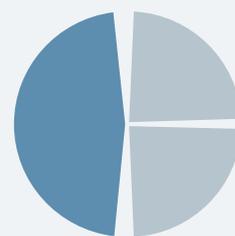




Valuing your brands and your business



INTANGIBLE  
BUSINESS

# INTANGIBLE BUSINESS

Intangible Business is a leading independent brand valuation, strategy and development consultancy. Founded in 2001, Intangible Business specialises in work relating to valuing intangible assets, the development and execution of licensing programmes as well as the sale and disposal of brands and businesses. Its work is underpinned by robust research and analysis which delivers insight that enables clients to make more informed decisions. Intangible Business' international reputation is endorsed by clients the world over, across many different industries.



## ABOUT BRAND VALUATION

Brands and other intangible assets are frequently the main drivers of value for businesses. Understanding how brands and other intangible assets impact and support a business enables Intangible Business to provide a range of related services. These services range from brand identity creation to post acquisition accounting, licensing programmes to litigation support, market research to securitising IP for capital funding, supporting the following activities:

1. MARKETING
2. FINANCIAL
3. LEGAL
4. BANKING



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# EXPERT INSIGHT

With its broad range of experience across industries and continents, Intangible Business is able to provide unique and robust insight to help clients understand and increase the value of their brands and businesses. This is delivered in a timely manner and on budget.

Intangible Business' consultants have considerable experience, backed up by professional marketing and financial qualifications and memberships to bodies including The Institute of Chartered Accountants in England and Wales, The Chartered Institute of Management Accountants, The Chartered Institute of Marketing, The Academy of Experts, The Society of Expert Witnesses, The Expert Witness Institute and The Licensing Executives Society.

## GLOBAL COVERAGE

To service client requirements most efficiently, Intangible Business operates in all markets globally, based at its head office in London, England. Recent projects have involved work in over 100 different countries in all corners of the globe. Intangible Business' consultants have considerable international experience and are fluent in many languages, including Cantonese, English, Finnish, French, German, Italian, Japanese, Mandarin, Portuguese and Spanish.

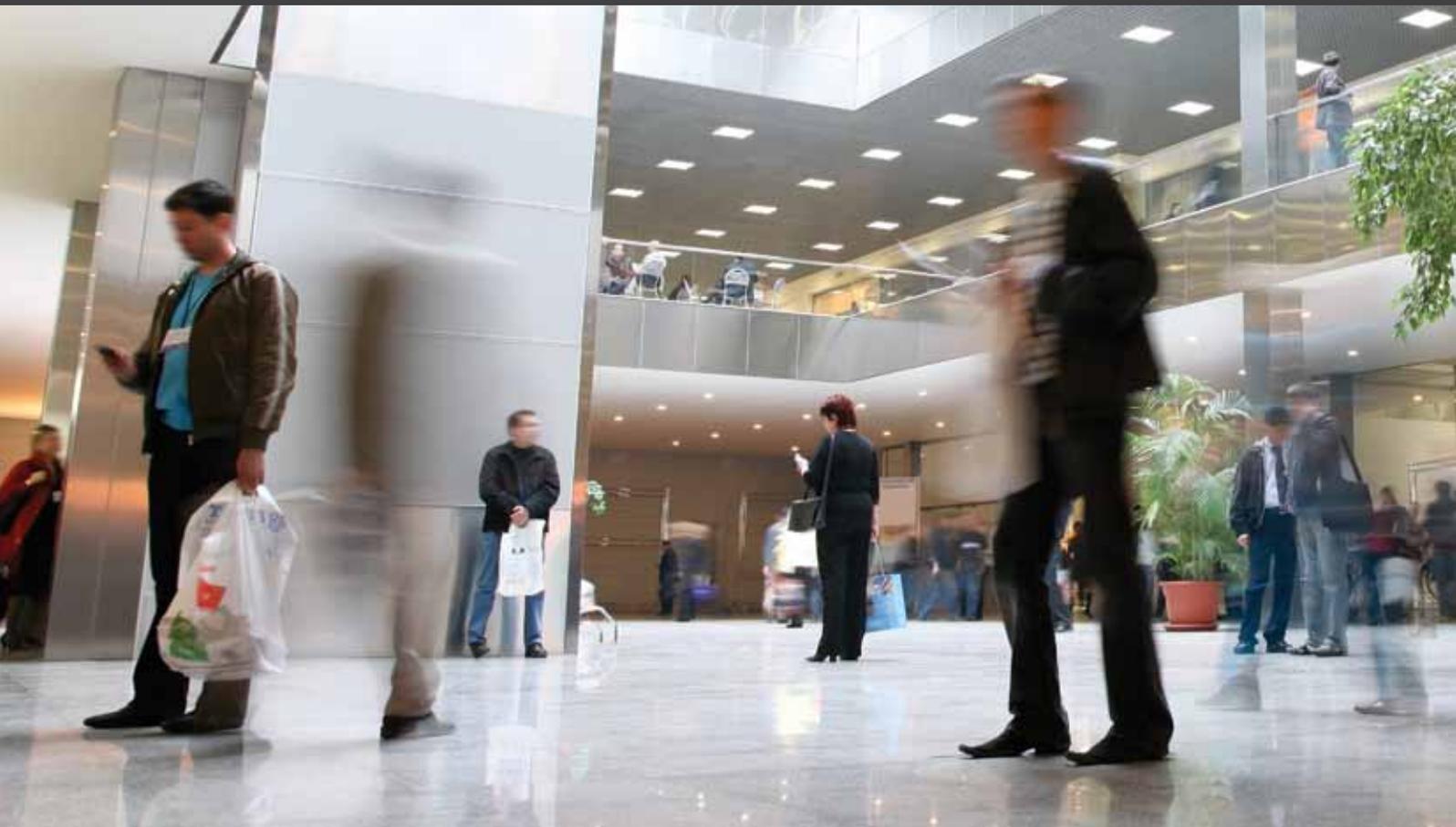
Intangible Business also has a growing international network of offices and partnerships which provides access to local knowledge, expertise and contacts in countries including Brazil, China, France, Germany, India, Japan, Spain, Sweden, Switzerland, UK, the USA and the Middle East.



