Financial Accounting
Advisory Services

EY training services
Financial statement analysis for finance professionals

April 2014
Agenda

Financial statement analysis  3
EY training services  9
About EY  15
Our training offerings  17
Contacts  19
Financial statement analysis
Course overview

► Financial statements are used for many purposes. They are used by:
  ► Banks and other financial institutions to evaluate the financial structure, the credit rating and stability of an organization
  ► Suppliers to evaluate credit worthiness
  ► Investors to analyze them to assess the organization’s potential for generating cash flow
  ► Employees and potential buyers of a business to determine the strength of the organization

► Many users do not fully understand how financial statements are prepared or how different accounting policies can significantly affect the presentation of an organization’s financial position, something that can lead users to different and potentially incorrect conclusions. This course helps participants with some finance and accounting experience to improve their understanding.

► The basis of accounting used in this course is IFRS (International Financial Reporting Standards). Therefore, the financial statements analyzed during the course will have been prepared using this set of standards.

► Although the course is not designed to provide a comprehensive knowledge of IFRS, it will give an understanding of some of the choices that companies can make and, therefore, of what users should look out for in organizations’ accounting policies and financial statements.
Financial statement analysis
Key learning objectives

► The course is designed to provide a sound understanding of the structure of different financial statements:
  ► The statement of financial position (or balance sheet)
  ► The statement of comprehensive income
  ► The cash flow statement
  ► The notes

► Once these concepts have been explained, participants learn how to analyze the financial statements from different user perspectives using analytical tools.
Financial statement analysis
Course outline

► Accounting concepts and financial statements
► Analysis approaches
► Tools and techniques
► Ratio analysis
► Common-size analysis
► Trend analysis

► Industry comparability analysis
► Break-even analysis
► Analysis case study
► Valuation case study
► Misleading financial statements
Financial statement analysis
Target audience and delivery method

Target audience
► The course is for participants with some finance and accounting experience who need to understand the principles on which financial statements are prepared and the various techniques for analyzing the information reported.

Delivery method
► The course is case based and practical.
► Participants are required to work on several real-life problems requiring a thorough practical application of all the tools and techniques learned. Participants will also produce a final group presentation.
# Why you should choose EY training services

<table>
<thead>
<tr>
<th>Personal attention</th>
<th>Our teams are committed to helping participants benefit from EY’s knowledge and resources. They will provide a rewarding experience that helps participants to achieve their development goals.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skilled trainers</td>
<td>With personal drive and practical experience, our trainers undergo continuous development and evaluation to maintain their skills and deliver inspiring sessions.</td>
</tr>
<tr>
<td>Market knowledge</td>
<td>Training programs are designed to take into account local business, and cultural and socioeconomic conditions. Trainers share their knowledge and the insights EY has developed through working with thousands of clients around the world.</td>
</tr>
<tr>
<td>Technical knowledge</td>
<td>All our trainers have proven track records in their areas and are committed to helping participants benefit from their experience and local knowledge.</td>
</tr>
<tr>
<td>Materials</td>
<td>We develop bespoke materials and case studies to ensure that participants have a full range of reference support.</td>
</tr>
<tr>
<td>Global insights</td>
<td>As a global organization, we bring multidisciplinary insights from across geographies into our training programs. We are aware of new or changing trends in the industry, and help our clients to adopt global best practices quickly.</td>
</tr>
</tbody>
</table>
EY training services
Our training services

► Our training services include a suite of specialized, tailored, business-specific training programs.

► By providing high-quality and effective training, we are able to help you to:
  ► Improve your performance
  ► Reshape your business
  ► Sustain your future

► We bring the right subject matter resources from our global pool of professionals to any part of the world, delivering the right training to your people at the right time.

► All our training courses are practical, relevant and up to date, delivered by high-caliber presenters who provide interesting, stimulating and thought-provoking learning in innovative ways.

