

PRICE IS WHAT YOU PAY VALUE IS WHAT YOU GET

Valuation is a range of value and every business and intangible assets are unique. Is the transfer of your asset or liability between identified knowledgeable and willing parties that reflects the respective interests of those parties?

14th 03/2018

Business valuation is a process of determining the value of a business enterprise or ownership interest therein while Intangible assets are assets that do not have physical substance but represent some value to the owner, we assist you to perform the business and intangible assets in accordance with International Valuation Standards including:

a) Business Valuation:

- ✓ Business Planning
- ✓ Estate, Gift and Income Tax
- ✓ Financial Reporting
- ✓ Goodwill Impairment
- ✓ Initial Public Offering (IPO)
- ✓ Litigation and Ownership Disputes
- ✓ Marital Dissolution
- ✓ Mergers and Acquisitions
- ✓ Pre-IPO Advisory
- ✓ Reorganisations or Liquidation
- ✓ Shareholder Oppression Cases
- ✓ Stock Option Plans

b) Intangible Assets Valuation:

- ✓ Marketing-related:
Trademarks, trade names, service marks, collective marks, certification marks, internet domain names, trade dress and newspaper mastheads.
- ✓ Customer-related:
Customer lists, order or production backlog, customer contracts and the related customer relationships which meet contractual criterion, and non-contractual customer relationships which meet the separability criterion.
- ✓ Artistic-related
Plays, operas, ballets, books, magazines, newspapers, literary works, video and audio-visual materials, musical works, pictures and photographs and artistic works which meet contractual criterion.



✓ Contract-based

Licences, royalties and standstill agreements, advertising, construction, management, service or supply contracts, lease agreements, franchises, operating and broadcasting rights, use rights such as drilling, water, air, mineral and timber-cutting, servicing contracts such as mortgage and employment contracts and non-competition agreements.

✓ Technology-based

Patented and non-patented technology, computer software, mask works, databases and trade secrets such as formulas, process or recipes.

c) Brand Valuation

✓ For financial perspective

- Compliance with accounting standards
- Assisting mergers and acquisitions and corporate restructuring
- Intellectual property management
- Strengthening balance sheets and company accounts
- Increasing shareholder confidence which consequently improves the share price
- Providing financial transparency and solid proof to donor and contributors for non-profit organization

✓ For marketing perspective

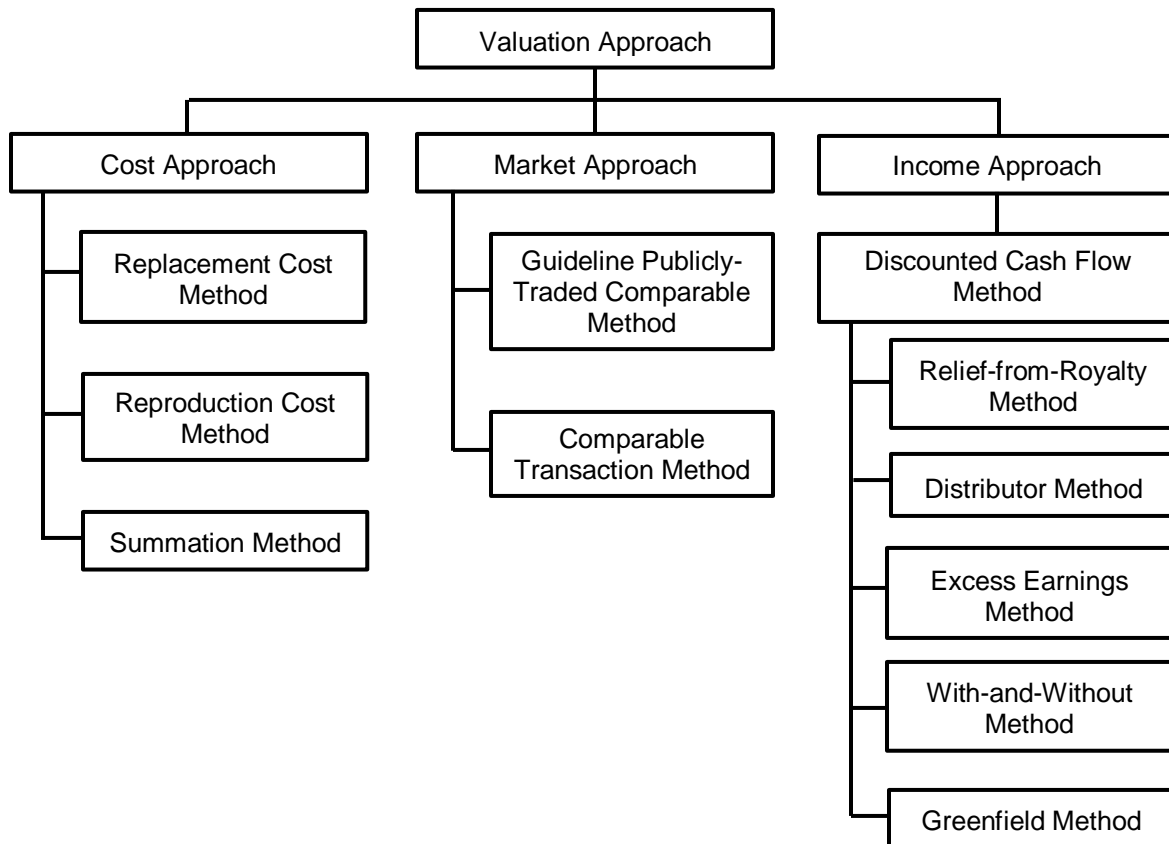
- Brand management and strategic development
- Enhancing management communications
- Benchmarking of competitors
- Creating a brand-centric culture
- Establishing royalty rates for licensing arrangements

✓ For legal perspective

- Identifying value of intangible asset in an ownership dispute
- Securing funds by value of intangible asset in insolvency situation
- Evaluating economic damage in trademark infringement
- Licensing claim
- Partnership dissolution



OUR VALUATION METHODOLOGIES



a) Cost Approach

Cost approach is a general way of determining a value indication of a business, business ownership interest, or security using one or more methods based on the value of the assets net of liabilities.

In the valuation of a business, cost approach presents the value of all the tangible and intangible assets and liabilities of the company.

b) Market Approach

Based on the principle of competition, market approach assumes if one thing is similar to another and could be substituted for the other, they would compete with each other, then they must be equal in value. The fair value derived must be based on a sufficient number of comparable companies / market transactions in order to derive a relevant and meaningful comparison.

c) Income Approach

Under income approach, it is required to forecast the future benefit streams over a reasonably foreseeable short term and an estimate of a long term benefit stream that is stable and sustainable. Using an appropriate discount rate, the future benefit streams (in the form of cash flow) are discounted back to the valuation date as present values and summed up to derive the fair value.



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信永中和迪威是一所领先的区域会计事务所, 在马来西亚设有办事处·为上市企业·财富500强企业·跨国企业及中小型企业提供多种业务解决方案与服务包括会计·税务与商业咨询。

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