

The emphasis on the factors below will vary considerably between debt and equity funders.

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| SECURITY | <ul style="list-style-type: none">• Debt funders will insist on securing their position through a fixed and floating charge, Personal Guarantee or other assets |
| RECURRING REVENUES | <ul style="list-style-type: none">• Security of generating long term revenues and levels of non-recurring income. |
| PROFITABILITY GROWTH | <ul style="list-style-type: none">• Both historical and forecast performance drive the fundability and profitability of a business. |
| RISK PROFILE | <ul style="list-style-type: none">• No over-reliance on customers, suppliers or third parties both in terms of operations and sales. |
| SCALABILITY | <ul style="list-style-type: none">• Existing resources and additional resources required to grow. |
| MANAGEMENT TEAM | <ul style="list-style-type: none">• The strength, depth, credibility and experience of the management team. |
| INDUSTRY GROWTH | <ul style="list-style-type: none">• Industry growth typically results in a greater level of fundability. |