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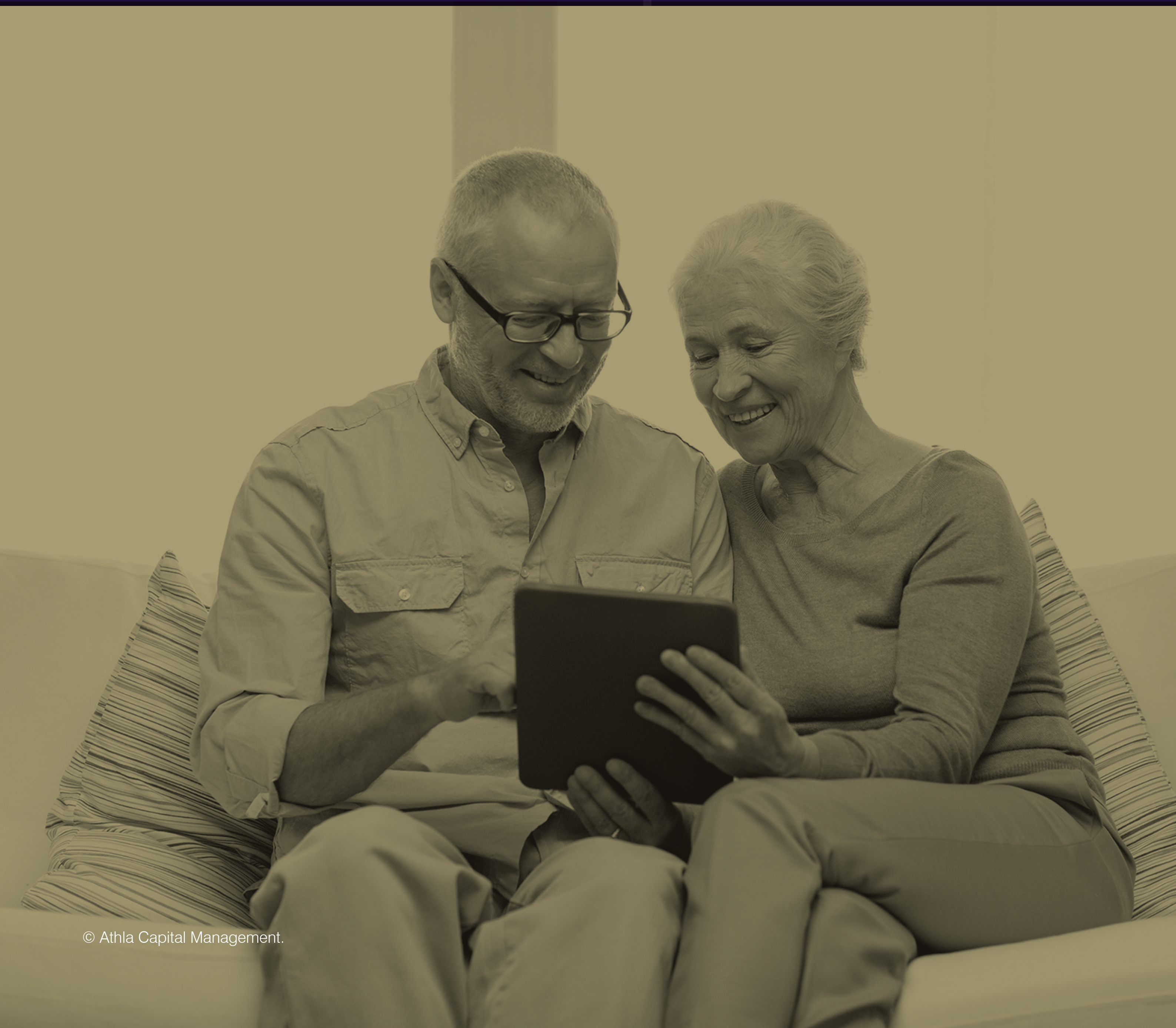
ATHLA®
CAPITAL MANAGEMENT

Legal Valuations for Family and Private Client



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Helping You & Your Clients Get The Best Outcomes

Valuing private companies, shares and other assets can be particularly complicated in family and private client situations.

