



Professional Risk, Analysis, & Asset Management Service

b2b.praa.ms

Presentation for Brokers
October 2025

Executive summary

Problem

Brokers face shrinking margins, heavy regulation, and clients demanding personalised service. Existing tools are fragmented, slow, and costly.

Solution

PRAAMS offers a professional IT solution for AI research, risk, and tailored portfolio management on 200K+ global instruments via API or white-label web & mobile

Value

Scaling without extra staff: +30% revenue through AI research & risk tools and data, highly customised investment advisory, higher LTV, more active & stable client trading, and higher-margin custody

PRAAMS serves several brokers in Europe, Asia, and the US with 1.7 million end-users

Brokerage industry problem & our solution

Brokers face growing competition, squeezing margins, fragmented costly data, and clients demanding personalisation and modern AI tools, aggravated by legacy IT and manual research, risk, and portfolio management workflows

Without automation and customised AI unifying data, research, risk, and portfolio management, brokers can't deliver the desired scalable product and win competition

PRAAMS is a fully automated and scalable IT solution for hyper-personalised cross-asset-class research, risk analysis, and portfolio construction, modelling & optimisation at 1/100th the cost

Brokers can offer private-banking-level services to millions of existing clients, also serving the clients of other brokers (external service and advisory)

Accessible via API, web, and mobile, it can be white-labelled, customised, and integrated in a month

Platform modules (API & web)

Analytics & risk management

Full data and analytical reports on 200K+ instruments with professional methodologies

Smart instrument screener

Easy & intuitive search by metrics, risk & return factors, and interactive bond maps

Portfolio construction

Construct 7+ trillion efficient portfolios across 50+ parameters in seconds with global coverage

AI Co-Investor

All-in-one interface with our modules and data, can use the client's knowledge bases for support or training

Portfolio analysis, optimisation, & modelling

Full-cycle portfolio management tool for analysis, trade ideas, instant modelling, and reporting

Modules can be integrated separately or in any combination enriching each other

Analytics & Risk Management with Smart Screener

Instant analytics and risk management with data

Automated white-label reports and underlying data on 75,000+ stocks, 120,000+ bonds, and 3,000+ ETFs, indices, funds (and growing) based on professional CFA-level methodologies

Personalised trade ideas with Smart screener

Customised trade ideas selected from 200K+ global instruments, with peer lists, peer comparison, interactive bond maps with issuer yield curves, and with underlying data

Monitoring & alerting, incl. pre-trade risk warnings

Daily and weekly curated news digests, fundamental analysis factor changes, corporate actions, stock & macro calendars, earnings calls, daily wrap-ups, and pre-trade risk warnings for compliance reasons

Portfolio Construction, Analysis, Modelling, & Optimisation

Portfolio creation from scratch

- ✓ 7+ trillion customised efficient portfolios from a 200K+ instrument universe across 50+ parameters in seconds, including planned drawdowns and liquidity requirements
- ✓ Create in-house ETFs and model portfolios paying no fees to external ETF providers

Portfolio analysis and modelling with monitoring & alerting

- ✓ Analyse millions of client portfolios with detailed reports and customisable set of alerts
- ✓ Portfolio modelling with what-ifs, backtesting, and forecasting as well as portfolio performance calculation with realised, unrealised, total, MWR, and TWR returns in seconds, incl. audit trails

Portfolio optimisation

- ✓ Automated and on-demand portfolio optimisation – by single asset, by risk & return factors, or through full-portfolio – including regular rebalancing recommendations in seconds
- ✓ 150+ guru investors portfolio and indices for benchmarking and trade idea generation

AI Co-Investor

“Give brief research and news summary on Stock A” / “Compare risks of stocks B & C”. Provides professional yet clear brief with analysis, numbers, news, and a visual risk/return scorecard.

“Give me a list of undervalued high-dividend European stocks”. Returns a shortlist of selected names with clickable links and key info on each instrument.

