



VRS ■ ■ ■ Valuation & Advisory Services

**Equity Coverage & Technical
Analysis Services**

VRS | Independent provider of research, valuation and advisory services



WHO WE ARE

VRS

(VALUATION & RESEARCH SPECIALISTS)

is an **independent provider** of high-quality, **customized** and **cost-effective** advanced equity research, quality valuations and value-related advisory services to local and international business entities.

VRS reports are reviewed monthly by **top-tier** international investment firms.



BUSINESS LINES

VRS provides services in the following segments

- **EQUITY COVERAGE AND TECHNICAL ANALYSIS SERVICES**
- **CORPORATE VALUATION**
- **ADVISORY**
- **BUSINESS PLANS**
- **INDUSTRY / SECTOR ANALYSIS**



FACT FILE

VRS was founded in 2002, and it is based in Athens, Greece.

VRS has worked with over **250** companies in **Greece** and **internationally** in financing, private placements, initial public offerings, business acquisitions and mergers.

VRS | Equity Coverage and Technical analysis services' specifics

VRS provides **equity coverage and technical analysis services** to individual brokers based on demand.

More specifically:

Equity Coverage

- VRS undertakes the **equity coverage** of listed firms in the ATHEX based on the selection of the broker
- The equity coverage reports can be consisted of:
 - ✓ the initiation of coverage of the selected listed companies and periodic updates depending on the requirements of the broker and / or
 - ✓ Separate single report valuation on the selected firms

Technical Analysis

- VRS compiles technical analysis reports on **wide range of securities** including equities, currencies, bonds and commodities
- The technical analysis services also include:
 - ✓ Recommendations for trading purposes
 - ✓ Trading signals
 - ✓ Technical alerts on long-term movements

VRS | How can equity coverage and technical analysis reports assist your firm

1. Extensive valuation experience

- VRS, based on the valuation experience gained through the years, can produce concrete reports that can inform your clients about the current available opportunities in the ATHEX market

2. Build your own portfolio

- Based on the selection of listed companies for analysis, the company can build
- its own portfolio for stock recommendations to its clients or for firm's own portfolio management

3. Combination of equity and technical analysis

- VRS ability to deliver solid equity and technical analysis can assist your personnel in providing investments tips to your clients supported by both techniques

1. Extensive valuation experience

400+

Number of valuation assignments executed to-date and academic reports

200+

Business plans, Valuation reports, Advising on companies across industrials, services, technology, start ups, and other new-age economy sectors

Expert witness and litigation support services

Alliance with leading legal firms in order to prepare Forensic reports

3. Qualified and experienced personnel

Certified team

Solid valuation background through theoretical knowledge and practical experience. The **VRS** team holds international certifications and it is also certified by the Hellenic Capital Market Authority

Expertise

Deep knowledge of complex capital structures, discounts and premium adjustments, and other intricacies involved in valuing businesses across development stages

2. Co-operations - Investment community - Business partner

International cooperation

VRS is cooperating with BLOOMBERG, THOMSON REUTERS, S&P'S CAPITAL IQ, FACTSET and INQUIRY FINANCIAL

VRS research reports have attracted a significant audience sourced through the international professional investment community

Independent Business partner

VRS is an independent business partner to a number of companies offering custom made reports

4. Robust approach and competitive pricing

Robust valuation framework

Structured approach combined with insightful analysis

One-stop solution

For a range of transaction, valuation requirements across diverse segments

Cost-effective

Unique onshore/offshore delivery model enables us to offer quality services at highly competitive billing rates

VRS | Top-Tier companies following VRS reports

- VRS is proud to announce that its research reports have attracted a significant audience of the international professional investment community during the past years
- Through its own network as well as via the cooperation of VRS with BLOOMBERG THOMSON REUTERS, S&P'S CAPITAL IQ, FACTSET and INQUIRY FINANCIAL, a significant number of investment professionals follow and read VRS reports



- Professionals that read VRS reports are mainly asset managers, investment advisors and financial consultants from the markets of North America, Europe, Asia and Pacific with indicative countries of interest the US, UK, Germany, France, Switzerland, Holland, Italy, Hong Kong and Australia among others
- Via its research reports, VRS covers listed and non-listed companies, sector markets and financial securities

Selected Institutional Investors following VRS reports

JPMorgan (Investment Management)



UBS AG Asset Management



AIG Global Investment Corporation



Deutsche Asset Management



Lazard Freres Banque



Societe Generale Asset Management

Societe Generale Proprietary Trading



Oaktree Capital Management



HSBC Global Asset Management Limited



Barclays Global Investors - US



ING (US) Financial Services Co.



NM Rothschild & Sons Ltd



BNP Paribas SA



AXA Investment Managers



Wells Fargo Wealth Management



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