

Ayaris 9 Management Strategy Recommendation Services

Industry Advisory Group

Version 2014/07/18

Ayaris 9

Integrity Precision Fairness

Ayaris 9

Introduction

Ayaris 9 provides management teams and investors the following corporate finance advisory services: enterprise valuation, M&A synergy valuation, management strategy recommendation, corporate fundraising planning, investment planning, financial strategy advisory and investment target search.



The firm's 15 team members serve our clients from our Taipei, Shanghai and New York offices. Team members are made up of seasoned executives and academically-excelled graduates from Harvard, Stanford, Berkeley and National Taiwan University.

In Asia, Ayaris 9 is a member of The *Chinese Association of Business and Intangible Assets Valuation*, bringing the firm's vision of **Integrity, Precision** and **Fairness** to practice.

Framing Issues And Challenges

Framing issues and challenges

Enterprises are constantly faced with diverse challenges arising from both organizations internally and external environment alike. Such complexity can be effectively resolved if the organization focuses on one issue at a time, starting with the definitive framing of the scope.

Ayaris 9 Management Strategy Recommendation services help you articulate what may lie in the core issues, enabling you to see the big picture, while you keep your hands on daily operations.



Articulating Strategic Objectives

Articulating strategic objectives

Strategic objectives bring profound influences on the results of strategy implementation. Once affirmed, they serve as powerful guiding beacons. Strategic objectives must be aligned with the company's core beliefs, as they are crucial to lead the entire team with a consistent, long-term policy.

Ayaris 9 Management Strategy Recommendation

services help you envision your company's future. Together, we ensure your strategic objectives, aggressive or cautious, are in line with your company's mission and vision, so that you know what it takes to accomplish your goals.



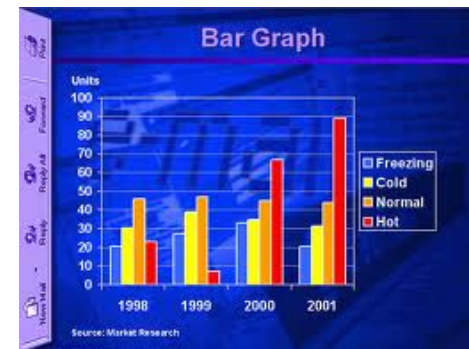
Diagnosing the Status Quo

Diagnosing the status quo

A well-prepared financial statement manifests the company's management performance, enabling the assessment of strategy execution. Wisely used, it offers the baseline for identifying immediate opportunities for improvement, blind spots in operation, and resource constraints for future strategy deployment.

Ayaris 9 Management Strategy Recommendation

services can help you see where your company stands by comprehensively inspecting **key financial indicators**. Financial risks and limitations are escalated to attention, prior to strategic planning for the mid-to-long term goals.

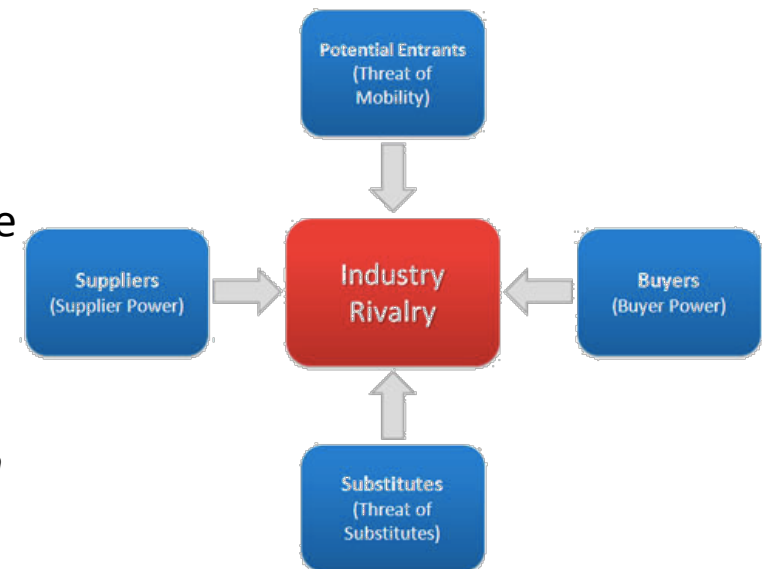


Analyzing the Competitive Landscape

Analyze competitive landscape

Strategic analysis cannot be conducted without first knowing the underlying dynamics of competition, including newly arising opportunities and threats. Hence, a complete and solid understanding of a company's competitive landscape is a pre-requisite for planning efforts.

