

Ayaris 9 Business Valuations

Brand

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Integrity. Precision. Fairness.

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Introduction

Ayaris 9 provides management teams and investors the following corporate finance advisory services: enterprise valuation, M&A synergy valuation, management strategy recommendation, corporate fundraising planning, investment planning, financial strategy advisory and investment target search.



The firm's 15 team members serve our clients from our Taipei, Shanghai and New York offices. Team members are made up of seasoned executives and academically-excelled graduates from Harvard, Stanford, Berkeley and National Taiwan University.

In Asia, Ayaris 9 is a member of The *Chinese Association of Business and Intangible Assets Valuation*, bringing the firm's vision of **Integrity, Precision** and **Fairness** to practice.

Overview

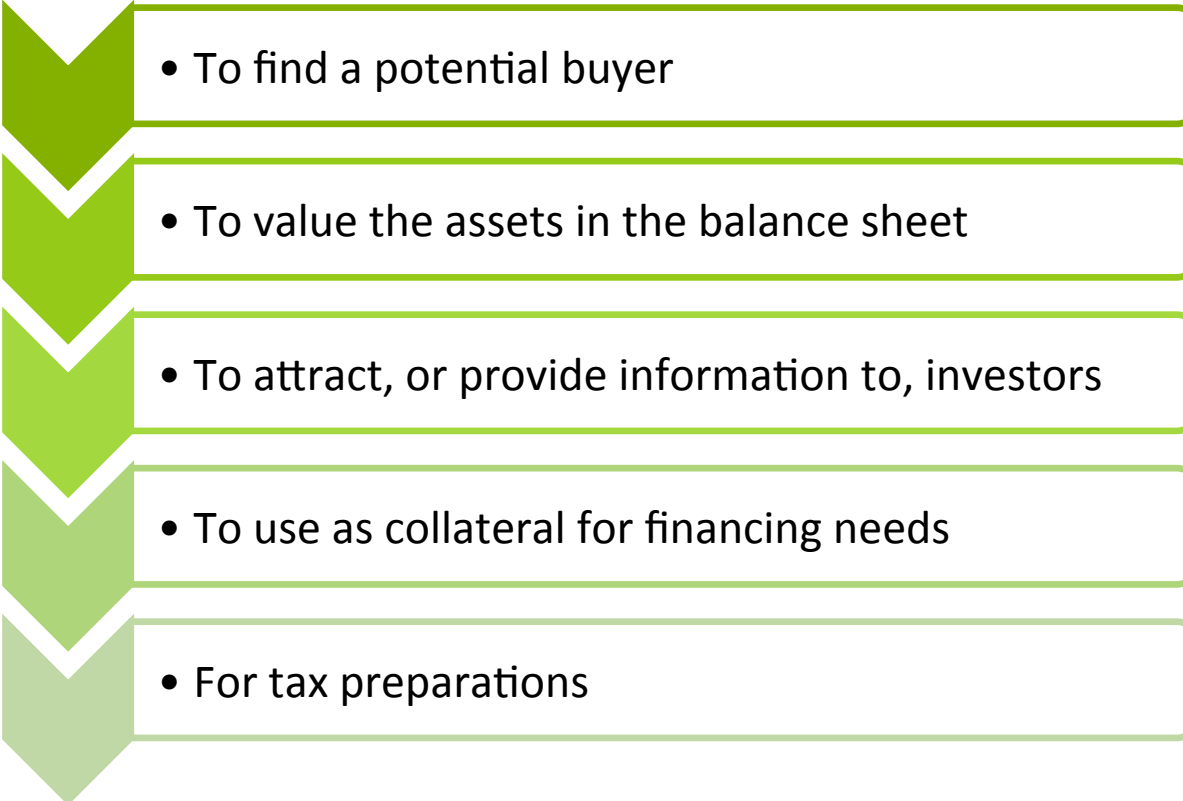
A **brand** is a trademark (or combination of trademarks) that, through promotion and use, has acquired significance in distinguishing the source or origin of the goods or services offered from those by others in the marketplace.