“I want a diversified low-risk portfolio of undervalued European stocks and bonds with good regular cash flow”. Provides an efficient portfolio following user’s mandate with complete analysis report.

‘Portfolio doctor’. Analyses the portfolio, proposes rebalancing plan and compares portfolios.

“Give short recap for US market for yesterday” or scheduled Morning briefs. Covers key movers, company news, macro developments, with charts and graphs.

Customer support integration. Adds the client’s customer support Q&A databases with a built-in intent switcher.

Internal uses. For education, consulting, and referencing of internal rulebooks, policies, and documents.

Broker's benefits and opportunities (1/3)

Durable and hard-to-replicate competitive advantage

- ✓ A unique product offering leads to lower CAC, higher LTV, and a growing client base of all types
- ✓ Ability to scale up significantly and serve existing clients at 100x lower costs
- ✓ Win through new competitive factors such as AI, customisation, global coverage, ultra-fast speed, etc.

Meet rising compliance & regulatory requirements

- ✓ Clients have 24/7 access to their portfolios, including analysis & risks of the portfolio and each asset
- ✓ Clients get warned before the trade and receive timely alerts, thus limiting the broker's liability
- ✓ The broker enjoys an improved reputation with clients, regulators, and auditors

Broker's benefits and opportunities (2/3)

Increase in the number of trades (+30% in revenue)

- ✓ Higher fee and commission income, along with increased interest income from margin trading
- ✓ The broker can automatically generate thousands of portfolio rebalancing ideas daily at almost no cost, while clients can follow these in one click trading more frequently
- ✓ Every rebalancing idea leads to several connected trades (e.g., 'sell A, B, and C, and buy D, E, and F')
- ✓ AI Co-Investor helps client discover new ideas and stay well-informed increasing engagement and NPS

More stable and predictable flow of client trades

- ✓ Increased and more stable share of fee & commission income, thus better quality of income
- ✓ Improved valuation multiples for the firm

Broker's benefits and opportunities (3/3)

Better opportunities for internal crossing of client orders

Clients trade more frequently in similar securities, enabling the broker to cross them more efficiently and earn a higher margin per trade

Higher spread on each exchange-executed trade

Increased trading volumes lead to higher single-name and overall exchange rebates for the broker

Higher interest income due to better quality of clients' custody

- ✓ A larger client base and risk-aware client trading improve the quality of custody
- ✓ Enhanced opportunities to leverage custody for prop and lending operations (REPO/lending: more trades, longer terms, higher interest rates, and a broader margin trading list for clients)

Key team & contacts

Risk management, equity and fixed income research, and IT risk professionals at brokers, asset managers, investment banks, and stock exchanges in EMEA and North America since 2005

Responsible for \$1.5 trillion of assets under risk and 20 million individual clients