► Our programs are developed and implemented by professionals who bring first-hand practical knowledge to your organization.
Our training services

Our training programs are categorized as follows:
► General open-house training programs
► Sector-based training programs
► Customized or tailored in-house training programs for individual clients

Our training programs incorporate both:
► Classroom-based learning
► Customized e-learning solutions
Our customized training services

Four key components combine to help ensure effective customized learning.

1. Consultation
During this phase, we work with you to identify your organization’s key business objectives and define the required outcomes to help you achieve your goals. The training needs analysis will help identify your key business issues in a training context and create a highly tailored solution.

2. Developing customized solutions
Our trainers identify gaps using a range of skill-assessment tools. The program we develop will be tailored to your organization to have a measurable impact on operational performance. It will help your workforce to increase their effectiveness in areas central to your business.

3. Implementation and delivery
We use case studies, group work, discussions and role-plays, to ensure that the course is stimulating on every level.

4. Post-training support
We offer continuous support, coaching and feedback to help ensure that your people transfer new skills to their working environment. Follow-up sessions are available to focus on continuing improvement and help ensure that the skills of the participants are consistently enhanced.
## Our e-learning training service

Depending on the type of training course you need, we offer a range of approaches, including:

- E-learning-enabled classroom sessions
- Remote learning sessions for individuals
- Webinars
- Seminars or group sessions, including case studies and discussion topics

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td>E-learning can be significantly cheaper than the equivalent classroom-based training and, if combined with the right support mechanisms, does not lead to a reduced learning experience.</td>
</tr>
<tr>
<td><strong>Speed</strong></td>
<td>A new e-learning module can be created and deployed within a week. This enables management to disseminate information faster across the business.</td>
</tr>
<tr>
<td><strong>Quality</strong></td>
<td>E-learning helps ensure that a consistent, agreed message is delivered across the organization, regardless of geography or business area. Translation options are available.</td>
</tr>
<tr>
<td><strong>Business impact</strong></td>
<td>By using e-learning, the business disruption of training is minimized in terms of development effort, staff travel time and deployment costs.</td>
</tr>
<tr>
<td><strong>Access</strong></td>
<td>E-learning significantly improves access to training, as it can be undertaken 24/7, in any place, and across a variety of formats.</td>
</tr>
</tbody>
</table>
Our e-learning training service

Our e-learning module is non-proprietary and can be embedded into any client software environment.

We have a range of options for incorporating learning objectives into wider HR objectives and annual assessments.

<table>
<thead>
<tr>
<th>Client benefits of e-learning</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>User driven</strong></td>
</tr>
<tr>
<td><strong>Visuals</strong></td>
</tr>
<tr>
<td><strong>Branding</strong></td>
</tr>
<tr>
<td><strong>Quiz questions</strong></td>
</tr>
</tbody>
</table>
Your regional EY network

Africa
Angola, Botswana, Cameroon, Chad, Congo, Democratic Republic of Congo, Equatorial Guinea, Ethiopia, Gabon, Ghana, Guinea, Ivory Coast, Kenya, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Nigeria, Rwanda, Senegal, Seychelles, South Africa, South Sudan, Tanzania, Uganda, Zambia, Zimbabwe

Belgium and Netherlands

Germany, Switzerland and Austria

Commonwealth of Independent States
Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Russia, Ukraine, Uzbekistan

Central and Southeast Europe
Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Kosovo, Latvia, Lithuania, FYR of Macedonia, Malta, Moldova, Montenegro, Poland, Romania, Serbia, Slovakia, Slovenia, Turkey

France, Maghreb and Luxembourg
Algeria, France, Luxembourg, Monaco, Morocco, Tunisia

Financial Services Organizations
Belgium, Channel Islands, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Portugal, Spain, Switzerland, the UK

India
Bangladesh, India

Mediterranean
Italy, Portugal, Spain

Middle East and North Africa
Afghanistan, Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Oman, Pakistan, Palestinian Authority, Qatar, Saudi Arabia, Syria, United Arab Emirates

