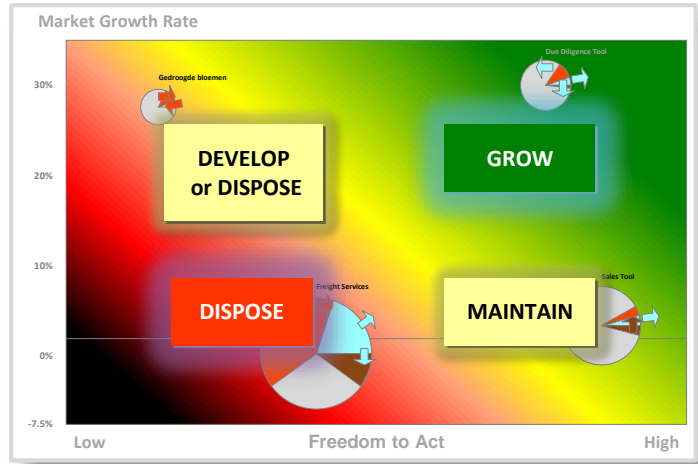


Freedom2Act Commercial Audit

- guarantees increased profitability
- reduces losses from non-financial risks

When a company's strategy is laid down, it is important to build it upon an understanding of the company's "AS-IS"-situation.

In addition, it is important for any business to identify and counteract factors that may prevent it from fulfilling its mission and achieve its financial goals.



The Goal

The purpose of a Commercial Audit is to provide an overview of major threats that the company faces in a time-efficient and orderly manner.

Participants will be Board / senior management, possibly supplemented by selected core resources.

The tool is applicable in situations where you want a quick overview:

- As an introduction to the strategy process;
- For larger external changes in connection with a lack of growth;
- When establishing new business track;
- When planning succession;
- When considering a business sale for conduct of a commercial due diligence;
- When focusing on liquidity and capital;
- General, as a tool for performing a "business health check".

The Process and The Result

The process takes place as a corporate governance workshop with the management team. Typically, it lasts one day to analyze two business areas and three days to analyze 4-8 business areas.

Together facts about the company and its main business areas are examined. Information and comments are entered into a web-based system. Everything from economy, market conditions, resources to external factors are treated.

Output will be a business status report and a prioritized list of areas for improvements that should be addressed. The list is the basis for the resulting operational action plan.

The Platform

The Freedom2Act method is supported by a web-based platform. The platform is based upon extensive knowledge about the dynamic parameters that come into play in relation to risks, and how these can be applied.

The platform automatically processes the input provided during the process and makes the results available in a clear and easy format. The resulting improvement list is a first step toward increasing the value of the company.

The Freedom2Act method of value enhancement has been successfully applied to hundreds of businesses, large and small. Please call us to discuss how we can apply it to yours.

Price
The price depends on the number of business areas to be analyzed and the number of participants in the process.

