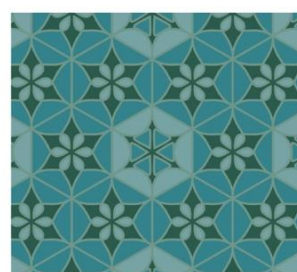




IAPA Deals & Opportunities Forum

Chaired by Jan van Wijngaarden

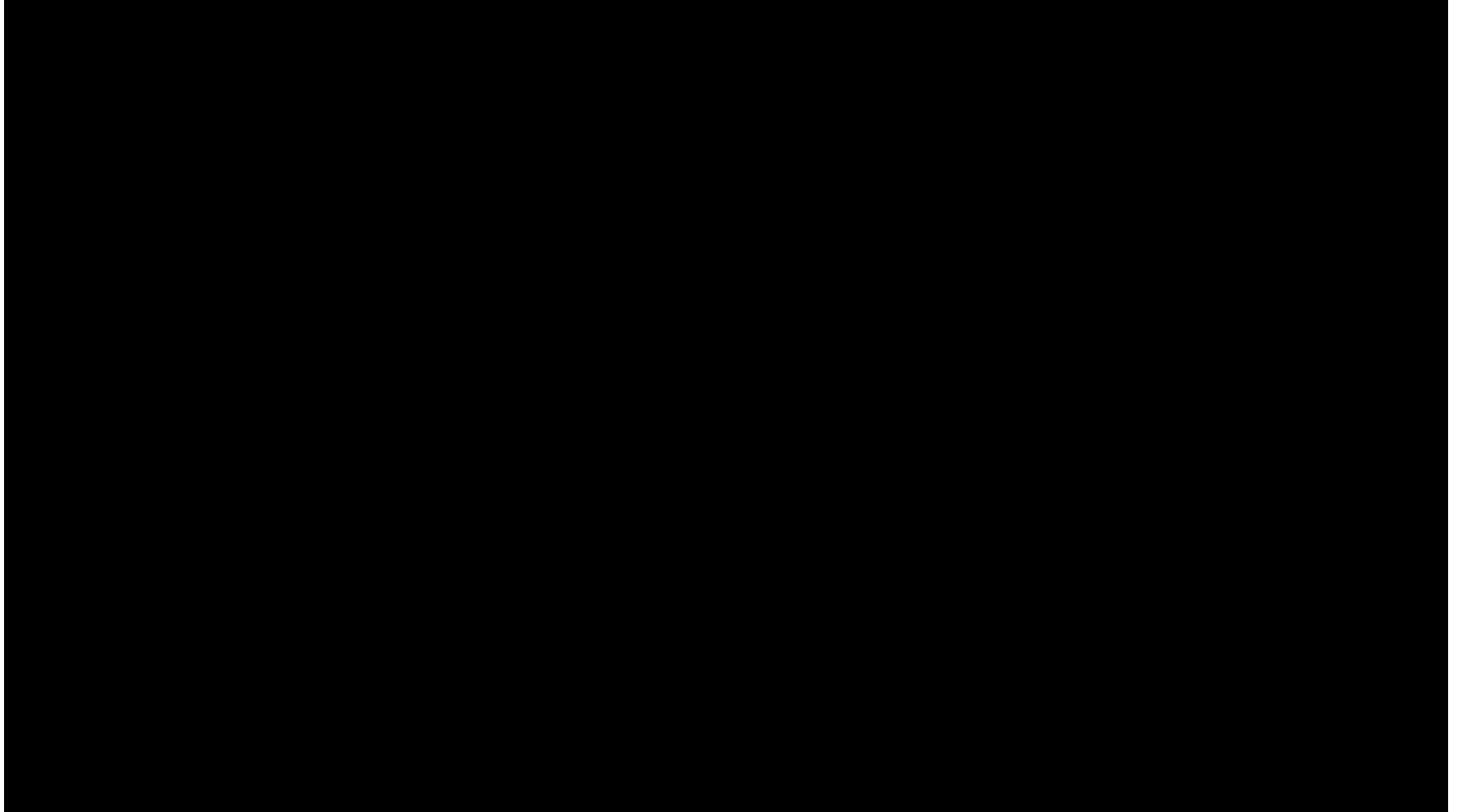
3.45pm – 4.30pm



D&O Videos

1. How to value a company in 3 minutes:

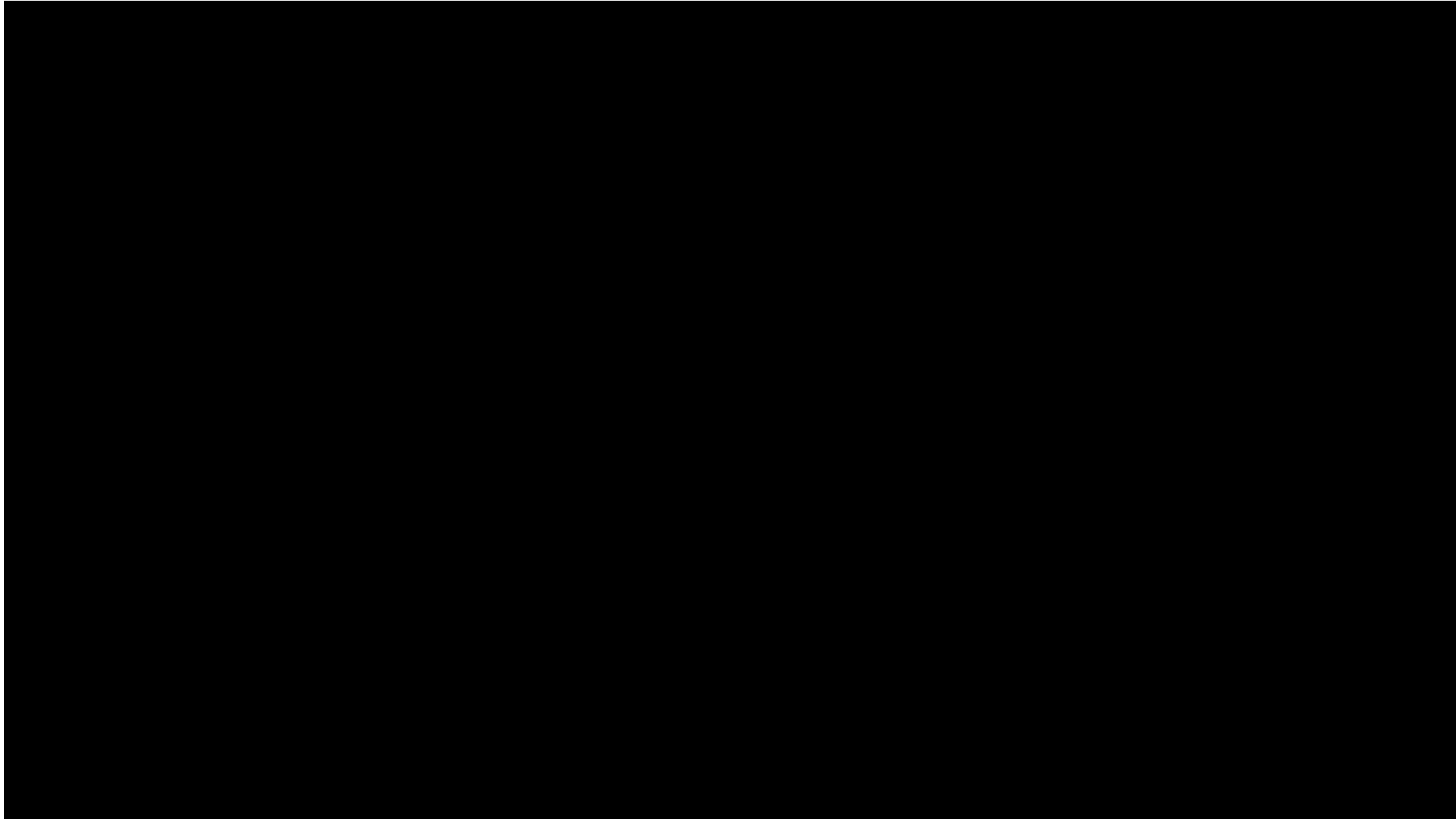
- https://www.youtube.com/watch?v=3_R14_eFCOg



D&O Videos

2. Value drivers:

https://www.youtube.com/watch?v=h_Ky50DQeII



Valuation of a company



- Based on future cash flows!
- Dependent on owner of the company?
- Barriers to enter the market
- Marketing and strategy
- Realised growth / expected growth / industry trends
- Brand and IP

Valuation of a company



- Recurring revenue
- Innovation
- Dependent on customers and/or suppliers?
- Spread of activities
- Track record
- Flexibility
- Risk profile

Valuation of a company



Conclusion:

- Historical figures: indicative
- Forecasts: key for valuation
- Risk profile: based on USP's and SWOT
- Normalisation and synergy
- Don't forget to normalise the take over balance sheet!