# MARKETING SUPPORT SERVICES

Understanding what drives brand value enables management to increase its value. With its combination of financial and marketing expertise, Intangible Business is able to provide a range of services to help management leverage the assets under their charge.

In-depth brand understanding, increasing market share and profitability.



## SERVICES INCLUDE:

- Brand strategy
- Brand valuation
- Licensing programmes
- Market mapping
- Portfolio planning
- Brand identity & positioning
- Competitive analysis
- M&A evaluation
- Market research
- ROI analysis



## CASE STUDIES

**Laura Ashley:** Intangible Business analysed the brand opportunity in the USA, Japan, Central Europe and Middle East; established a multi-channel strategic plan; and is its licensing agent for products including fragrances.

**RSPB:** the licensing strategy was analysed by Intangible Business and recommendations given to maximise the brand's latent opportunity in core sectors.

**JTI:** Intangible Business developed brand plans for 52 regional brands across all their markets in over 100 countries, revealing practical portfolio insight and profitable growth areas. This tool facilitated brand management and monitoring at the executive level in Japan and Geneva, as well as at operational level in local markets.

*“Laura Ashley appointed Intangible Business to evaluate and implement a global licensing strategy for branded fragrances. Intangible Business adopted a creative approach in developing Laura Ashley’s opportunity, segmenting the market and communicating the brand effectively to potential business partners. Intangible Business’ commercial experience, structured approach and in-depth brand and business knowledge is pivotal to the project’s ongoing success.”*

Seán Anglim  
Operations Director, **Laura Ashley**



# FINANCIAL SUPPORT SERVICES

Intangible asset valuations are required for a number of financial purposes. Intangible Business is experienced in valuing all forms of intangible assets, such as brands, copyright, customer relationships, software and goodwill, to comply with US and international GAAP. Intangible Business is also experienced in valuing and selling other assets, such as businesses, and adopts a rigorous methodology to provide the most thorough and supported assessments in accordance to financial authorities such as the IRS, HMRC and the SEC.

Robust valuations delivered in a clear and efficient manner.



