

BRANDVAL

value based brand management

Company presentation

Four slides about our beliefs
and how we can help you

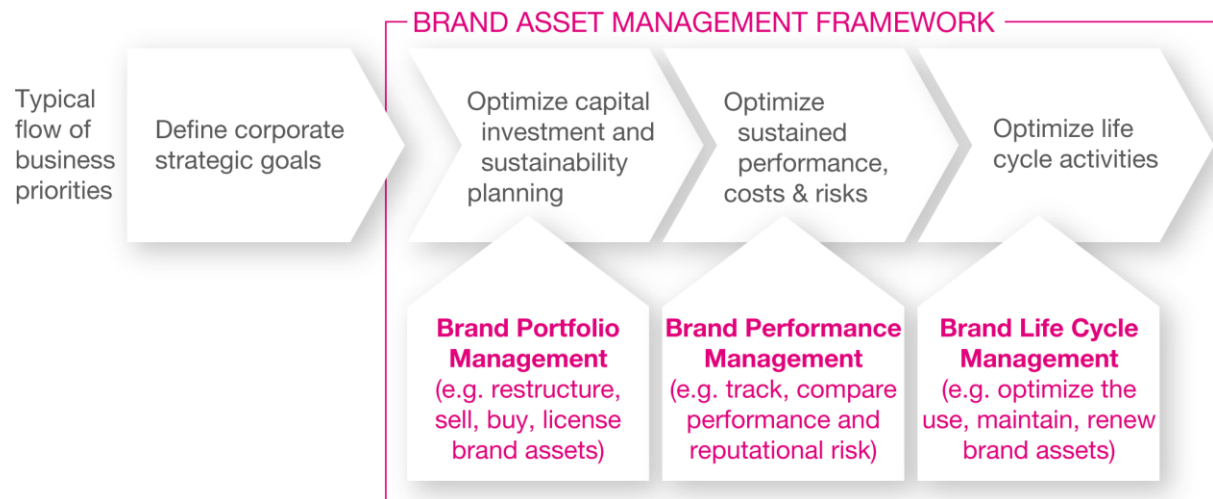
What we believe

Brands can generate value at many different levels

A well-managed brand positively influences customer behaviour. It secures future revenue.

However a brand is financial capital in its own right.

Like other business assets, a brand should be astutely managed and exploited. It may be bought, sold or insured.



Who we are

Value based brand consultancy

We firmly believe there are a number of ways to unlock the brand asset's performance and increase its economic benefits.

This requires an enlarged approach for brand management, combining both financial knowledge and marketing experience.

BrandVal specializes in value-based brand consulting.

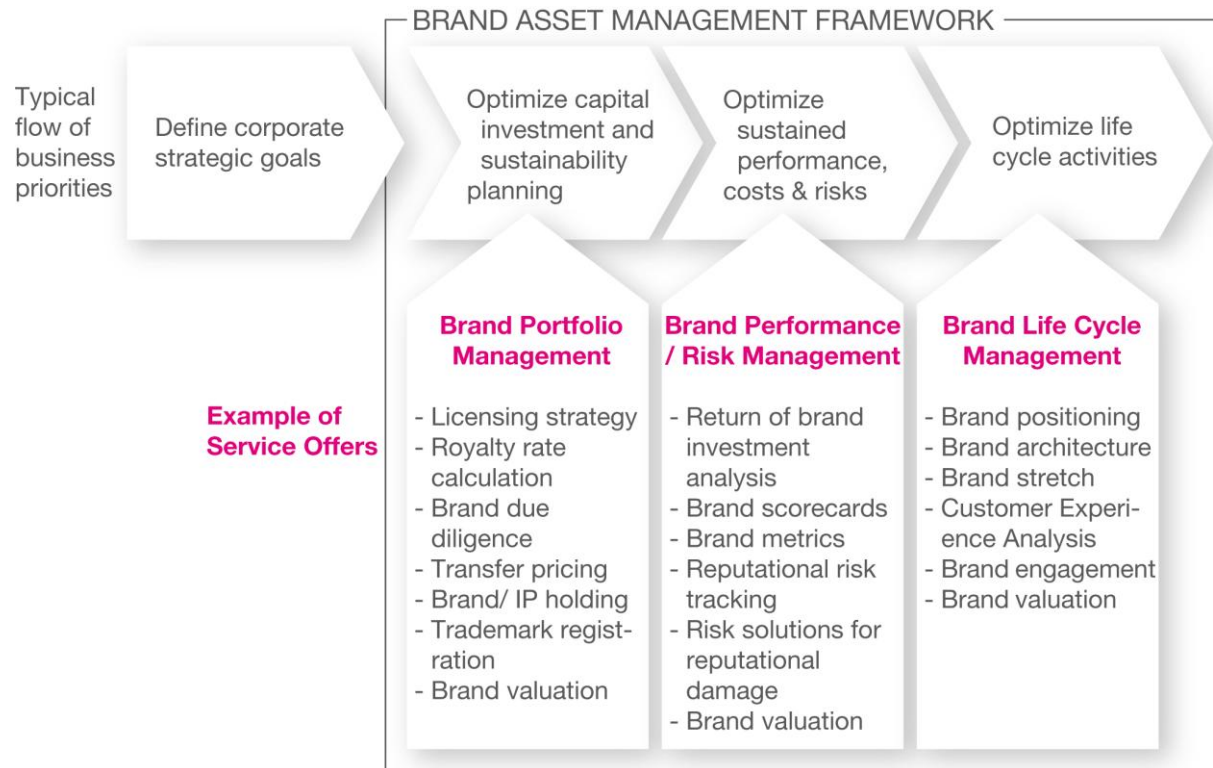
- Our business focuses on increasing your business value.
- Our services exploit and optimize the financial potential of your brand assets.
- Our team is a multilingual group of finance, marketing and legal experts.

What we offer

Management of brands as business assets

We assist companies to value and manage brands as business assets.

We define and build client-specific solutions that complement a company's business priorities at each management level.



What we offer

Valuation of brands as business assets

Our starting point for value-based brand management is brand valuation and the associated understanding of the underlying brand mechanics.

We offer three core valuation types with a fixed pricing model. The correct choice depends on the purpose of the valuation.

	Benchmark Analysis	Standard Analysis	Detailed Analysis
Valuation methodology	The valuation is based on branded sales which are combined with benchmark data. A proprietary database including valuation data of more than 5500 brands is the source of the benchmark.	The financial analysis is based on data provided by the client. The brand power is analyzed through a series of interviews with key brand stakeholders.	The financial analysis is based on segmented data provided by the client. The brand power is analyzed through a market research program.
Purpose	<ul style="list-style-type: none">- Curiosity- Estimation for license agreements, brand based financing, ...- Purchase Price Allocation- Public Relations	<ul style="list-style-type: none">- Brand Due Diligence within M&As- Drawing up of a balance sheet- Royalty rate calculation	<ul style="list-style-type: none">- Expert witnesses for legal issues- Fairness Opinion- Brand controlling- Return on investment analysis

The standard and detailed analyses are conducted according to ISO 10668 and IFRS.

Contact us

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Find out more on our website: www.brandval.eu