



FINANCIAL POISE WEBINAR ONE SHEET VALUATION IN CORPORATE TRANSACTIONS 2019

SERIES OVERVIEW

What is it worth? Valuation experts are commonly used by market participants to determine the price they are willing to pay or receive to transact a sale of a security, a business or a discrete asset. Valuations can be performed on assets such as equities, options, or business enterprises. They can also be performed on intangible assets such as patents and trademarks, or liabilities such as debt and contingent consideration. The concept of valuation permeates the business and legal world on a daily basis. Given the importance of valuation, it seems incongruous that two perfectly competent valuation professionals can conclude on significantly different values for the same subject interest. This webinar series addresses this and, more broadly, discusses how valuation experts go about their work.

As with every Financial Poise Webinar Series, each episode is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

EPISODE SUMMARIES

EPISODE #1

When, Who & Why to Value Your Assets

September 13, 2019 at 11:00 AM CST

Deal lawyers and business people alike often have to look to a valuation expert to assist in understanding value in various non-litigation settings. This may happen in connection with corporate spin-offs, shareholder buyouts, bulk assets sales, and a host of other contexts in which assets must be



sold or valued without the benefit of being tested by the market. This webinar explains how to best go about identifying and then retaining the right expert for any given situation.

This webinar is delivered in Plain English, understandable to you even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

EPISODE #2

How to Value Your Assets

October 11, 2019 at 11:00 AM CST

A business owner or executive team may want to obtain an independent appraisal before going out to market to sell a business. Likewise, a prospective buyer may wish to use the services of an expert to value an acquisition target or discrete components of a target. This webinar provides an overview of how valuation experts go about valuing a going concern. It also covers recent trends in valuation multiples, approaches, value drivers, how synergies are factored into transaction values and how minority holdings in business may be discounted.

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EPISODE #3

Focus on Valuing a Brand and Other "Soft" Assets

November 8, 2019 at 11:00 AM CST

A company's name, logo and other intangible assets have no intrinsic value. Yet, such intellectual property (IP) rights are increasingly important. Other examples of such "soft" assets include trademarks, copyrights, and trade secrets. This webinar will help attendees understand how experts go about valuing such intangible assets.

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