

Nov 07

Asset appraisal with a twist

WORLD FIRST

"Intangible assets should never be ignored as part of a refinancing package. They are often the most valuable asset a business has!"

Stuart Whitwell, Joint Managing Director of Intangible Business



INTANGIBLE
BUSINESS

As touched on in my opening statements, this year, we have become the first company in the world to provide an integrated tangible and intangible asset valuation service, after striking a partnership with Intangible Business, the world's largest independent brand valuation consultancy.

This partnership now enables us to offer you, our clients, a much more rounded service with the option of having intangible assets such as brands, intellectual property and patents valued alongside hard assets, as well as liabilities such as pensions.

The benefits of this are significant...

- Banks will be able to vastly increase their lending ability
- Businesses will be able to access more capital at lower interest rates

The joint venture is already bearing fruit and we have recently completed our first appraisal mandate for a large bank. Working in partnership



with Intangible Business, we valued the inventory and connected brands of a well-known Scotch whisky producer and brand owner for the purpose of a substantial asset-based lending security into Scotch whisky assets.

To achieve this, our first step was to analyse the current market conditions for trading maturing whisky inventories for Scotch whisky brands and connected assets including inventories, distilleries and brands. On its completion, we provided the



TIM CHAPMAN
tim.chapman@goindustry.com
DCI: +44 (0) 207 098 3714
Mob: +44 (0) 7831 327 949



STUART WHITWELL
stewart.whitwell@intangiblebusiness.com
DCI: +44 (0) 870 240 7386
Mob: +44 (0) 7747 037 824



Nov 07



bank with a detailed report valuing brands and inventories as well as providing risk, asset management and exit strategy advice, which supported its decision to provide funding.

Following this successful start, we are now looking forward to expanding our client base and working with other lenders and businesses. It is our view, that this partnership will mark the start of a revolution in asset-based lending, and dare I say it, have a significant impact on corporate Britain.

Media Watch

Our partnership has already received positive media coverage in:

- The Daily Telegraph
- Financial Director
- Acquisitions Finance
- Acquisitions Monthly
- Lending Strategy
- Finance Week
- Accountancy Web