1,000+ individual client cases analysed

Book a meeting

rk@praa.ms

<https://calendly.com/rinatkirdan>



Rinat Kirdan, CFA

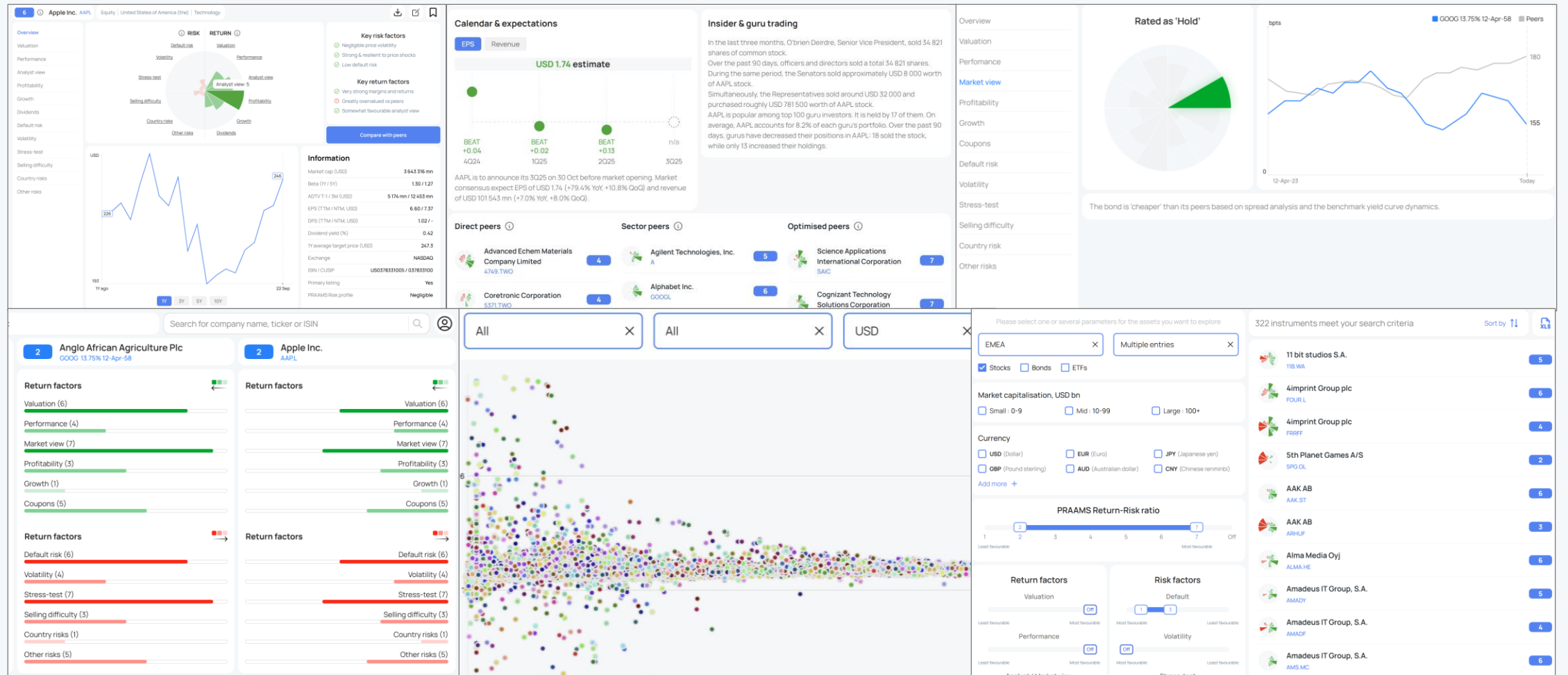
Co-founder, CEO



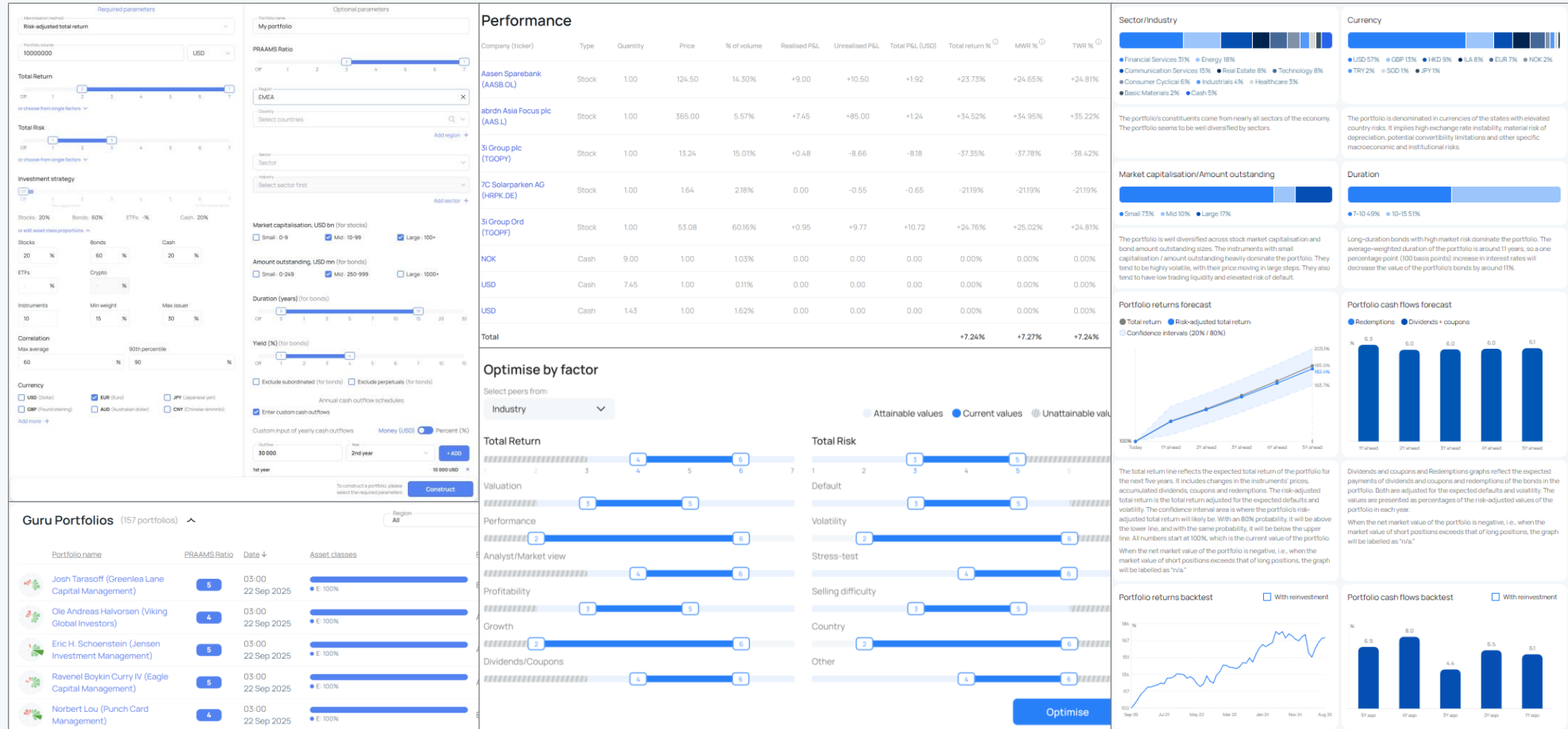
Kseniia Liagushkina

Co-founder, COO

Appendix: Web interface (Analytics, Risks, Screener)



Appendix: Web interface (Portfolio)



Appendix: Web interface (AI Co-Investor)

AI Co-Investor

Use external data sources

Analyse financial instruments, compare them, evaluate risk-return profiles, screen by parameters, and get trade ideas

compare default risks of Apple and Nvidia15:26:52

Here is a comparison of the default risks of Apple and Nvidia based on the provided information:

Financial Strength and Leverage

- Apple (AAPL):**
 - Revenue (TTM): approx. \$408.6 billion
 - Net income: approx. \$99.3 billion, with a net margin of 24%
 - Total assets: approx. \$533.8 billion
 - Total equity: approx. \$65.8 billion
 - Total debt: approx. \$201.7 billion, with \$19.3 billion short-term and \$82.4 billion long-term debt
 - Cash and equivalents: about \$30.5 billion, plus \$24.9 billion in short-term investments
 - Operating cash flow (OCF): approx. \$108.6 billion
 - Apple's net debt essentially equals its total debt of \$201.7 billion after subtracting cash and investments
 - EBITDA margin of 35% (stable with no clear trend in growth) indicating moderate profitability but flat growth trends over the recent years
 - Stable but slow growth in revenue and net income over the last 4 years, with no clear upward trend (PRAAMS)
- Nvidia (NVDA):**
 - Revenue (TTM): approx. \$165.2 billion
 - Net income: approx. \$86.6 billion, with an exceptionally high net margin of 52%
 - Total assets: approx. \$110.7 billion
 - Total equity: approx. \$100.1 billion
 - Total debt: approx. \$10.6 billion, modest compared to equity and assets; very low short-term debt (\$0.3 billion), long-term \$10.3 billion
 - Cash and equivalents: approx. \$11.6 billion plus \$45.2 billion short-term investments
 - Net debt stands at \$10.6 billion, significantly lower in proportion to total capital compared to Apple
 - EBITDA margin of 62%, very high profitability with rapidly growing and highly volatile revenue and net income (average annual net income growth 248% recently)
 - Operating cash flow of approx. \$77 billion, with positive and rapidly increasing cash flow trends
 - Nvidia's growth is described as positive but excessively volatile, with expectations for continued strong growth (PRAAMS)

