



UNCOVERING THE HIDDEN VALUE IN COMPANIES

More than 80 percent of the value of companies consist of strategic assets that are intangible, such as knowledge and know-how, networks, partnerships, patents and brands. Determining the correct value of these assets is important not only for investors interested in identifying promising opportunities, but also for companies to be able to manage their resources more efficiently and to maximize their future growth.

Apollonian has a unique approach to company assessment and valuation that identifies all assets, including intangibles, which have a significant impact on revenues and performance. Our Insight analysis reveals the company's hidden value and growth potential, resulting in the most accurate analysis of the underlying company value.

APOLLONIAN INSIGHT

Apollonian Insight is a fast, effective and structured analysis of a company's current business-model, structure and value. It provides a comprehensive assessment of business operations, with a focus on strategic assets. In addition, it evaluates external elements such as the competitive market and industry trends. Apollonian Insight uncovers strengths, weaknesses, opportunities and risks of the company.



HOLISTIC COMPANY VALUATION

In addition to conventional valuation methods that look at past financial performance, we focus on assessing and valuing assets that drive future growth. The combination of a financial analysis and strategic asset analysis offers a holistic valuation of the company, which makes our model unique. The underlying econometric methodology complies with the International Financial Reporting Standards.

As part of the analysis, we interview key staff members and perform a comprehensive documentation review. This allows us to

recommend strategies, which improve investment readiness and increase the company's balance sheet value both by introducing the valuation of intangible assets and by improving their management.

Apollonian's valuation increases transparency on the market for both the company and investors as they have a full overview of all assets and their value. Thanks to a more precise valuation - future acquisitions, capital investments, buy-outs and initial public offerings are made easier.



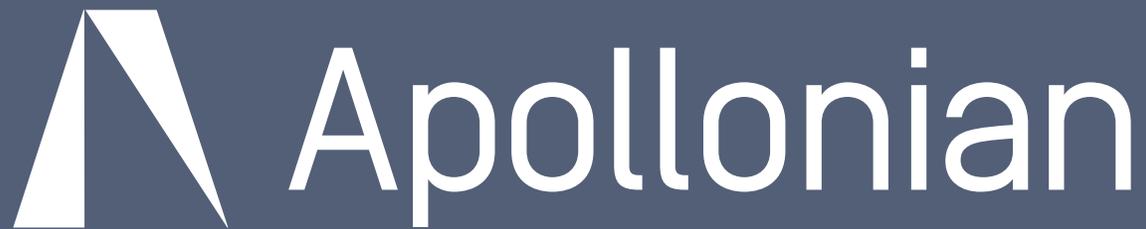
ROADMAP TOWARDS THE COMPANY'S FULL POTENTIAL

Apollonian Insight also provides the company with a roadmap to reach its potential future value. It outlines ideal ways to manage all assets and ensure optimal growth. The roadmap identifies:

- 1. Financial, strategic and intangible assets** of the company that need to be safeguarded, actively controlled or changed to boost business, leverage further investment, reduce risks and errors.
- 2. The long-term risks** stemming from internal strategic asset gaps and from the wider industry.
- 3. The hidden or under-exploited potential** in its existing knowledge base to:
 - Build new or better revenue streams;
 - Reduce costs;
 - Further develop products and services;
 - Enter new markets or reach new customers;
 - Transform or adjust the business model for the future;
 - Increase investment readiness and leverage funding.

Implementing the roadmap ensures that all company assets contribute towards growth and achieving the future potential value.





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