



BCR  
S U I T E

Business  
Credibility  
Report

Credibility That Unlocks Markets & Capital









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# Build Credibility and Unlock Growth with Dun & Bradstreet's Business Credibility Report (BCR)

Credibility that stakeholders can rely on, backed by data intelligence

Establishing credibility is one of the most critical challenges for businesses today operating in increasingly complex and competitive markets. As stakeholder expectations continue to evolve, organizations are expected to provide independently evaluated information backed by data, which reflects how businesses operate and perform.

The Business Credibility Report (BCR) provides a credible, decision-ready profile of your business that stakeholders can trust. Built on D&B's business intelligence and supported by globally verified data, each report presents insights into financial standing, operational capability, and overall business credibility. Included within the assessment is the D&B Rating, a globally recognized indicator used to evaluate business reliability and financial standing.

By translating verified business information into a credible profile of your business, the BCR helps support your goals during commercial and strategic engagements with banks, investors, clients, or potential partners.



## BCR at a Glance



**Credit Evaluation Report**



**Investment Readiness Report**



**Business Alliance Report**



**Business Visibility Report**



**Tailored Business Credibility Report**

## What It Delivers

- An independent view of your company's financial standing and credit profile for financing discussions and lender due diligence
- A structured view of your business profile, financial health and investment readiness for investor review and capital discussions
- A focused view of your company's operational strength and credibility for partnership screening and alliance evaluation
- A credible business profile that supports your market positioning, client acquisition and growth visibility
- A customizable report built around your specific business objectives and stakeholder priorities

From financing and fundraising to partnerships and market expansion, the Dun & Bradstreet's Business Credibility Report turns business information into **credible, actionable insight**.

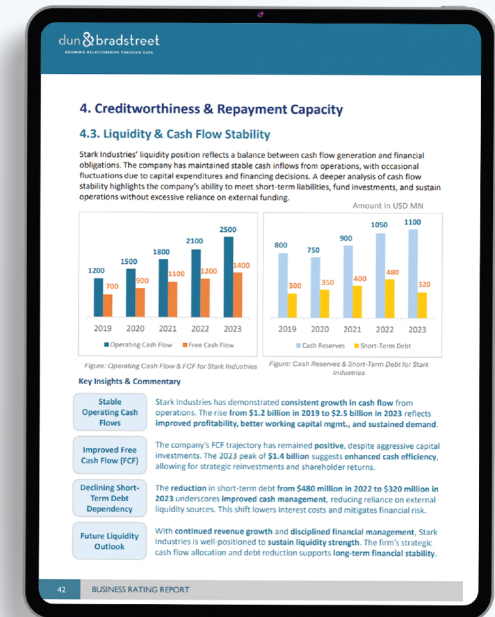


# Credit Evaluation Report

## Financial Insights that Reinforce your Standing with Lenders

The D&B Credit Evaluation Report gives your business a structured, independent view of its financial standing and credit profile. It combines verified business information with in-depth financial analysis to support your financing discussions and help lenders conduct informed credit evaluations.

Whether your company is exploring new financing options, reviewing credit facilities or strengthening transparency with financial institutions, this report presents your credentials with clarity and credibility.



### Best Suited For

-  Financial institutions and banks conducting credit due diligence on your company
-  Credit facility reviews and structured financing discussions
-  SME financing support and independent credit evaluation
-  Risk-aware lending decisions requiring third-party assessment

### What It Highlights

- D&B Rating and your company's core financial profile
- Financial analysis across profitability, liquidity, leverage and efficiency
- Your company's debt structure, leverage and capital position
- Credit profile, repayment capacity and broader risk considerations



# Key Features



D&B Rating, providing a clear view of your company's financial strength and risk



Detailed view of your debt exposure, capital structure and debt servicing ability



A structured view of your company's credit profile, financial obligations and repayment capacity



Financial performance analysis across profitability, liquidity, leverage and efficiency, supported by ratio, cashflow, DuPont and Economic Value Added (EVA) analysis



Verified business information, including ownership, leadership and operational overview



Liquidity and cash flow stability analysis to assess your short-term financial resilience



Risk assessment across macro economic, industry, operational and foreign exchange factors

# How It Is Used

01

Strengthens your financing position by presenting a structured view of your **financial stability** and **credit profile** to lenders

02

Supports banks and financial institutions in conducting independent **credit evaluation** and **due diligence** on your company

03

Enables assessment of your **repayment capacity** and overall **credit risk profile**

04

Informs **credit facility** discussions, helping lenders determine appropriate financing terms

A **credibility-led report** that helps your business engage with lenders from a position of **financial transparency** and **confidence**.



