

How much is your business really worth today?

Get the definitive answer with a
bespoke Initium[®] Value Assessment

Impact *beyond* the deal



Do you *really* know...

- ✓ The likely value of your business if you were to sell it today?
- ✓ Which techniques buyers use to value your business?
- ✓ How you match up against your key competitor firms?
- ✓ Which factors are really driving business sales in your marketplace?
- ✓ Why buyers might dismiss you as a potential target acquisition?
- ✓ Your 'red flags' – the potential risk elements that could limit your attractiveness and ultimate sale price in the longer-term?

If you can't answer definitively, then it might be time to find out ...

**“All people end up
somewhere in life. A few
get there on purpose”**



Business valuation: an art, not a science...

- ✓ The value of your business is never just about the financials, and you won't get an accurate business valuation just by punching some numbers into a spreadsheet.
- ✓ With the **Value Assessment** service – aimed at companies with £1m+ EBITDA and ambition to grow – you'll get the full picture of what your business is worth, and why.
- ✓ This is a multi-part, data-driven and reality-rooted exercise, tailored to your business. It's based on our decades of deal-making experience, a range of qualitative and quantitative factors, and our real-time understanding of what's happening in your market.



This service will help you see your company as a buyer or investor would. After all, they're the only people who will ultimately put a price on your business

Your bespoke valuation, our real-world experience

We've completed hundreds of transactions in our history. That track record tells us valuation is never just about the numbers.

This service can give your business a full reality check – drawing on quantitative data, and revealing the qualitative 'big picture' factors that make your company attractive to potential buyers.

Drawing on our 35+ years of deal and valuation experience, we'll analyse the key factors driving deals in your marketplace, benchmark you against competitors, and identify any perceived risks that might limit your attractiveness, and your ultimate sale price.

This is your reality check: discover the business-critical intelligence every company owner needs



Revenue & profitability

Quantitative analysis of revenue drivers and cash generation



Sales & marketing



Cost of sales



Operations



Financing



Multiplier

Qualitative assessment of attractiveness



Growth rate



Brand



Industry



Risk

How does it work?

In a nutshell, we'll work with you over a few weeks to:

- Collect and collate key information to assess the attractiveness of your business
- Provide a **quantitative valuation calculation** and analysis, based on the figures provided, and using a range of valuation methods relevant to your business
- Offer a **qualitative review and benchmarking** – based on our real-world experience and up-to-the-minute understanding of what's going on in your market right now
- In-person **presentation of a tailored report**, highlighting areas of strength to reinforce, and areas of development you should address – crucially including threats, put-offs or other risk elements from a buyer's perspective
- Discussion of your personal objectives, value aspirations and preferred timing of sale

Key benefits to you

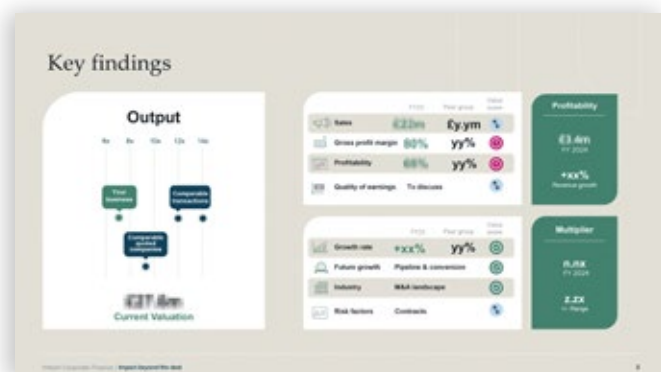
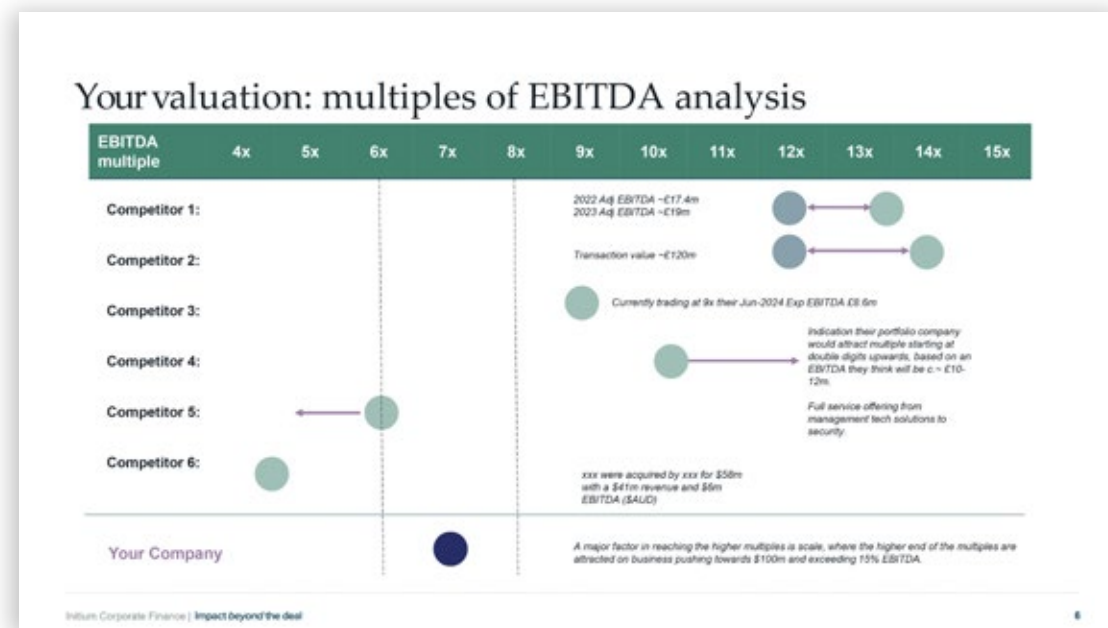
With the actionable information provided, you'll be able to make informed decisions based on:

