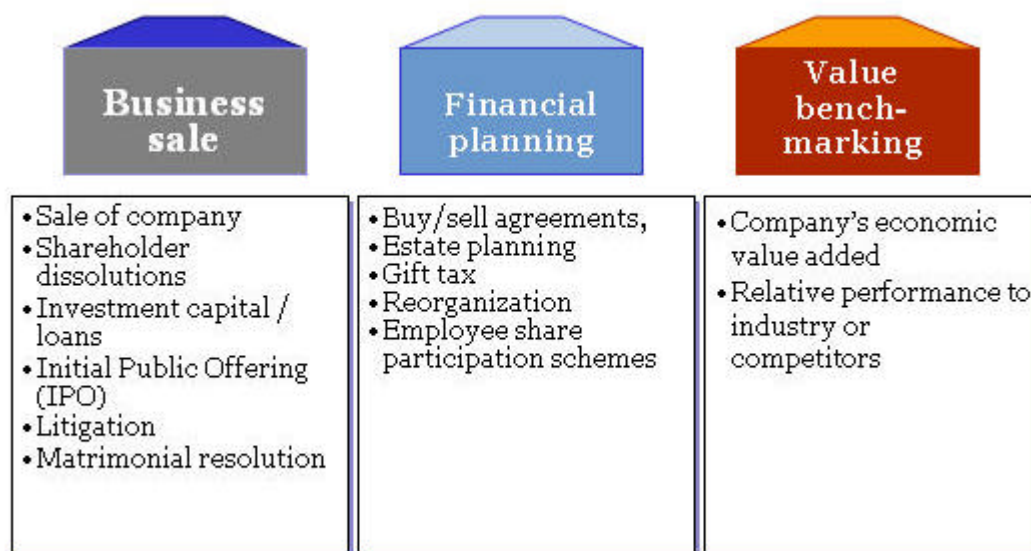


## Valuing Your Business™

*If you don't know what your business is worth you'll never realize its true value.*

Unless you know how much value you've added to your business you'll be unable to unlock its true worth by selling the enterprise. You can't approach lenders or investors with confidence, and you can't realistically benchmark your business performance.

*The three reasons for valuing a business – to sell it, to plan for the future, and to benchmark its performance.*



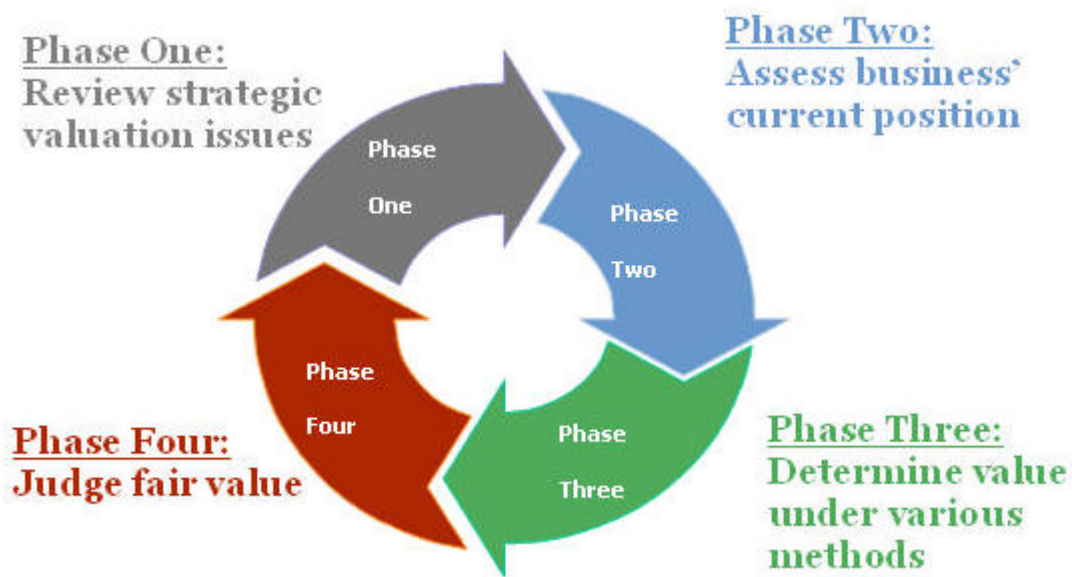
## What is being valued?

Share value is the equity stake of the business, e.g. the value of common stock in the business. Usually there is a control premium to the price if a majority share is sold.

Business value is the trading business or division. Traditionally, this is the tangible assets plus goodwill less agreed liabilities.

There might be instances where a particular income generating asset requires a valuation.