## SERVICES INCLUDE:

- Business valuations
- FIN 46 (R) compliance
- Intangible asset valuations
- Impairment reviews
- Sales and acquisitions
- US GAAP
- Brand and business disposals
- Goodwill evaluation
- International GAAP
- Purchase price allocation
- Transfer pricing



## CASE STUDIES

**Fortune Brands:** following the joint acquisition of Allied Domecq, Intangible Business valued \$5bn of assets and liabilities in over 400 legal entities for a successful 10K filing, which received auditor and regulator approval.

**flexfuels:** Intangible Business valued the intangible assets of this biofuel business following its acquisition, in accordance with the valuation requirements in US GAAP for SEC filings.

**ebookers:** after acquiring Travelbag and Bridge the World, Intangible Business valued all intangible assets gained for filings with the SEC.

*"We issued an RFP to Intangible Business as well as two other internationally recognized valuation firms, including the Big Four firms. Intangible Business developed a proposal that reflected in-depth knowledge of valuation requirements for various assets being acquired. Intangible Business' experience was evident both in content and presentation of deliverables. We are pleased with the outcome of this engagement."*

Nadine Heidrich  
Vice President and Corporate Controller, **Fortune Brands**



# LEGAL SUPPORT SERVICES

Intellectual property is becoming increasingly important in business, commercial transactions and litigation. Intangible Business' focus enables it to articulate what drives IP value and quantify its financial contribution. Approaching intellectual property from both a marketing and financial perspective, with an appreciation of the legal process and implications, enables Intangible Business to help resolve disputes. This expertise results in robust, objective valuations which are based on market reality and can be presented either in an advisory report or as expert evidence in court.

Clear, concise valuation evidence to help resolve disputes.



## SERVICES INCLUDE:

- Business valuation
- Expert witness
- Intellectual property valuation
- Loss or damage quantification
- Share and copyright valuation
- Counterfeit (look-alike) analysis
- Forensic accounting
- IP and commercial due diligence
- Market research
- Settlement and dispute negotiation



## CASE STUDIES

**L'Oréal:** a representative of Intangible Business provided evidence in the High Court of Justice on fragrance copycat activity in L'Oréal vs. Bellure NV. The judge ruled in L'Oréal's favour – the first successful trial under section 10 (3) of the Trade Marks Act, which determined that 'free riding' off a brand's reputation is not an acceptable practice.

**Ozward Boateng:** Intangible Business was an expert witness quantifying losses incurred as a result of a contractual dispute in relation to both brand value and lost profits. Further litigation risks and costs were avoided following successful settlement negotiations.

**WOOLMARK:** Intangible Business carried out an independent global valuation of the WOOLMARK brand and acted as an expert witness in the Australian Courts, for Cape Wool's claim to its share of that value.

*"Cape Wools engaged no less than 11 firms including the Big Four in the UK, Australia and the USA to provide expert valuation evidence. We are able to say that Cape Wools was fortunate to have retained the services of Intangible Business as our lead consultants and valued and consider them by far the best amongst these."*

Norman Myers  
Attorney and Notary Public on behalf of **Cape Wools**

L'ORÉAL  
PARIS



OZWALD BOATENG



WOOLMARK

P&G



# BANKING SUPPORT SERVICES

Banks and other financial institutions assist with financing equity and debt. Intangible Business provides support in various stages of financing including identifying secure collateral, predicting future cash flows, valuing intangible assets for securitisation, building a protection mechanism for assets and planning an exit route. Intangible assets offer a significant opportunity for businesses to realise value, especially when they are recognised as part of a larger bundle of assets. Intangible Business is experienced in valuing brands and businesses for banks, using a robust and proven approach.

Raise or lend additional finance, with less risk and lower interest rates.



## SERVICES INCLUDE:

- Asset valuation
- Brand health analysis
- Risk analysis
- Special purpose vehicles
- Brand valuation
- Intellectual property valuation
- Securitisation
- Strategy determination



**Burn Stewart Distillers:** Intangible Business valued the assets of this Scotch Whisky distillery, including the brands, inventories and property, to enable KBC, the Belgium-based bank, to provide a £31m integrated asset based lending refinancing package and new banking facilities.