Nordics
Denmark, Finland, Norway, Iceland, Sweden

United Kingdom and Ireland
The UK, the Isle of Man, the Republic of Ireland

<table>
<thead>
<tr>
<th></th>
<th>EY Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>Countries worldwide</td>
<td>150</td>
</tr>
<tr>
<td>Employees worldwide</td>
<td>175,000</td>
</tr>
<tr>
<td>US$ revenue (2012–13)</td>
<td>25.8b</td>
</tr>
</tbody>
</table>
Our training program – some examples

### IFRS Center of Excellence training programs

1. IFRS annual update seminar (includes new standards and changes to existing standards)
2. IFRS for executives
3. The EY Diploma in IFRS
4. Accounting for financial instruments under IFRS
5. IFRS for banks and other financial institutions
6. IFRS for investment funds
7. Group reporting issues under IFRS
8. IFRS for listed companies
9. Accounting in the oil and gas industry (including IFRS/US GAAP)
10. IFRS for the real estate industry
11. IFRS for retail and automotive companies
12. IFRS for the construction industry
13. Introduction to the IFRS for SMEs
14. IFRS for small and medium-sized enterprises (SME) – comprehensive program
15. IFRS versus local GAAP
16. IFRS i-learning

### Other training programs

1. Preparation for professional qualifications, including:
   - a. CPA (certified public accountant)
   - b. The Association of Chartered Certified Accountants
   - c. PMP (project management professional)
2. Financial- and accounting-related courses, including:
   - a. Financial modeling
   - b. Strategic business planning and budgeting
   - c. Financial statement analysis
   - d. Introduction to risk management
   - e. Excellence in MS Excel for finance professionals
3. General business courses, including:
   - a. Business process improvement
   - b. Valuations
   - c. Anti-money laundering and combating financing terrorism seminar
   - d. Advanced planning skills
   - e. Projects for non-project managers
   - f. Introduction to business continuity management
4. Management development and soft skills courses, including:
   - a. Coaching for high performance
   - b. Global leadership development – managing cross-cultural teams
5. Human resource management courses, including:
   - a. Competency-based human resource management
   - b. Competency-based people development workshop
6. Oil and gas industry-related courses, including:
   - a. Industry-specific training on finance, risk, planning, budgeting and accountability, upstream, downstream and joint ventures
Our e-learning program – examples
Learning and development

- We have extensive experience in providing learning and education services to clients.
- Our high-quality learning materials have been delivered successfully to a range of clients. Our courses cover a large number of the typical risk and compliance areas, including:

1. Anti-money laundering
2. Anti-bribery and corruption
3. Asset management
4. Basel III
5. Board effectiveness
6. Board training
7. Claims management
8. Complaints handling
9. Dodd Frank Act
10. Foreign Account Tax Compliance Act (FATCA)
11. Horizon risk
12. ICAAP and model stress testing
13. IFRS
14. Internal audit
15. Technical product – IB
16. Internal control
17. Know your customer
18. Liquidity risk management
19. Recovery and resolution
20. Regulatory capital
21. Regulatory reform
22. Risk convergence
23. Sarbanes-Oxley Act (SOX)
24. Solvency II
25. Technical banking training
26. Technical – INS
27. Technical insurance training
28. Technical asset management training
Financial Accounting Advisory Services
contacts – EMEIA

Nadeem Shafi
Financial Accounting Advisory Services – MENA Leader
EY Training for business professionals – EMEIA Leader
nadeem.shafi@kw.ey.com
+ 965 2295 50303

Nadia Ahmad
EY Training – MENA
nadia.ahmad@kw.ey.com
+ 965 2295 5343

Ashim Kumar
EY Training – MENA
ashim.kumar@bh.ey.com
+ 973 3991 2103
About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. For more information about our organization, please visit ey.com.

© 2014 EYGM Limited.
All Rights Reserved.

EYG no. AU2299
EMEIA Marketing Agency
1000891

ED None

In line with EY’s commitment to minimize its impact on the environment, this document has been printed on paper with a high recycled content.

This material has been prepared for general informational purposes only and is not intended to be relied upon as accounting, tax, or other professional advice. Please refer to your advisors for specific advice.

ey.com