statements analysis
- 2 **DEMONSTRATE** skills at the foundations of ratio and financial analysis
- 3 **CARRY OUT** company and industry analysis
- 4 **INITIATE** the process of company evaluation and analysis
- 5 **ANALYZE** real life financial statements from companies trading in Pakistan
- 6 **CARRY OUT** Stakeholder's Analysis

Course - 2

EFFECTIVE FINANCIAL PRESENTATIONS

Learning Outcomes

- 1 **UNDERSTAND** the principles of setting out data so it is easy to read and analyze
- 2 **LEARN** how to talk about financial information without boring the audience
- 3 **ACQUIRE** the tricks of data reduction
- 4 **DELIVER** clear and decisive financial presentations
- 5 **LEVERAGE** the maximum for crafting financial presentations
- 6 **ORGANIZE** and summarize data for decision making



Course Facilitator
M. Ali Saeed

Chief Executive Officer at an Investment
Banking / Equities Brokerage firm

Over 10 years of diverse professional
experience in foreign and domestic
equity markets specializing in buy
and sell side roles

Former Emerging Markets Strategist
with Morgan Stanley Capital, UK

...only from Octara!!!

For Registration & Details:
Tel: 021-34534261, 021-34536315, Fax: 021-34520708
E-mail: register@octara.com | www.octara.com

Note:
Participants are required to bring
laptops for hands-on exercises for both days





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- Former Emerging Markets Strategist with Morgan Stanley Capital, UK

Ali Saeed's professional experience converges from over 10 years of diverse indulgence in the fields of portfolio management and institutional/retail sales of equities to domestic and foreign market participants.

He is currently the CEO of a leading investment banking and equities brokerage firm operating at the Karachi bourse. His responsibilities have encompassed a wide range of roles from effectively marketing the firm to domestic, retail and corporate institutions and also managing the entire settlement cycle. He has also been engaged in sell side research and economic analysis. Ali's previous assignment was at a leading Asset Management Company where he led the portfolio and research efforts of the firm managing three funds with an asset base of PKR 7 billion. Prior to that, Ali was actively monitoring and investing in the far eastern markets at Morgan Stanley Capital in London researching and managing emerging markets in the Asia-pacific rim. Early in his career, his concentration in research efforts have paved the way for over 50 research reports and business journal articles regularly published and distributed to domestic and international clients.

Currently, Ali is authoring a book on PPP (Public Private Partnerships) with a Boston based consultant. His association with academia has allowed him to currently pursue his M. Phil in Economics. He holds a MSc. in Finance & Economics from the prestigious Graduate School of Business at the University of Strathclyde in Glasgow, Scotland and Bachelors in Business & IT from the Curtin Business School at the University of Curtin, in Australia. He has attended various international conferences and workshops to enrich his own pool of thought.

Ali is renowned for his highly engaging, thought provoking and practical approach towards coaching and mentoring professionals. Off the corporate floor, Ali is also a regular visiting faculty member at leading universities in Karachi.

Ali has trained participants from



Here's what past participants say about Ali Saeed:

"Highly practical! Ali's knowledge & enthusiasm for the subject was remarkable."
Bilal Ahmed Leghari, Senior Internal Auditor, PPL

"Fine tuned many key areas of valuation and analytics. It was a great learning experience with Ali."
Imran Nasar, Budget & Planning Manager, Tapal Tea

"Actual scenarios and modeling numbers from financial statements combined with best international investment theories was the greatest part of the training. Good job. Keep it up!"
Syed Rehan Raza, Investment Banking Analyst, MCB



Participants of
Financial Modeling & Business Valuation
 held on March 20 & 21, 2012, with
 Ali Saeed



Participants of
Effective Financial Presentation
 held on December 18, 2012, with
 Ali Saeed

Course Overview

Analysis of Financial Statements will provide you with the necessary analytical framework and a wide array of practical tools to help you understand and exploit information in financial statements. You will learn to examine the many valuable and relevant pieces that make up a financial statement. You will also learn how important effective data reduction techniques are when applied from a logical perspective keeping in mind the stakeholders.

Financial Presentations are like telling a story. You're not just showing a collection of profit and loss statements and balance sheets, you're telling a story that your audience needs to listen. It may be a story of a new company with promising growth, or maybe it's about meeting market challenges. Whatever your story is, learn to tell it with simplicity and clarity as financial information is often difficult to absorb. Participants will walk away with a host of other techniques including visual "illustrations" and highlights essential for effectively communicating intricate financial data.

This highly interactive 2-day program have been crafted in such a manner, that they complement each other; most of the financial analysis carried out on Day 1 will be incorporated on Day 2 when delegates will be prepared for effectively presenting financial data.