Growth and Profitability Outlook

- Apple's growth is slow and mature, with risks related to product innovation stagnation, ongoing antitrust lawsuits affecting its highly profitable services segment, tariff exposure, and slowing revenue growth. Apple's stock valuation is relatively high given its growth outlook, which raises risk of valuation compression (PRAAMS).
- Nvidia's growth is rapid and robust, driven especially by the AI boom, dominant market share in AI chips (~70%-95%), and expansion into new markets like quantum computing. Despite supply chain challenges, Nvidia is executing well on its product roadmap, and demand shows no signs of slowing (PRAAMS and articles: Nvidia).

Debt and Financial Risk

- Apple carries significantly more absolute debt (\$201.7B) compared to Nvidia (\$10.6B), though Apple has also a much larger asset base and revenue. Apple's leverage ratio (debt to equity) is higher compared to Nvidia's, making it comparatively more leveraged.
- Nvidia shows a very strong equity base with very manageable debt levels, supported by strong profitability and cash flow, reducing default risk.

Market and Operational Risks

- Apple's risks include tariff exposure, particularly in China, antitrust litigation potentially impacting key profit streams from services, and product stagnation, which could impact earnings. Its stock has declined due to these risks and slowing growth, indicating some investor concern over its stability (PRAAMS, WallStreet).
- Nvidia faces risks such as geopolitical tensions affecting Chinese exports, insider share sales (though explained as planned), and reliance on continued rapid AI investment. However, despite some sector volatility and cautious investor positioning by some (e.g., large investors reducing positions), Nvidia's dominant technology position and strong growth outlook suggest less immediate default risk (PRAAMS and articles: Nvidia).

Summary: Default Risk Comparison

FACTOR	APPLE	NVIDIA
Debt Load	High absolute and relative debt	Low absolute debt, strong equity
Profitability	Moderate profit margin (~24%)	Very high profit margin (~52%)
Revenue Growth	Slow, mature market, slowing growth	Rapid, volatile but strong growth
Cash & Liquidity	Large cash and investments	Also large cash and investments
Market Risks	Trade tariffs, antitrust litigation	Geopolitical export controls
Operational Risks	Product innovation challenges	Supply chain challenges mitigated
Default Risk Outlook	Moderate to Higher due to leverage and slow growth	Low due to robust growth, strong balance sheet

AI Co-Investor

Use external data sources

Analyse financial instruments, compare them, evaluate risk-return profiles, screen by parameters, and get trade ideas

What were latest discussions of NVDA in media lately?15:32:29

Recent media discussions around Nvidia (NVDA) have centered broadly on the company's position as the dominant player in the AI chip market, its financial prospects, competitive challenges, geopolitical tensions, and expansion into broader AI infrastructure and software. Here are the key themes from the latest coverage:

1. Nvidia's Earnings Outlook and AI Leadership

- Nvidia is forecast to report exceptionally strong fiscal Q1 2026 earnings, with revenue expected to hit \$43.26 billion (up ~66% YoY) and adjusted EPS rising from \$0.61 to \$0.88 (~44% growth). Analysts expect Nvidia to again beat estimates, continuing its streak of exceeding guidance.
- The Data Center segment, which fuels Nvidia's growth, is projected to generate about \$21.27 billion in Q1, driven by ongoing demand from cloud providers, AI startups, and enterprises building foundation models.
- CEO Jensen Huang emphasizes Nvidia as not just a chipmaker but the fundamental infrastructure backbone of the AI revolution, particularly with its next-gen Blackwell GPU architecture. The new Blackwell platform is integrated into major hyperscalers' systems (AWS, Google Cloud, Microsoft Azure, Oracle).
- Nvidia is expanding beyond hardware into networking, software, and cloud integration, aiming to build a full-stack AI platform which could create higher-margin, recurring revenue streams and reduce earnings volatility.
- Enterprise adoption of AI software outside hyperscalers (e.g., healthcare, finance, manufacturing) is a key area to watch for validating Nvidia's platform potential.
- Despite supply constraints, Nvidia is aggressively investing in capacity expansion to meet demand.

(Source: Yahoo Finance)

2. Challenges from U.S.-China Tensions & Chinese Competition

- Nvidia's dominant market share in China has dropped from ~95% to around 50% due to tightening U.S. export controls on AI chips targeting China.
- Nvidia is responding by planning an R&D center in Shanghai and preparing downgraded, export-compliant chips to maintain presence.
- China is aggressively developing its own AI chips (from companies like Alibaba and Baidu) and recently launched antitrust and anti-dumping investigations into Nvidia, scrutinizing its 2020 Mellanox acquisition and imposing competitive pressure.
- Nvidia faces the risk of continued revenue impact and supply chain complexities due to geopolitical factors.
- While Chinese demand is important (~13% of sales in previous years), Nvidia still derives most revenue from U.S. customers.

(Source: Yahoo Finance, FXStreet)

3. Stock and Insider Trading Activity

- Nvidia's shares have had a volatile 2025, dropping below \$100 early in the year due to export concerns and market anxiety but rebounding strongly near \$180 by late August.
- Valuation metrics have moderated from extreme highs, with forward P/E around 33 and price-to-sales ratio near 29—still high but better than earlier in the year.
- Executives and board members, including CEO Jensen Huang, have sold over \$1 billion in Nvidia shares recently, under planned trading arrangements triggered by stock price moves.
- Insider selling has not dampened enthusiasm among institutional investors who continue adding positions.

AI Co-Investor

Use external data sources

Analyse financial instruments, compare them, evaluate risk-return profiles, screen by parameters, and get trade ideas

what was Apple's revenue TTM?15:31:07

Apple's trailing twelve months (TTM) revenue is approximately **USD 408.6 billion**, reflecting a modest 3% increase from the prior fiscal year. This figure has been relatively stable with slow growth in recent years.

Additional context on Apple's financials for the TTM period includes:

- EBITDA of about USD 141.7 billion (35% margin)
- Net income around USD 99.3 billion (24% margin)
- Operating cash flow of USD 108.6 billion
- Revenue growth has been slow and somewhat inconsistent over the past four years, with annual growth rates fluctuating between roughly 0% to 6% year-on-year
- The company's EPS grew 5% from FY24 to reach 6.60 USD and is expected to rise to 6.71 USD in FY25

This data comes directly from the PRAAMS financial summary and growth reports, which provide a comprehensive view of Apple's recent revenue and overall financial trajectory.

For more recent quarterly snapshot details (fiscal Q3 2025 ended June), Apple reported revenues near \$94 billion with approximately 5.6% YoY growth, contributing to this TTM figure, but the PRAAMS data aggregates all fiscal year revenues to reach the total TTM amount.

In summary:

METRIC	VALUE (TTM)	SOURCE
Revenue (TTM)	\$408.6 billion	PRAAMS
Revenue growth (annual)	~3%	PRAAMS
EBITDA	\$141.7 billion	PRAAMS
Net income	\$99.3 billion	PRAAMS
EPS (FY25 estimate)	\$6.71	PRAAMS

If you want the most up-to-date quarterly details confirming recent revenue trends and quarterly contributions to this TTM figure, see Apple's Q3 Fiscal 2025 earnings call disclosures (June quarter revenue of \$94B) in these sources:
Bloomberg
Yahoo Finance - Apple Q3 Earnings

Bottom line: Apple's revenue TTM stands at about **USD 408.6 billion**, with slow but stable growth over recent years.

