

Next Generation Financial Modelling.

Primer isn't just making Excel faster.



Fully Custom Models, Built From Company Filings.

Tell Primer the company, the drivers, and the layout. It builds the rest.

Your methodology

Drivers, tabs, house definitions. The model Primer builds is the model you would have built yourself.

99%+ accuracy

If the numbers aren't right, the model is useless. Every number is read and pulled directly from the company filings.

Under 10 minutes

From a blank page to a full working model in less than 10 minutes for complex models, much faster for simple models.

Build a model for Greggs plc.

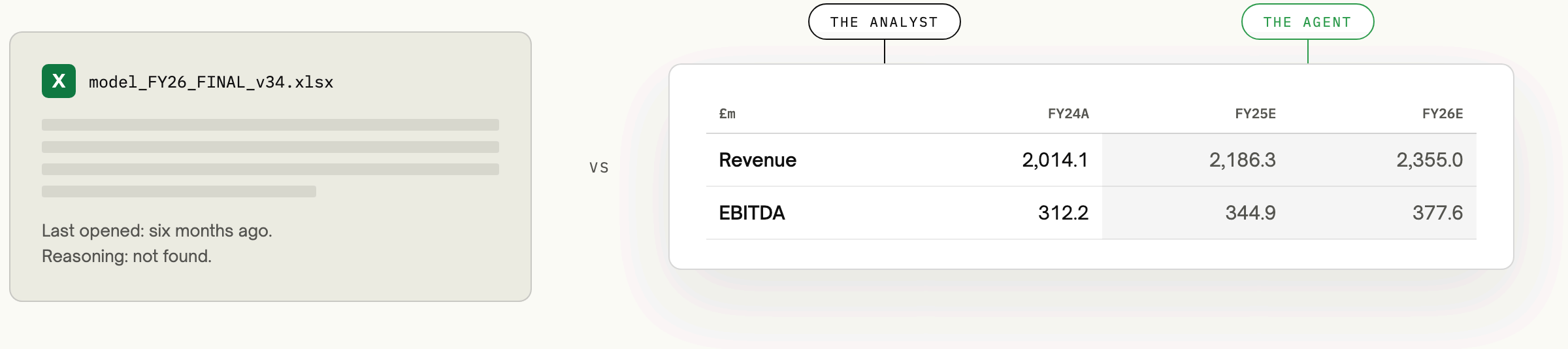
Drivers: LFL sales, openings, gross margin. Tabs: P&L · Drivers · Valuation.
FY21A-FY28E, use my definition of FCF conversion. ■

|

| P&L | DRIVERS | VALUATION | | | |
|----------------|---------|-----------|---------|---------|---------|
| £m | | FY23A | FY24A | FY25E | FY26E |
| LFL sales % | | 5.2 | 4.5 | 4.1 | 3.8 |
| Revenue | | 1,809.6 | 2,014.1 | 2,186.3 | 2,355.0 |
| Gross margin % | | 61.4 | 62.0 | 62.2 | 62.4 |

Modelling Now Has Two Users.

Excel was built for 1 user. Primer is purpose-built for both, working in the same model.



A second user changes what a model has to do — **two things Excel was never built for:**

It has to be auditable

When the agent edits your model, you need to see every change and what it moved. Excel can't show you this.

It has to hold every bit of context

An agent only forecasts as well as the context it can see: sources, assumptions, comments, and all your historic work, attached to the model.

You Need To Know What Changed And Why.

You always know exactly what's in your model, and how it got there.

Version control, built in

See what changed, who changed it, and when. You and the agent can comment on any cell, so the reasoning behind every assumption is clear.