Ayaris 9 Management Strategy Recommendation services show you the relationships among competition variables through analytical modeling fitting your company's situation. Subsequently, you stay on top of what may come to you when conceiving the best strategic moves.



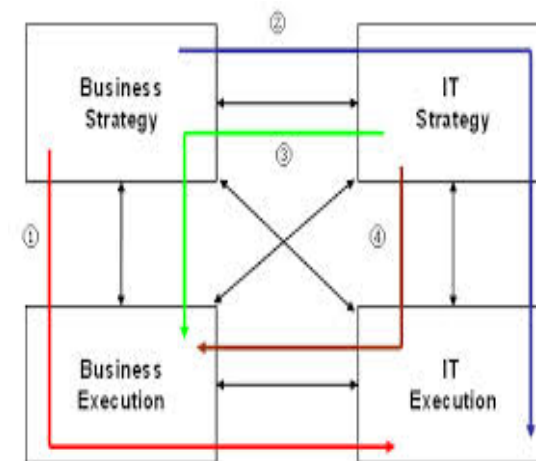
Exploring Strategic Options

Explore strategic options

The potential routes leading to accomplishing strategic objectives depend largely on how broadly the possibilities are conceived. To explore strategic options, it requires collecting and analyzing relevant data, conducting unconventionally creative thinking, and sometimes fostering instinctive sparkles of decision-making participants.

Ayaris 9 Management Strategy Recommendation

services construct multiple solutions, through structural interviews of stakeholders, consultations with our insightful advisors, and in-depth interpretation of data.

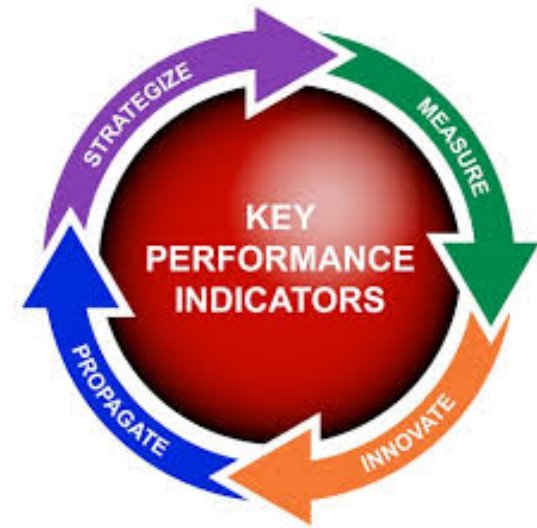


Identifying Key Success Factors

Identifying Key Success Factors

The Performance of strategy execution can be affected by numerous factors. Companies can only invest their comparatively limited resources in variables which, when properly controlled, bring the greatest return. It is crucial to correctly identify those factors that have the most significant impact, to optimize the execution of strategy.

Ayaris 9 Management Strategy Recommendation services allow you to identify key success factors (KSFs) that serve as indicators of strategic performance. Examining your company against the KSFs reveals how strategically fit it is, and how effectively the strategy is executed to meet your expectations.



Assessing the Feasibility of Strategic Options

Assess Feasibility of Strategic Options

To figure out which strategic option(s) will be the optimal solution for the company, a group of criteria is necessary, so that the feasibility analysis can be objectively and reliably performed. Evaluating available options against these criteria will ultimately determine the strategy to be implemented.

Ayaris 9 Management Strategy Recommendation

services help you create the assessment system comprising of KSFs and risk factors. The feasibility of different options is compared, to enhance the confidence level of strategic decisions, with quantified results.



Ayaris 9

About the Founder & the President

David S. Pan leads the firm's effort in serving clients across energy, healthcare, hospitality and TMT verticals, and manage related institutional investor relationships. Prior to Ayaris 9, David has 15 years of industry experience serving private and publicly listed companies in the Telecom, Media, Electronics Manufacturing, Semiconductor, Software and IT sectors.

Besides finance-related experience, David has significant operational experience in software programming, digital security, managing product development, marketing forecasts, manufacturing production, building end-to-end supply chain ecosystems, international business development in 25 countries, as well as owning P&L responsibilities for half of his career. David graduated from Harvard with a Masters of Finance, Golden Gate with Masters in Enterprise Systems, and UC Berkeley with BA in Architecture.



Copyright 2014 Ayaris 9 Inc.

Questions?

Please contact us at:

<http://Advisory.Ayaris9.com/>