## Our four phase approach to valuing your business



### [Phase One: Review strategic valuation issues](#)

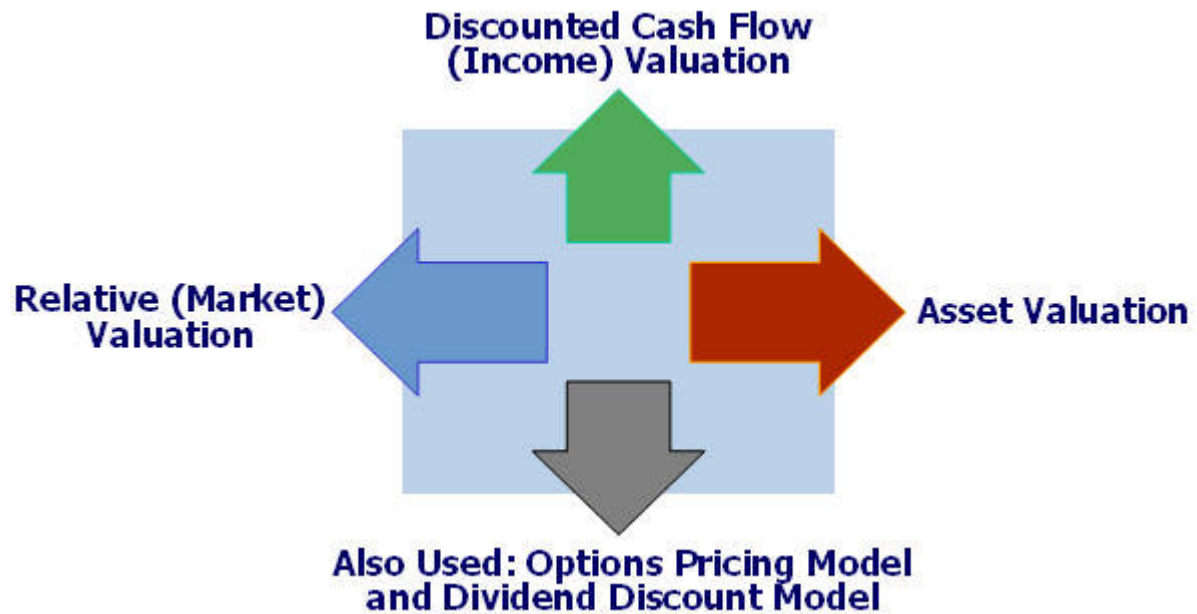
What are the reasons for the business valuation? What is being valued?

### [Phase Two: Assess business' current position](#)



We will analyze the company in four main areas for the valuation - Strategic Value, Industry Trends, Strength of earnings and Operational Efficiency.

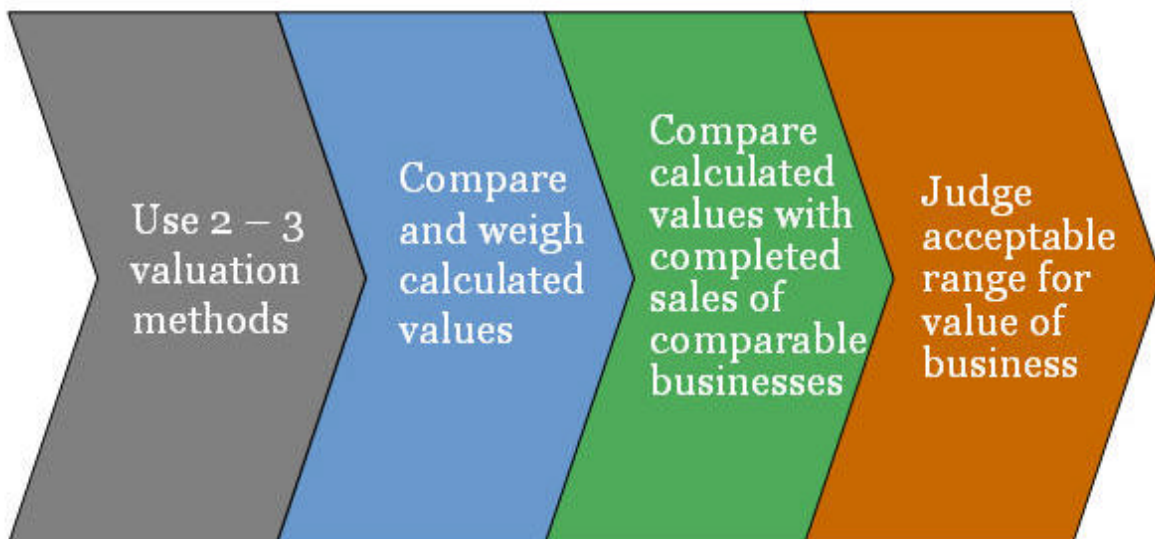
Phase Three: What is the value under various methods?



Selection of the most appropriate method of valuation is a complex process. Only a trained professional can determine the optimum valuation method and carry it out to fulfillment.

