

SAMPLE COMPETITOR BENCHMARK

Competitive intelligence for better decisions

AUREA INDUSTRIES

Illustrative sample • FY2025

WHAT THIS SAMPLE SHOWS

Executive summary
Sales & profitability
Ratio benchmarking
R&D & staff
Strategic movements

All companies and figures are fictitious.

Executive Summary

A management-ready synthesis of the benchmark, not a data dump.



KEY FINDINGS

- 01

Growth

Aurea is growing faster than the peer median, but two competitors have accelerated more strongly since 2024.
- 02

Profitability

ROE is above the sector median and is supported by improving operating margin rather than higher leverage.
- 03

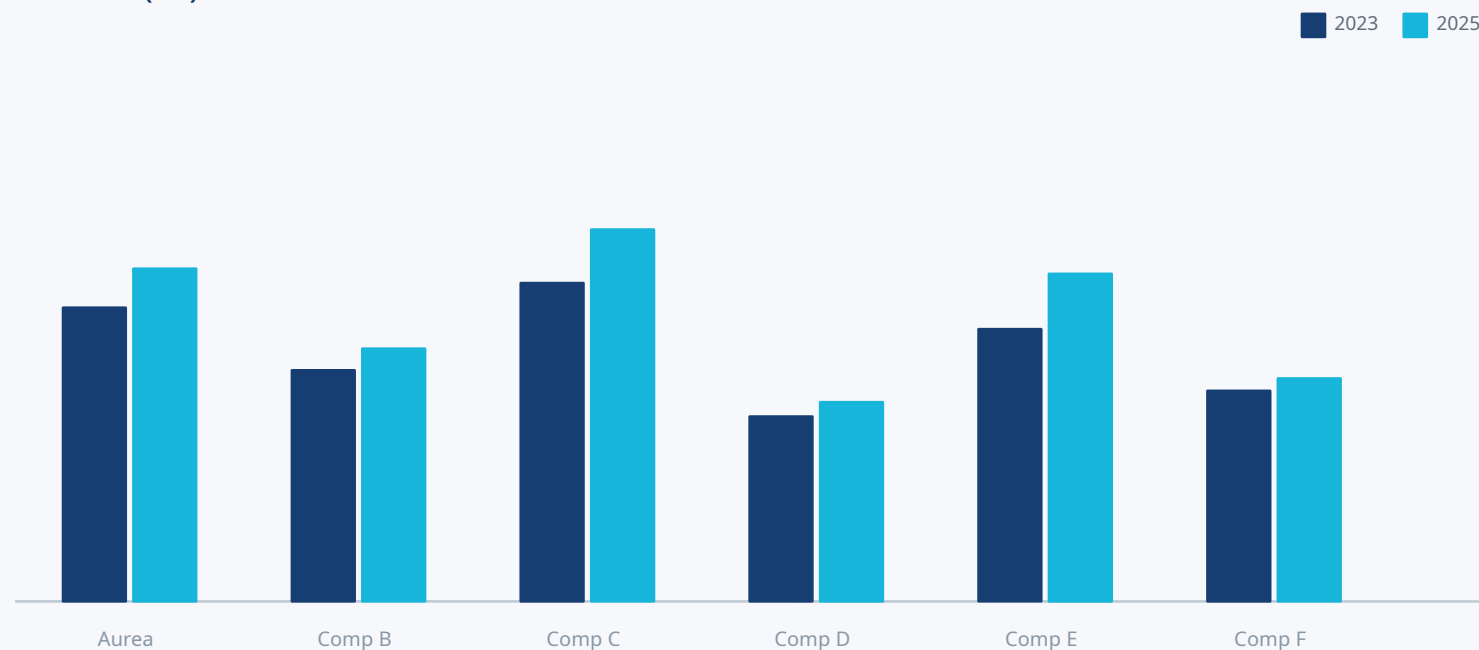
Productivity

Sales per employee are strong, while headcount growth remains controlled.

Sales & Profitability

Compare scale, growth and margin resilience across the competitive set.

NET SALES (€m)



PROFITABILITY SNAPSHOT

Revenue growth **+13.3%**
Peer median +9.1%

EBITDA margin **16.8%**
Peer median 14.9%

Net income margin **9.4%**
Peer median 8.0%

INTERPRETATION

Aurea combines above-median growth with improving EBITDA margin, suggesting growth is not being bought at the expense of operating quality.