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PRAAMS full report on NVDA

↓ NVDA

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PRAAMS Analysis: Growth

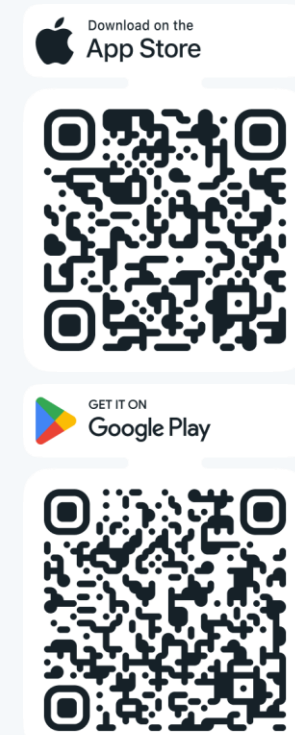
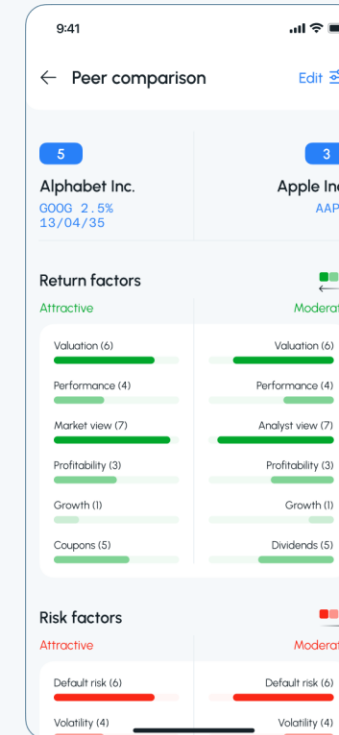
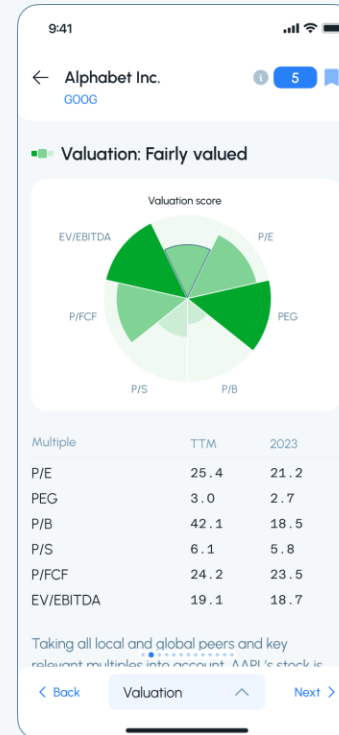
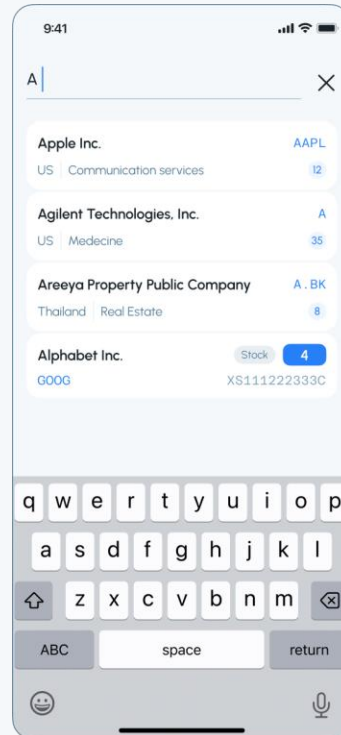
Apple Inc. (AAPL)