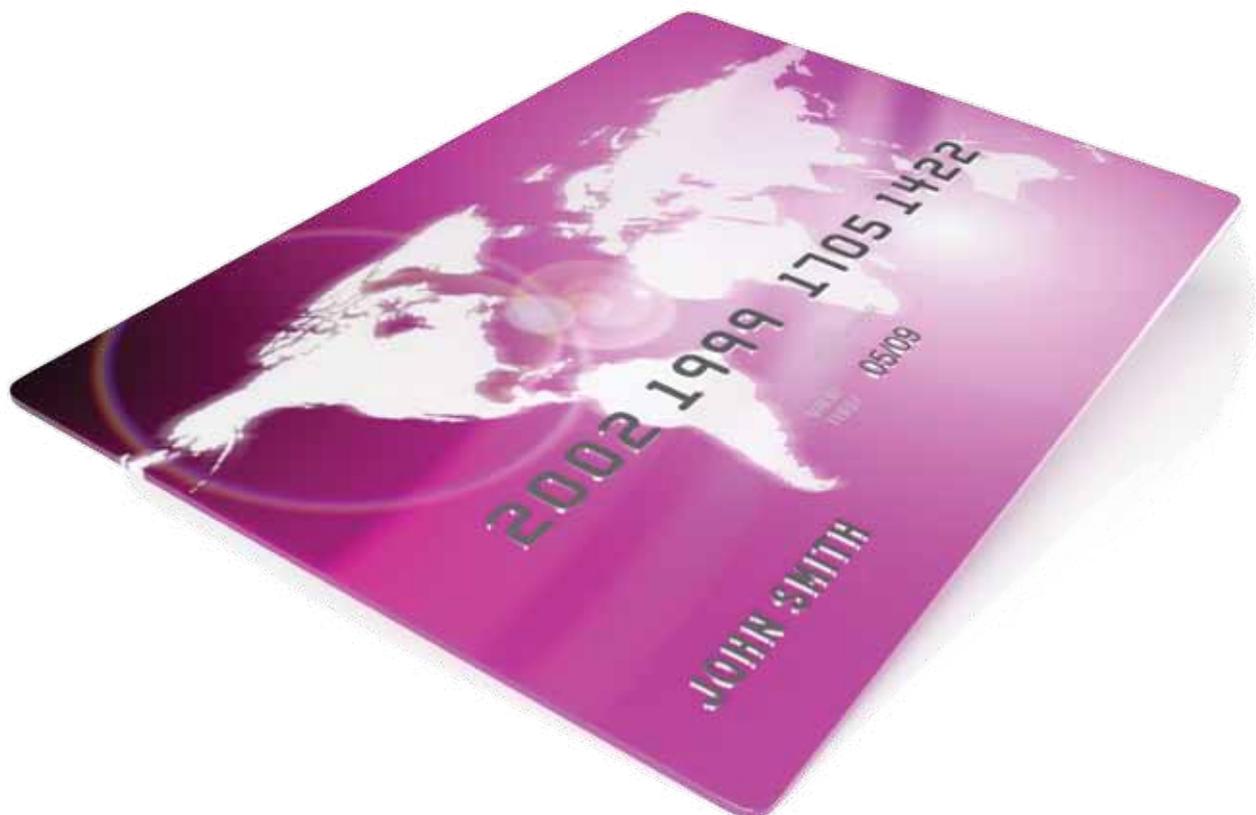
**Cosworth:** to assist Cosworth in re-aligning its business structure, Intangible Business carried out a thorough valuation of the Cosworth brand and intangible assets across different market segments, under US and UK financial guidelines. New market opportunities and strategies were also identified to maximise the business' growth potential.

*"By using the most valuable asset in our balance sheet - our Scotch inventory, we have put in place a banking structure with sufficient flexibility to support the growth aspirations of the company."*

Fraser Thornton  
 Managing Director at **Burn Stewart Distillers**

**Burn Stewart**  
 DISTILLERS LTD

**COSWORTH**



For more information, news and developments, please visit our website  
or contact us directly at:

**Intangible Business Limited**  
**9 Maltings Place**  
**169 Tower Bridge Road**  
**London**  
**SE1 3JB**

**[www.intangiblebusiness.com](http://www.intangiblebusiness.com)**  
**+ 44 (0) 20 7089 9236**

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