ANALYSIS OF FINANCIAL STATEMENTS

Course Outline

Financial Statement Analysis: An Introduction

- Role of Financial Reporting and Analysis
- The Core Financial Statements and the Importance of the Annual Report
- The importance of Supplementary Information in carving perspectives
- Financial Statement Analysis Framework
- Relationship, Elements and Classification of Financial Statements

Understanding Financial Statements

- Components of Income Statement
- Revenue and Expense Recognition
- Balance Sheet Components:
 - Measurement and Classification
 - The linkages
- Cash Flow Statement:
 - Operating, Investing, and Financing Activities
 - The importance of Cash flows in Valuations
 - Cash flows & its importance for Stakeholders

Financial Analysis Techniques

- Ratio Analysis:
 - Liquidity: Current, Quick, and Cash Ratios
 - Asset Management and Activity Ratios
 - Solvency: Debt, Equity, and Times Interest Earned Ratios
 - Profitability: Profit Margin, Gross Margin, Return on Assets, Return on Equity
 - Market and Valuation: Price Earnings and Earnings Per Share Ratios
- Vertical Analysis and Strategy: Balance Sheet and Income Statement Approaches
- Trend Analysis and Growth
- DuPont Analysis: The Three-Step and Five-Step Models
- Segment Analysis
- Time-Series Analysis
- The "Links" between financial statements
- Free Cash Flow Calculation
- Limitation of Ratio Analysis

A case Study on "Colgate" would be circulated amongst the participants that will enable them to better understand the linkages between the four financial statements.

Financial Statement Analysis: Applications and Presentations

- Evaluating a Company's Past Performance
- Preparing a Projection of a Company's Future Net Income and Cash Flow
- Comprehensive Real-Life Analysis of Publicly Trading Companies

EFFECTIVE FINANCIAL PRESENTATIONS

Course Outline

Basics of an Effective Presentation

- The Three must "V"s
- The ABC of Presenting
- Using Technology to Aid your approach
- The three most powerful "A"s in effective presentation
- The most effective formula using the PREP strategy

Refining the Expertise to Present Financial Data Effectively

- The Universal DO's and DONT's
- Power point Paradox
- The Power Approach
- Hot Pants
- Top Tricks in Presenting Financial Data
- Key Quotes by Financial Professionals to elaborate on a Deeper Understanding
- The "RED LINE" and its Impact on the Audience
- Avoid the "UNDERWEAR" Syndrome
- Internal and External Spoof Reading
- The 45 : 25 Rule
- Using Graphs and Illustrations
- Analyze Financial Information and Disseminate the Real Picture behind the Numbers
- Numbers say Nothing in Isolation
- Live Impromptu Presentations
- Prepare financial Presentations on simulated data

Who Should Attend?

- Finance Managers and Controllers
- Corporate, Merchant and Investment Bankers
- Budget, Corporate, Business and Financial Analysts
- Investment and Management Accountants
- Project Managers and Risk Analysts
- Financial Advisors and Corporate Analysts and anyone responsible for analyzing and presenting financial data in reports, at meetings and in presentations

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Course 1

ANALYSIS OF FINANCIAL STATEMENTS

PKR 14,500/- (Fee per participant)

Course 2

EFFECTIVE FINANCIAL PRESENTATIONS

PKR 14,500/- (Fee per participant)

2 Day Package

FINANCIAL ANALYSIS & PRESENTATION

PKR 25,999/- (Fee per participant)

Fee includes course material, Octara certificate, lunch, refreshments & business networking



Note: Participants are required to bring laptops for hands-on exercises for both days

Additional fee of PKR 1,500 per day will be charged in case Laptop is to be arranged by organizers

5 Easy Ways to Register

Phone : 021-34534261, 021-34520092
Fax : 021-34520708
E-mail : register@octara.com
Address : Octara Private Limited
1/E-37, Block-6, P.E.C.H.S., Karachi.
Web : www.octara.com

Payment:

A confirmation letter/e-mail and invoice will be sent upon receipt of your registration.

Note: Full payment must be received in advance to confirm enrollment.

Send your cheque in favor of "Octara Private Limited"

To: **Muhammad Imran Anwer**

Octara Private Limited

1/E-37, Block-6, P.E.C.H.S., Karachi.

Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

Bring **Financial Analysis & Presentation** In-house
This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Jason D'souza** at jason.bosco@octara.com or call at 0332-2422732 for more details

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Ramiz Allawala

21 August, 2013 Lahore

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Ramiz Allawala

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Irfan Hafeez

23 & 24 August, 2013 Lahore

Time Management & Stress Control

Dr. S. A. Rab

20 August, 2013 Karachi | 27 August, 2013 Lahore

SEPTEMBER

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Alex Borg

September, 2013 Karachi

September, 2013 Lahore

Supervisory Toolkit®

Hassan B. Rizwan

6 & 7 September, 2013 Karachi

27 & 28 September, 2013 Lahore

Effective Business Communication

Karen S. Allawalla

10 & 11 September, 2013 Karachi

17 & 18 September, 2013 Lahore

*Octara Reserves the Right to change courses, dates, content or method of presentation.

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