# Investment Readiness Report

## Presenting Your Business Potential with Confidence to Investors

The D&B Investment Readiness Report helps your business present its investment potential with greater clarity. It gives investors and capital providers an independent view of your company's credibility, financial standing and overall investment readiness, structured to support meaningful capital conversations.

Whether you are raising private capital, engaging with venture investors or navigating M&A discussions, this report provides the depth and rigour that informed investors expect.



### Best Suited For

-  Private fundraising and investor-facing pitch support
-  Independent evaluation by venture capital and private equity firms
-  SME growth financing and expansion capital discussions
-  M&A reviews and strategic investment decisions

### What It Highlights

- D&B Rating, business profile and financial performance analysis
- Investment readiness assessment across opportunity, valuation context and business potential
- Market and industry context, including macroeconomic, PESTEL and Porter's Five Forces analysis where relevant
- Key risk considerations, leadership profile and past funding activity where relevant



# Key Features



D&B Rating supported by a detailed business and leadership profile of your company



Financial performance analysis with insights into your profitability, liquidity and capital efficiency



Market and industry assessment, including macroeconomic context, PESTEL and Porter's Five Forces



Investment return analysis covering ROI, IRR, Payback Period and Return on Invested Capital (ROIC)



Investment viability assessment, including your company's market opportunity



SWOT analysis to evaluate your competitive positioning



Overview of your past funding activity, including funding type, investors and use of funds



Risk analysis across market, liquidity, capital and reputational factors

# How It Is Used

01

Supports your investor-facing materials and fundraising discussions with **structured, independent insight**

02

Enables venture capital and private equity firms to conduct **structured due diligence** on your business

03

Helps assess your company's investment **viability, return potential** and **associated risks**

04

Supports informed investment **decision-making** and **capital allocation** by prospective investors

A decision-support report that helps your business present **investor readiness** and helps capital providers **assess opportunity** with greater clarity.



# Business Alliance Report

## Build Smarter Partnerships with Deeper Insight into Your Business Strength and Fit

The D&B Business Alliance Report helps organizations assess potential partners before entering strategic relationships. It provides insight into financial stability, operational capability and business credibility, giving both your company and prospective partners the confidence to move forward.

Designed for partnerships, joint ventures, vendor selection and cross-border engagement, it helps reduce uncertainty before commitment



### Best Suited For

-  Partnership screening for strategic alliances and joint ventures
-  Export and import ventures requiring credibility checks on international counterparties
-  Vendor and distributor selection for longer-term collaboration
-  Risk-sensitive engagements where operational fit and reputational checks matter

### What It Highlights

- D&B Rating, business profile and financial performance analysis
- Operational strength across production, manufacturing, supply chain and distribution
- Leadership, operations, key clients, and sales and purchase breakdowns
- Risk considerations, including reputational screening and broader liquidity and capital context



# Key Features



D&B Rating and verified business profile of your company



Financial performance analysis across key ratios, efficiency metrics, DuPont and Economic Value Added (EVA)



Operational strength and capabilities, including production, supply chain, logistics and distribution networks



Business insights covering your leadership, key clients and commercial structure



Technology and digital infrastructure assessment



Reputational risk screening through compliance checks, including adverse media, sanctions and watchlists



ESG and CSR initiatives reflecting your governance and sustainability practices



Risk analysis across financial, operational, market and reputational dimensions

# How It Is Used

01

Supports evaluation of your company as a potential partner for **joint ventures** and **strategic alliances**

02

Helps prospective partners assess your **operational capability** and **financial stability** before engagement

03

Informs vendor and distributor selection decisions with **structured, independent insight**

04

Reduces risk in **cross-border partnerships** through a credible assessment of your business

A partnership-focused report that helps your business demonstrate **credibility, capability** and **alignment**, before entering high-value relationships.

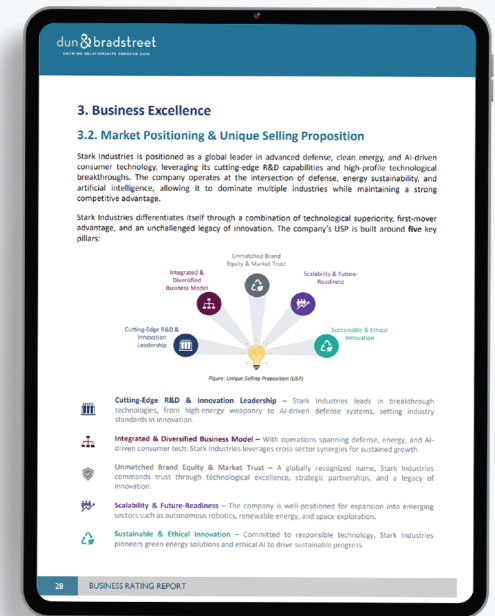


# Business Visibility Report

## Showcase Your Strengths, Strengthen Credibility and Expand Market Presence

The D&B Business Visibility Report helps your company strengthen its market presence through a more credible business profile. It showcases your capabilities, achievements and business strengths for clients, partners and other stakeholders, positioning your company for growth.