Status Ratios

Translate financial statements into comparable indicators of profitability, efficiency and financial resilience.

ROE

18.4%

Peer median 14.2%

Top quartile

ROA

9.7%

Peer median 7.9%

Above median

Debt / Equity

0.82x

Peer median 0.96x

Lower leverage

Current Ratio

1.46x

Peer median 1.32x

Above median

WHY IT MATTERS

Aurea's higher ROE is not being driven by excessive leverage. The combination of ROA and Debt/Equity points to comparatively efficient use of assets and a balanced capital structure.

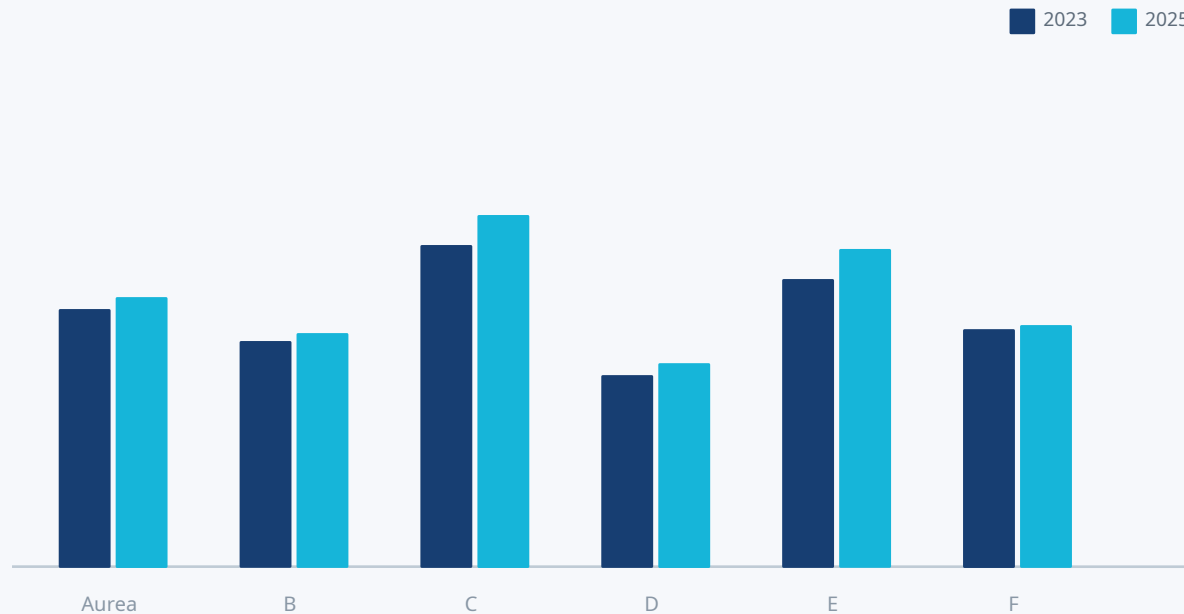
DECISION USE

Ratios are shown against peer medians and interpreted together; isolated ratio rankings can be misleading.

R&D & Staff

Connect organizational scale, productivity and capability investment with future competitive potential.

STAFF & SALES PER EMPLOYEE



AUREA

134
employees

€214k
sales / employee

R&D INVESTMENT

€12.8m
4.0% of sales

Peer median
2.8% of sales

INTERPRETATION

Aurea is increasing capability investment while preserving productivity — a positive signal if it translates into launches, pricing power or process advantage.

Strategic Movements

Add the qualitative layer: what competitors are doing and where their strategic posture may be changing.

Comp C	Acquisition	Acquired a regional distributor, increasing direct market access.	Market access
Comp E	Capacity expansion	Announced automated production investment in its largest facility.	Operations
Comp B	Product launch	Introduced a premium product range with higher stated margins.	Portfolio
Aurea	Partnership	Signed a technology partnership linked to process optimization.	Capability

STRATEGIC READ-OUT

The market is moving on three fronts: direct access to customers, selective automation and premiumization.

Aurea’s technology partnership is directionally aligned, but execution and commercial impact should be monitored.

WHAT THE CLIENT GETS

The full report connects these movements back to the financial evidence and identifies the implications most relevant to management.