A **brand** captures how the organization is perceived. Brands are built on **feelings** and **perceptions** of an organization and its **performance** by those who use its services are impacted by its actions.



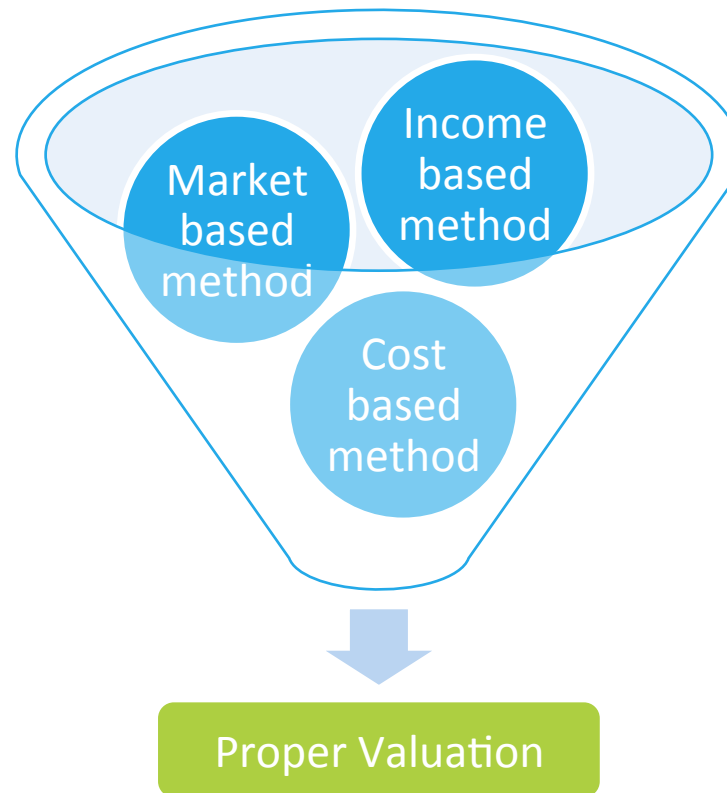
Brand Valuation

Companies may need to value their brands for many purposes. In the simplest of cases, the reasons to ascertain brand valuation include:

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- To find a potential buyer
 - To value the assets in the balance sheet
 - To attract, or provide information to, investors
 - To use as collateral for financing needs
 - For tax preparations

Brand Valuation

It is difficult to precisely define the “goodwill” of a business, as it is equally difficult to accurately assess the true value of any brand. Nevertheless, we have several **economic** and **mathematical** methods for proper valuation.

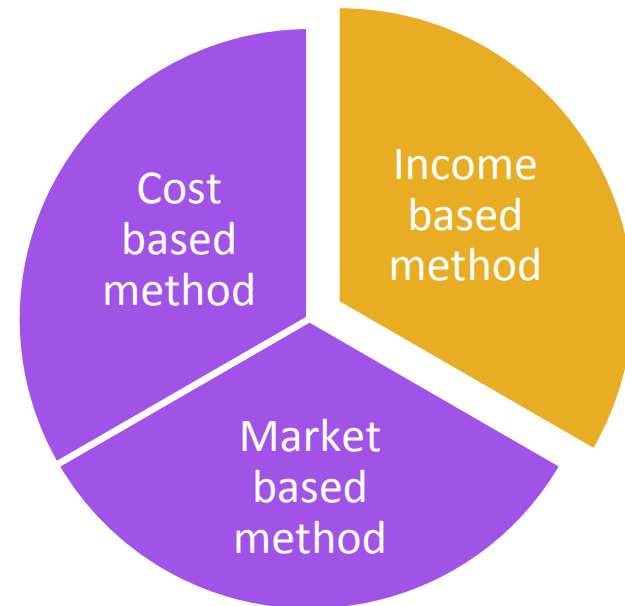


Valuation Method

Income based method:

Income based approach considers the valuation of **future** net earnings directly attributable to the brand to determine the value of the brand in its current use.

This method reflects the future **potential** of a brand that the owner enjoys. This value is useful when compared to the open market valuation as the owner can determine the benefit foregone by pursuing the current course of action.