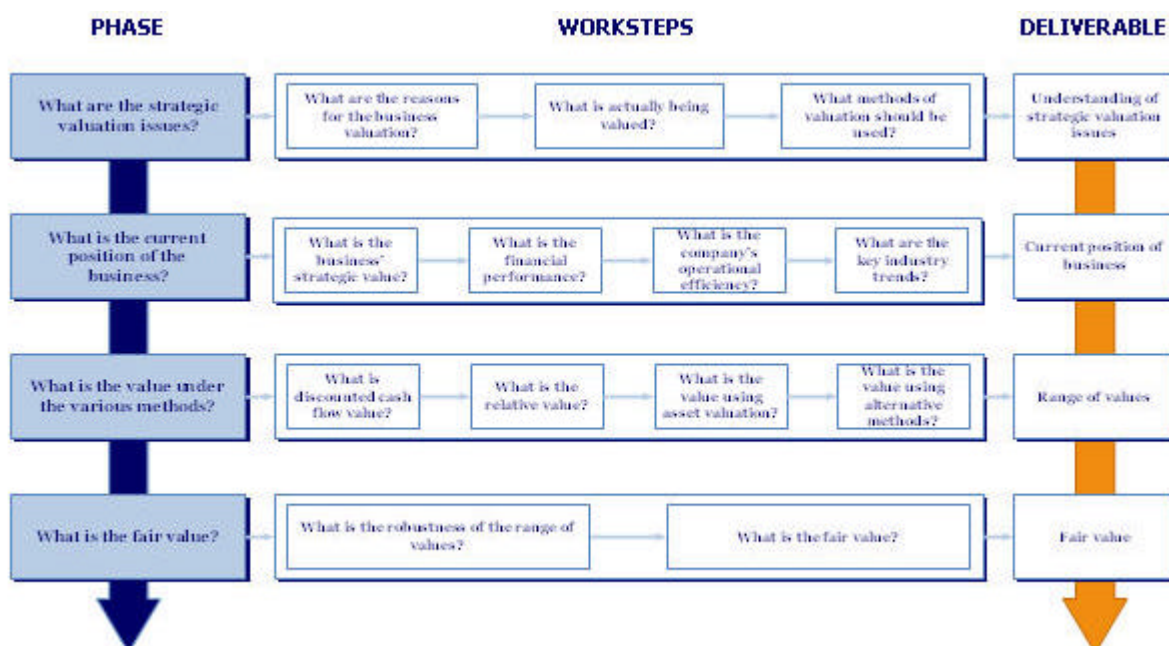
We will also advise you on adjustments that should be made to obtain the best valuation for your business.

Phase four: Judge the fair value



## Our comprehensive workplan

Here is the overall workplan and approach for a consulting engagement like this.



## Our firm

ROCG is an international consultancy with offices in USA, Canada, United Kingdom, Ireland, Australia and New Zealand. Our emphasis is on bringing growth and success to Privately Owned Growth Enterprises.

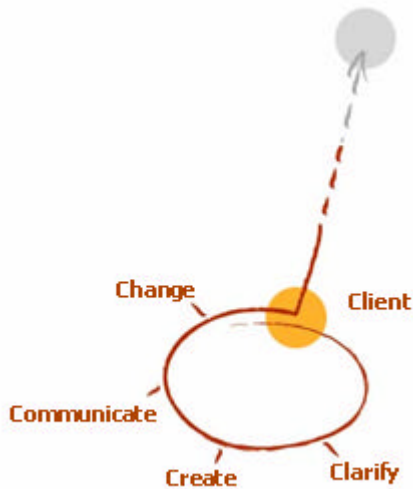
No other consultancy in the world is focused on providing solutions to this critical segment – your segment, of the business market.

## Global reach, local delivery

The international presence of ROCG gives us a breadth and depth of knowledge and experience to bring to every engagement. Through this network of over 150 qualified consultants, we can draw on the knowledge of experts around the world who have experience in the type of work you are considering today.

Based on our experience, no business problem is unique – it has been solved somewhere before. And we can bring that experience to you to ensure we provide you with the right solution to satisfy your specific situation.

## Our consulting philosophy



Our goal is to help **clients** achieve superior performance and build sustainable value for their business. This approach involves:

- Bringing **clarity** and insight to current business issues
- **Creating** solutions that deliver actionable outcomes
- **Communicating** throughout the process to ensure stakeholder involvement
- Supporting your organization through the **changes** required for success.

We have a range of proprietary consulting products and processes that we use at each stage of the consulting cycle to ensure that we deliver the right solutions for your enterprise.

### Why you need to do this

You need to know the true value of your business to establish its real worth. This is not just something you do when you sell a business; it's an essential element of good business management and a fundamental metric for monitoring the performance of the enterprise.

We can provide the professional expertise and judgement that will give you an accurate and realizable valuation for your business.

We hope you will decide to pursue this critical activity. We have extensive experience doing this type of work in your industry and can support you in making it a success.

For Further Information please contact:

Nathan Rose  
Ph: (03) 9696-4650