



## INTRODUCTION & LEARNING OBJECTIVES

Valuing a company is hardly a precise science and can vary depending on the type of business and the reason for coming up with a valuation. There are a wide range of factors that go into the process—from the book value to a host of tangible and intangible elements.

How do you determine the fair market value of a business to put yourself at a competitive advantage while buying or selling? Learn and relearn the right ways of measuring the value of companies.

At the end of the seminar, participants will learn to:

- ❖ Understand key differences between income, market and asset approaches
- ❖ Determine core value of a company through discounting future cash flows
- ❖ Apply pricing multiples on business appraisals
- ❖ Perform asset approach—how to apply excess earnings method

## COURSE OUTLINE

### Understand the three main approaches: Income, Market & Asset

- ❖ Explain the key concepts of business appraisals
- ❖ Understand various types of methods under the three core approaches
- ❖ Determine the strength and the weaknesses in income, market and asset approaches

### Applying Income Approach

- ❖ Components of the income approach
- ❖ Single and multiple capitalisation methods
- ❖ How to determine discount rates
- ❖ To reflect the risk factors in business valuation

### Applying Market Approach

- ❖ Establishing and applying pricing multiples
- ❖ How many guideline companies?
- ❖ Applications and limitations of the market approach

# Business Valuation Techniques and Applications

## By Ooi Kok Hwa



### Applying Asset Approach

- ❖ Cost, price and value
- ❖ Type of cost, component of cost
- ❖ When does cost indicate value?
- ❖ How to perform excess earnings method

### METHODOLOGY

Highly participative and interactive consisting of discussions, case studies and practical work/exercises.

### ABOUT THE TRAINER – OOI KOK HWA

To date, Kok Hwa has trained more than 5,000 remisiers, dealers, analysts, and fund managers and has conducted more than 100 CPE public seminars throughout Malaysia. He is regularly featured in the local media and is an investment columnist for The Star, Sin Chew Yit Poh and Pulses Magazine (published by the Singapore Stock Exchange-SGX). He has been invited as a guest speaker for NT V7, a local TV channel as well as BFM , a business radio channel, in Malaysia.

Apart from his CFA qualification, Kok Hwa is also a licensed Investment Advisor by the Securities Commission of Malaysia. Kok Hwa is currently lecturing CFA Programmes in Penang, Kuala Lumpur, Singapore, Brunei, Vietnam and Shanghai.