- ✓ How much your business is really worth, and why
- ✓ Which KPIs you really need to focus on moving forward
- ✓ Your potential weaknesses as a business, and how to improve them
- ✓ How you stack up against your competitors
- ✓ Any areas of untapped potential you could exploit
- ✓ Where to focus your energy to maximise future value

Don't run your business on 'gut feel'. This detailed Value Assessment will transform your thinking today, and inform your strategy for tomorrow

What's in your report?

Selected anonymised examples from our tailored Value Assessment reports



“Thank you for an excellent piece of work, which supports our future strategy and decision-making process. We were very impressed with your approach and information. I am excited for what may be possible for the future...” Value Assessment client

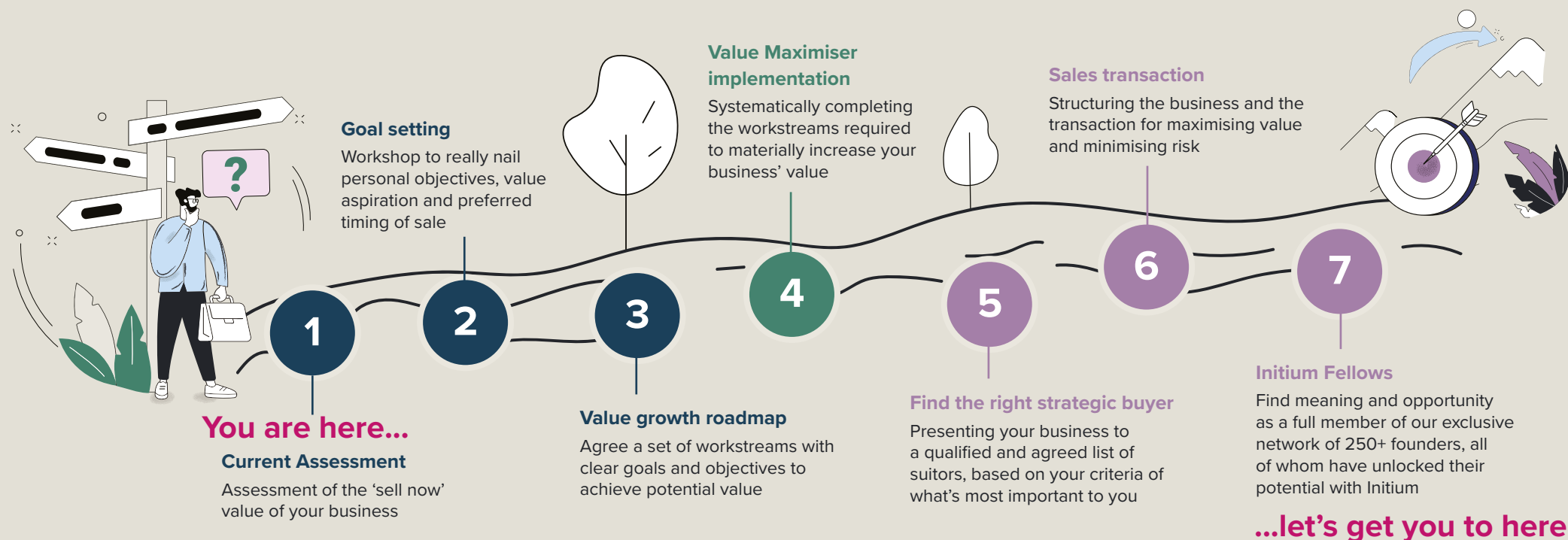
What happens next?

Value Assessment is a standalone service, but for many clients, it's also the very first step on our holistic, consultancy-led **Initium® Value Maximiser** programme.

That's where we embark on a long-term partnership with ambitious entrepreneurs on the pathway towards a business sale transaction.

Value Maximiser is multi-tiered approach to creating shareholder value. In total, Initium has unlocked over **£3bn** of value for our clients, and this tailored programme has increased company values by **2.5x within 36 months** on average.

Should you decide to keep working with us after the initial **Value Assessment**, your partnership with us could look something like this...





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Who are we?

Initium® is a **specialist corporate finance advisor**, partnering with privately owned business owners up to, during and beyond a company sale transaction. A proudly employee-owned business, we work exclusively on the 'sell side' – advising ambitious business owners exploring their growth and future exit strategies.