VERSIONS

Update V11 · CURRENT 2d ago · agent

Update v10 3d ago · agent

Changes since v9 5 direct 124 downstream 2 comments

iPhone revenue growth
Q1 FY27 · DIRECT CHANGE BY AGENT
~~3.0%~~ **4.0%**

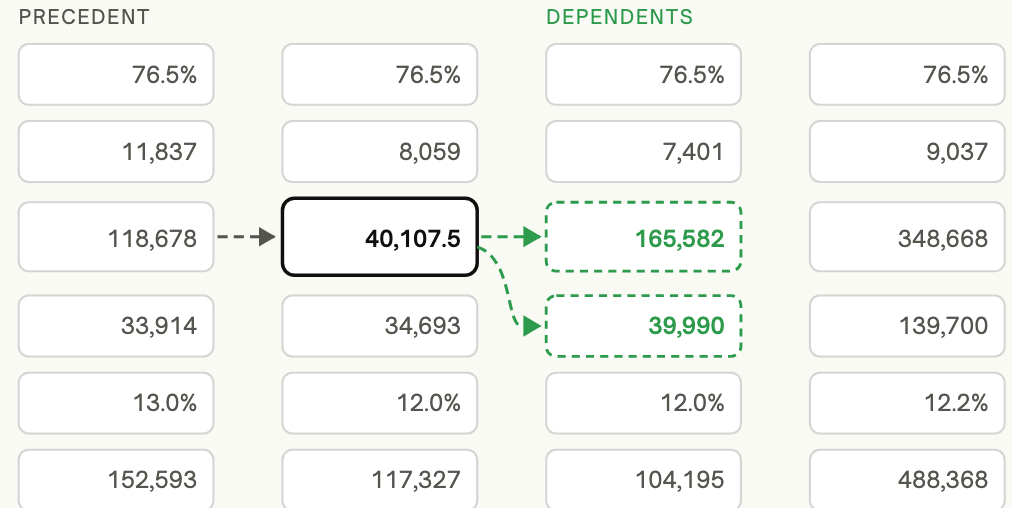
COMMENTS

AGENT Raised on stronger Q1 sell-through vs guidance.

YOU Agreed — flag if China softens.

Purpose-built dependency tracing

Click any cell to see what feeds it and what depends on it — inputs in grey, dependents in green. Far clearer than Excel's trace arrows.



Research Any Forecast In Depth.

Ask the agent to research any single assumption. What it finds is saved on the cell.

Go deep on a single number

Leverage Primer's research capability and understanding to deeply research a single forecast cell.

More robust forecasts

You still decide every number — the agent offers its deeply researched view alongside.

The thinking compounds

Research stays attached to the cell and model, so the agent always remembers what you thought and how you got there.

iPhone gross margin

FY26E · FORECAST

38.5%

RESEARCH · ATTACHED TO THIS CELL

- ✓ Read FY25 calls and management margin guidance
 - ✓ Compared component cost curves across suppliers
 - ✓ Modelled sensitivity to memory pricing
-

38.5% is well supported. Key downside is memory pricing rising above the FY25 exit rate — flagged for monitoring.

Built Your Way. Fluent In Excel.

Total control of how the model looks, and moves in and out of Excel without losing a thing.

Custom formatting

Whatever formatting you want is what you get. Colours, borders, number styles.

Custom groupings

Organise the model exactly how you like it, so it's easy to read and understand.

Upload your Excel model

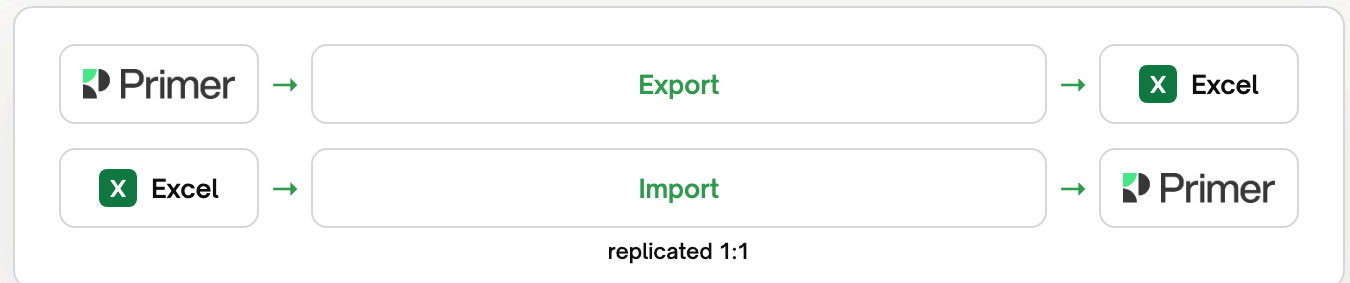
The agent rebuilds your existing model in Primer, 1:1. Ready to update, amend, and work on in the platform.

Export any time

One click to Excel or Google Sheets. A fully working model, formulas and formatting included.

| | A | B | C | D |
|---|------------------|--------------|--------------|--------------|
| 1 | \$m | FY24A | FY25E | FY26E |
| 2 | iPhone revenue | 201,183 | 209,432 | 217,600 |
| 3 | growth % | — | 4.1 | 3.9 |
| 4 | Services revenue | 96,169 | 106,748 | 116,355 |
| 5 | growth % | — | 11.0 | 9.0 |

■ Reported ■ Drivers ■ Forecast





Deliberately built for the next generation of equity research.