EPS Revenue EBITDA OCF

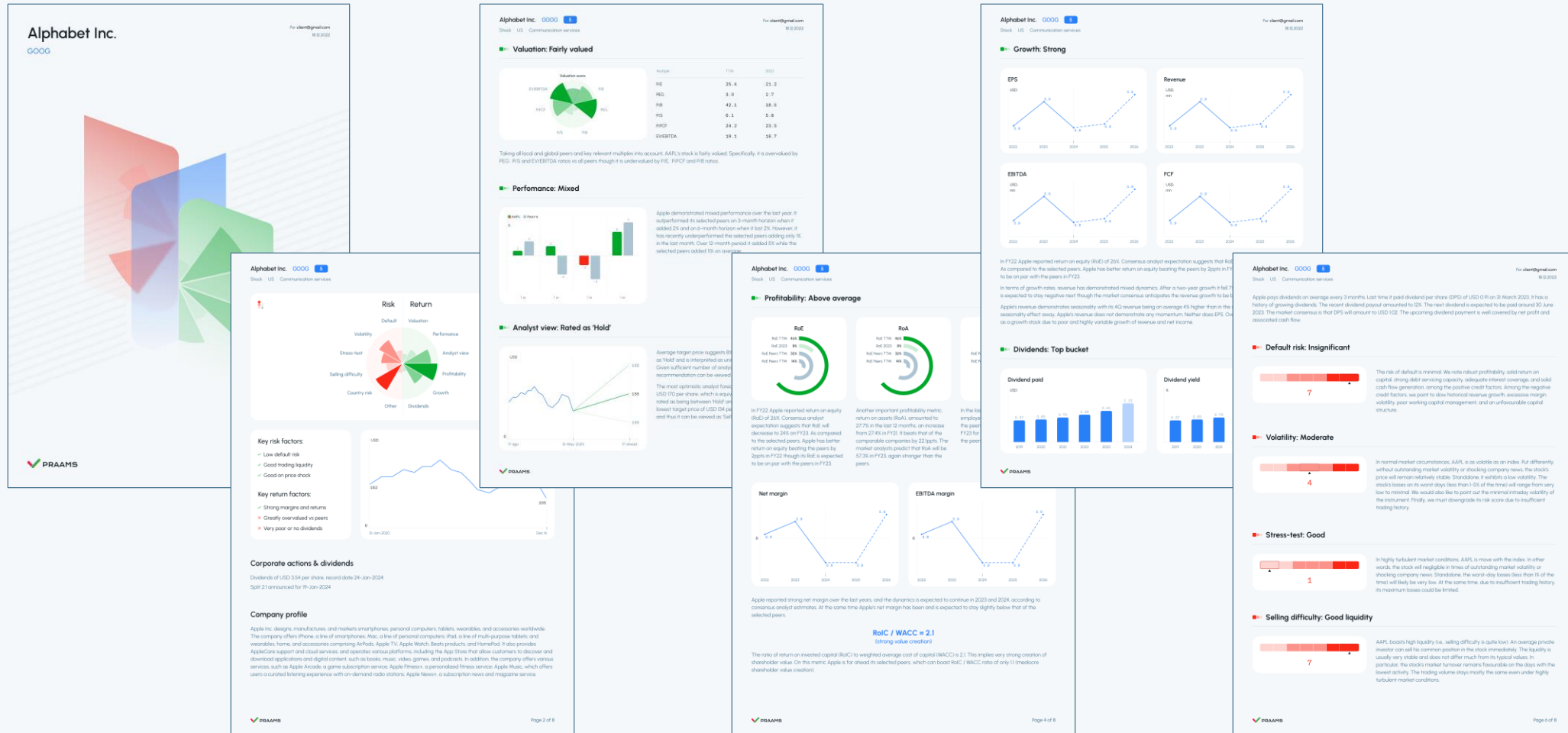
USD

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Appendix: Mobile interface (iOS & Android)



Appendix: Stock analysis report



Appendix: Portfolio analysis report

