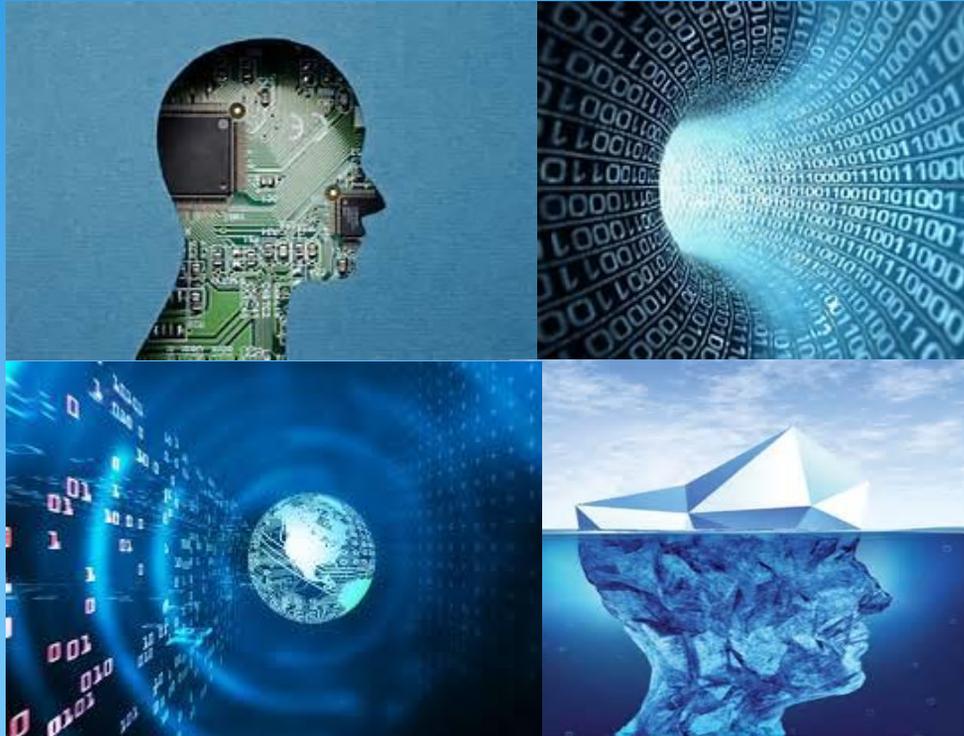




Software for the valuation of intangible assets



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**20 years of R&D and over 1.000
valuation reports.**

Why Sharing Value ?

Current context :

Today many methods exist for valuing companies but they often date from the XXth Century. The two most wellknown are: -

- DCF (Discounted Cash-Flows) :

Calculation of the value of a firm based on its forecasts of cash surplus over several years while visibility is often reduced to a few months

- Comparables :

Ex: Adidas and Nike are identical in terms of Business; but Adidas is a capital-intensive model, while Nike, with zero plant, is a "light" model that gets better profitability and tremendous cash flow than its rival.

=> Our method is dedicated to value a Start-up or an SME from their Strategic Intangible Assets.



Sharing Value Method

It is based on the Strategic Intangible Assets (SIA) of companies that are precisely identified and valued:

They represent 85% of the value of listed groups vs 15% for physical assets, whereas the latter constituted almost the majority of their assets 20 years ago.

The SIA were so far hard to pinpoint, so to measure and figured in a tote named Goodwill. It authorizes objective valuation because it is reliable, equitable, collaborative and sustainable for all, in terms of traceability and created value.



Software Features

1- It measures each of the various facets of Intangible Capital:
Human / Customers / Relational / Organizational / Business Model / R & D / Patents / Softwares / Trademarks / Files / Partnerships / Ecosystem / CSR / etc ... component of Goodwill.

Their summation is weighted through a multi-sector & multi-countries database and algorithms. You add own funds and cash and get the fairplay value.

The information collected is traceable and conserved.

2-It is reliable because tested for twenty years by its inventor and

3- recommended by 3 main french professional organizations of the finance with a professional liability insurance.



Software Benefits

- ❑ Fast & easy to use at a very attractive price
- ❑ Service online for all types of users or professionals
- ❑ Time required about 1/2 hour of input and answers to a questionnaire
- ❑ About 500 to 2.000€ + VAT according to the version
- ❑ "Collaborative" report of 20 pages.

