

CASE STUDY

THE LONDON HAIR CLINIC

Instruction as expert valuer

Intangible Business was instructed to provide a purchase price allocation, in accordance with US GAAP and IVS, for the purchase of The London Hair Clinic Limited (a leading provider of hair loss solutions based in the UK). The key intangible assets requiring valuation were the brand and the customer relations. This work was required both at the date of acquisition, and at the year end, for all assets and liabilities.

Work done

Intangible Business produced a fully adjusted balance sheet at the date of acquisition for application to the company's consolidated balance sheet. In addition we provided a detailed valuation model that assessed the economic income related to the brand based on discounted cash flows, market transactions and market multiples for comparison purposes at the date of acquisition and at the financial year end.

The valuation was undertaken in accordance with US GAAP and IVS standards. The valuation was written up in a short form report.

We then answered all the required audit questions before the valuation was used for the acquirer's balance sheet.

Outcome

The valuation work was completed in a tight time-frame, on budget and successfully went through the audit process in accordance with the company's requirements.

Comments from the Vice President of Finance, Joshua R. Wethington

"We really appreciated Intangible Business's services and immediate turn around. We were happy to instruct Intangible Business to carry out a valuation exercise in connection with our overseas expansion. The valuation work was carried out to a high standard and was within the timescales and other required parameters of the project."

