



Proprietary to Megabuyte

A powerful...  
**Financial Performance  
Benchmarking Reference**

➤ An expert tool for companies and the investor and advisory communities seeking to understand companies' performance relative to peers.

## About Megabuyte

Megabuyte is an **independent research provider** servicing the UK's leading technology sector CXOs, investors and advisers.

We deliver expert, independent and strategically actionable insights addressing the financial and corporate affairs of over 600 of the UK's key public and private technology companies in the ICT Services and Software sectors.

A combination of our proprietary content, rigorous analysis and deep domain experience make our research and opinions highly sought after by those seeking incisive and unvarnished intelligence.

Our research is available online, through subscription or, for reports, on a pay-as-you-go basis.

➤ Explore our content  
[www.megabuyte.com](http://www.megabuyte.com)

## About the megabuyte scorecard

### Comprehensive and rigorous empirical benchmarking

The Megabuyte Scorecard is a **proprietary methodology** developed by the research team at Megabuyte, **pooling over 60 years of combined experience** assessing the performance of companies in the ICT Services and Software sectors.

### Our Methodology

The scorecard measures a company's financial performance, using a score out of 100. Scores are presented against the relevant peer group average.

➤ The scorecard methodology uses a combination of seven key measures incorporating:

- Growth
- Margins
- Cashflow
- Overall size

These measures are then weighted to provide what we feel is the optimum balance for mid-market companies.

➤ Who we score

- Private and public companies\*
- Mid-market (revenues of £10 million or over)
- UK companies
- Companies with £1m - £100m EBITDA

\*The scorecard can be used to make public/private company peer comparisons

## Where you can find Megabuyte Scorecard rankings

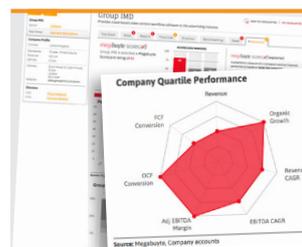


### Reports

Snapshot company and peer group Scorecard ratings can be found in our reports.

As well as being available to subscribers, reports are also available online for non-subscribers to purchase on a pay-as-you-go basis.

[www.megabuyte.com/reports](http://www.megabuyte.com/reports)



### Database

Detailed Scorecard ratings for both companies and peer groups are available online in the Database element of the Megabuyte platform\*.

\* Database is available to *Premium Plus* subscribers only.

[www.megabuyte.com/db](http://www.megabuyte.com/db)



The Megabuyte Scorecard is used to identify the winning companies in our annual awards series.

[www.megabuyte-awards.com](http://www.megabuyte-awards.com)

## How to use our Megabuyte Scorecard Ratings



**Companies:** communicate your competitive positioning to customers, prospects, partners or the financial community.



**Advisers:** one-off or quick 'first pass' reports where you need to be 'instantly' and credibly informed about a customer or prospect and their competitive environment. For example, new business pitches.



**Investors:** monitor the relative performance of portfolio companies or assess potential investments.