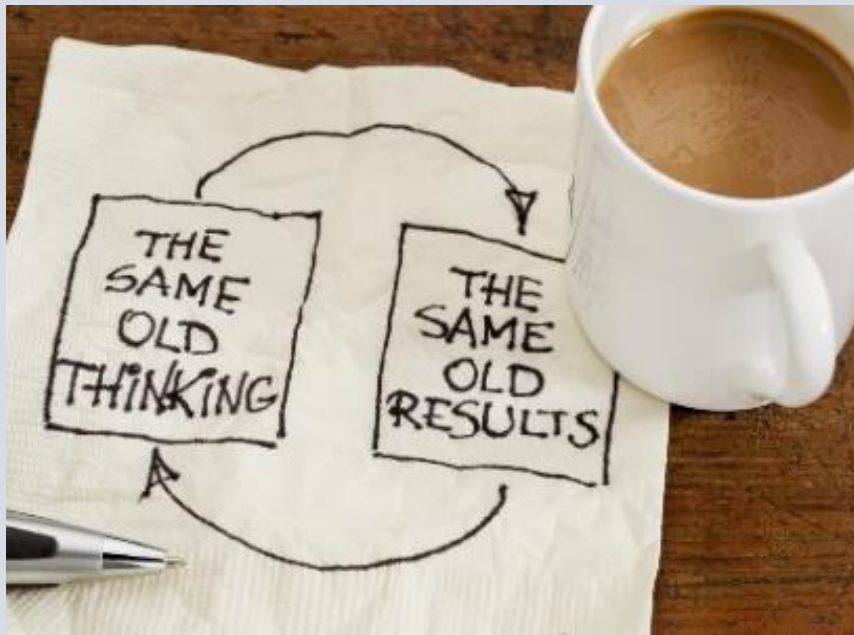




**INTRODUCING A
GLOBALLY PROVEN CASH MANAGEMENT SYSTEM
IN YOUR BUSINESS,
YOUR PROFIT SHOULD ALWAYS COME FIRST!**

1 THE ISSUE OF AN OLD, BUT WRONG FORMULA



SALES – EXPENSES = PROFIT?

- The formula treats profits as a **left over** (if any exists) after all the expenses have been paid.
- Traditional accounting focuses on **numbers**, yet it ignores how **human brains** work with numbers.
- Whereas over 40% of small and medium size enterprises survive check to check, using this formula.
- By **setting the level of your Profit first**, you can drive your growth and profitability leveraging on your natural behaviour.



2 THE FIX: TAKE YOUR PROFIT FIRST, ALWAYS



- While we know we 'should' read our P&L, Cash Flow and Balance Sheets regularly, conduct financial analysis, and reconcile our General Ledgers... we simply don't. We only check our **bank balance**. Constantly.
- Parkinson's Law* dictates that as deposits increase, so does our spending.
- For most businesses, profit keeps being a left over. By adopting the Profit First system, **expenses** are forced to adjust to what remains after **profit**.
- In this approach, 'Bank Balance Accounting' becomes a highly effective method of managing your finances.

*Cyril Northcote Parkinson's statements can be translated as: The demand upon a resource tends to expand to match the supply of the resource.

3 HOW WE DO IT



*Cyril Northcote Parkinson's statements can be translated as: The demand upon a resource tends to expand to match the supply of the resource.

PHASE I PROFIT ASSESSMENT

- A review of records of your company's financial trends, matched to the best financially performing companies in your field, with a plan on how to get your business there.

PHASE II PF IMPLEMENTATION

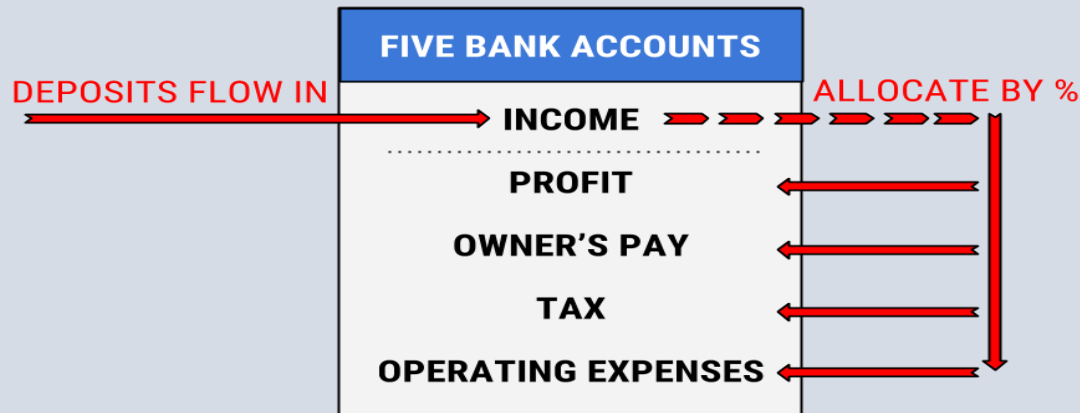
- The setup of allocation bank accounts and immediate allocation percentages of profit and other funds.

PHASE III PROFIT MAXIMIZATION

- A quarterly process of continual profit, owner's pay and other improvements. Leverage Parkinson's Law* to build maximum efficiencies and innovations in your business.



4 ALLOCATE: THE ORDER IS EVERYTHING



- To **achieve Profit First**, it is essential to set up distinct bank accounts with different purposes.
- The PF system asks you to **allocate a specific %** of the income of your company to each account - namely profit, owner's pay, tax and operating expenses.

- This simple but revolutionary approach enables you to **have an immediate overview** of the **current financial position** of the company, showing how income is spent and allocated between profit and expenses.
- Moreover, it will help you to **set goals**, increasing the owner's profitability and improving the overall financial situation by determining the expenses.

5 HOW WE DIFFER



- **Not only** we provide excellent financial advisory and CFO services.
- **Not only** we are accounting and tax advisory professionals with a proven track record.
- **Mainly, we drive profitability in your business with the Profit First method, and we are one of a few selected companies globally certified to train you adopting the approach.**
- And as part of our ancillary services, we also help you to select your banking partner to reduce overall fees.



6

OUR STRENGTHS



7 OUR PROFILES



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- 18 years of experience in various international banks, being responsible for corporate clients, working as a Relationship Manager and Credit and Lending Specialist
- Expertise, among others, in Project Financing (Renewable Energy) and Real Estate
- Business consultant to SMEs and start-ups on business and financial planning
- Financial Advisor driving profitability of businesses; certified Profit First Professional and partner in Profit First Professionals s.r.o.
- Languages : Czech, Italian, English, French.
- Over 30 years experience as **professional** and of **international management** (chartered tax advisor/accountant , certified Auditor and strategic business advisor)
- Ex-Head of Italian Desk area CEE of Mazars (audit, tax, accounting, advisory services, M&A).
- Owner and administrator of:
 - Luca Prague s.r.o. International financial & business advisory
 - Profit First Professionals s.r.o. cash flow management
- Languages: Italian, English

8 CONTACT

If you have any queries
or if you simply want any further information
please feel free to contact us

WE ARE HERE TO ANSWER YOUR CONCERNS!



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