Designed for businesses focused on client acquisition, competitive positioning and market expansion, this report helps your company communicate credibility with confidence.



### Best Suited For

-  Client acquisition and business development conversations
-  Competitive positioning in local and international markets
-  Export readiness and market-entry support
-  Partnership attraction and broader brand credibility building

### What It Highlights

- D&B Rating and your business-at-a-glance profile
- Your products, services and operational capabilities
- Market positioning, unique selling propositions and competitive strengths
- Awards, certifications and international compliance standards that reinforce your credibility



# Key Features



D&B Rating and structured business profile of your company



Company overview including your leadership, operations and core business activities



Clear presentation of your products, services and unique selling propositions (USPs)



Operational strengths and capabilities supporting your business performance



Your key clients, testimonials and business relationships



Achievements, awards, certifications and compliance credentials

# How It Is Used

01

Supports your client acquisition efforts by presenting a **credible** and **structured** business profile

02

Helps attract new clients and drive your sales growth through **verified, independent insight**

03

Enables your business to position itself in new markets with a **trusted profile**

04

Strengthens your credibility in **sales** and **marketing engagements**

A **visibility-led report** that helps your company stand out with credible proof of **capability, performance** and **market readiness**.

# Tailored Business Credibility Report

## A Customizable, All-in-One Report Built Around Your Business Objectives

The Tailored Business Credibility Report is the fully customizable format within the D&B Business Credibility Report. It brings together the most relevant elements of the Credit Evaluation, Investment Readiness, Business Alliance and Business Visibility Reports in one report, aligned to your specific business objectives and stakeholder priorities.

Designed for organisations with multiple or complex stakeholder needs, it provides a more flexible and comprehensive view of your business credibility in a single document.

### Best Suited For

-  Multi-use reporting for lenders, investors, partners and clients
-  Custom business cases requiring a report aligned to your specific objective
-  Consolidated reporting for vendors, subsidiaries, joint ventures or other stakeholder needs
-  Organizations seeking one customizable report instead of multiple separate documents

### What It Highlights

- D&B Rating, business information and financial analysis
- Credit profile, investment readiness, business strengths and operational capability
- Due diligence and risk-related elements across financial, legal and operational considerations
- Tailored analytical modules such as SWOT, PESTEL, Porter's Five Forces and other requested sections



## Key Features



Includes D&B Rating, verified business information and financial performance analysis



Combines elements of Credit Evaluation, Investment Readiness, Business Alliance and Business Visibility Reports



Integrates credit, financial, operational and industry insights into a single report for your company



Fully customizable structure aligned to your specific stakeholder and business needs



Includes advanced modules such as macroeconomic assessment, PESTEL, Porter's Five Forces and SWOT, where required



Incorporates analytical components such as ratio analysis, cashflow analysis, DuPont and Economic Value Added (EVA)

## How It Is Used

01

Supports multiple use cases, including **financing, investment, partnerships** and **business development**, within a single report

02

Enables your organization to address **diverse stakeholder requirements** without managing multiple separate documents

03

Supports customized **due diligence** and comprehensive **business evaluation** tailored to your priorities

04

Aligns reporting with specific **business objectives** and decision-making needs

One customizable report for organizations that need a **broader, stakeholder-ready** view of **business credibility**.

# About Dun & Bradstreet

The World's Leading Source of Business Data and Analytics

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Dun & Bradstreet is the world's leading provider of data and analytics, empowering organizations to make informed decisions and drive sustainable growth. With a global data network covering more than 600+ million legal entities, Dun & Bradstreet is trusted worldwide for Risk, Growth, and Data Intelligence solutions.

**Dun & Bradstreet South Asia, Middle East & Africa (D&B SAME)** operates as part of Dun & Bradstreet's World Wide Network (WWN) across the South Asia, Middle East, and Africa region. D&B SAME delivers trusted intelligence and locally relevant insights to help businesses manage risk, ensure compliance, and grow with purpose.



## Build Credibility with Purpose

Showcase strength  
and potential with  
trusted, bespoke  
business intelligence

GROWING RELATIONSHIPS THROUGH DATA

## Power your choices with Dun & Bradstreet's Business Credibility Report

Financing

Investment

Partnerships

Visibility

Tailored Insights

One report designed to help businesses present stronger  
credibility to the stakeholders that matter most.

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