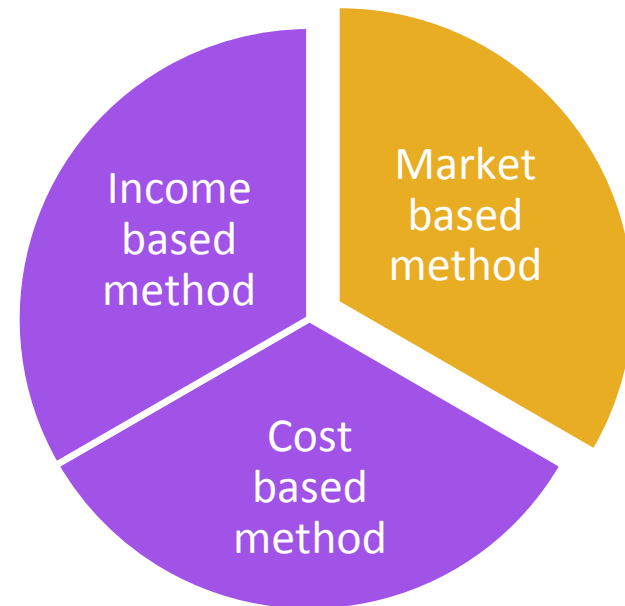


Valuation Method

Market based method:

Market-based approaches are based on the amount for which a **comparable** brand can be sold. The open market valuation is the highest value that a "willing buyer and willing seller" is prepared to pay for the asset.

Modern financial theory states that one should sell off assets if the value that a buyer is willing to pay exceeds the discounted benefits of the brand.

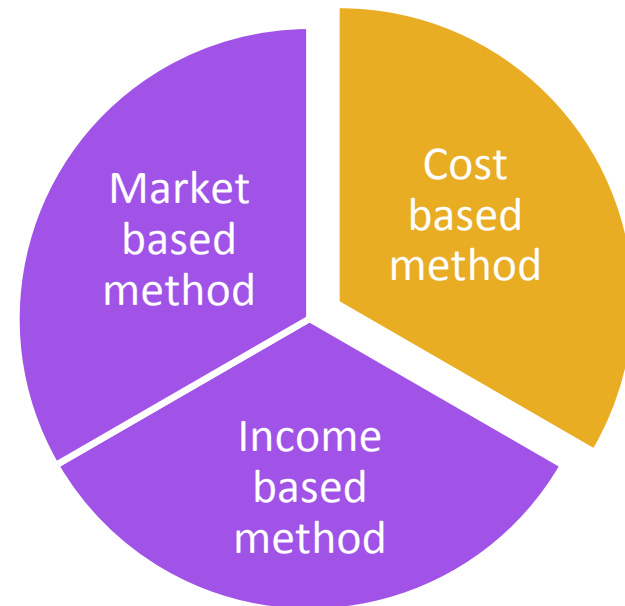


Valuation Method

Cost based method:

Cost-based approaches consider the costs associated with creating the brand or replacing the brand, including research and development of the product concept, market testing, promotion, and product improvement.

This method is the easiest to perform, as all the data should be readily available.



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Ayaris 9 recognizes the difficulties of valuing **brands** many businesses face. Backed by our **financial expertise** and **industry know-how**, a proper **brand valuation** comes easily within reach. We are devoted to providing services needed to help solve any brand valuation related challenges.



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About the Founder & the President

David S. Pan leads the firm's effort in serving clients across energy, healthcare, hospitality and TMT verticals, and manage related institutional investor relationships. Prior to Ayaris 9, David has 15 years of industry experience serving private and publicly listed companies in the Telecom, Media, Electronics Manufacturing, Semiconductor, Software and IT sectors.

Besides finance-related experience, David has significant operational experience in software programming, digital security, managing product development, marketing forecasts, manufacturing production, building end-to-end supply chain ecosystems, international business development in 25 countries, as well as owning P&L responsibilities for half of his career. David graduated from Harvard with a Masters of Finance, Golden Gate with Masters in Enterprise Systems, and UC Berkeley with BA in Architecture.



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Any Questions?

Please go to:

<http://valuation.ayaris9.com/>