Often clients have wide-ranging and geographically diverse interests or complicated business arrangements, for example where family members are also employees or beneficiaries of company assets. To help you overcome these hurdles, we offer a full Private Company and Assets Valuation Service, delivered quickly and efficiently to the highest professional standards for all Family and Private Client situations. As well as company and share valuations, our service also extends to valuations of royalty streams and other assets such as Intellectual Property (including artistic and literary assets) and real estate.

We ensure your clients receive superior outcomes thanks to our unique valuation tool, both speeding up the process and also offering a more accurate end result, covering both domestic and overseas assets.

Whilst we apply the highly technical valuation methodologies required to satisfy HMRC (and other tax authorities if required) and the courts, our reports are designed to be easy-to-understand for your clients and any other parties involved. Our reports are impartial and even-handed in order to minimise discord and reach a mutually acceptable outcome.

We can also act as Single Joint Expert, under instruction from the courts, and elsewhere can provide a level of mediation in order to reduce conflict in contentious scenarios by providing valuations which have the objective of being acceptable to both sides such that settlement can be achieved.

We Love 'Difficult' Cases and Tight Deadlines!

If you are ever faced with a client who needs an 'emergency valuation' with a tight deadline, talk to us - we relish the challenge!

Once we have gathered all the required information, our valuation tool can generate a valuation within minutes using seven different methodologies that complement one another. And thanks to our dedicated team along with our flexible and streamlined work process, we can turn around even complex valuations within days - without sacrificing accuracy.

For example, we have completed valuations in as little as 48 hours, saving the client tens of thousands in tax liability.

Client-Friendly Valuations Are Good For You

Our valuation process allows us to spend less chargeable time which will save your clients money and offer a better quality, more client-friendly report which is particularly important in the sensitive context which surrounds Family and Private Client cases.

We also take up less of your chargeable time in working on a valuation project which benefits both you and your clients, as well as freeing you up to work on other projects for them.

Evidenced-Based Valuations

We know that when it comes to valuing private companies in Family and Private Client situations, while the final figure is important in order to achieve your client's desired outcome, it is also essential that all parties involved can understand it, including, in situations involving the courts, the judge.

It is also imperative that the report is robustly backed, which is why every argument used in our reports is validated against proven evidence, whether it is on macro-economic conditions or company/industry specific factors. We show the source of ALL the data we use so that it can be independently verified. This is particularly essential in contentious situations, where it is important that the client feels that they can rely on the report, and the other parties are unable to challenge it.

Valuations For All Family and Private Client scenarios…

Our valuations service covers the full range of family and private client scenarios including:

- Pre-nuptial agreements
- Post-nuptial agreements
- Financial settlements in divorce situations
- Estate planning
- Probate valuations
- Disputed probates

Where required, we can act as Single Joint Experts, and can also provide shadow reports if they are needed.

A Simple and Super-Efficient 3-Step Valuation Process

1 Scope Meeting

First, we'll schedule an initial scoping call with you to form an initial assessment and outline a scheme of work. This is where you can request more granular reports or 'lite' assessments as required.

2 Data Request & Analysis

Next, we gather and analyse the key data on the company and its market. We can process every size of private company and understand even the most complex cap tables and waterfalls.

3 Valuation Report

Finally, your clients will receive valuations backed by a detailed report which breaks down how we have arrived at the final figures step by step. The report includes extensive supporting evidence, designed to enhance any agreement.

- Where necessary we also augment the reports with explanations of issues that mean that all types of client completely understand what we have done and why we have done it.
- We agree each step with the client before moving forward and if necessary share our draft reports so the client has full visibility on what we are doing. This means there are no surprises and that we deliver a final report which is just what the client ordered.
- We always offer the flexibility to respond to changing client needs during the valuation process, whilst retaining our independence, the integrity of calculations and the clarity of our arguments.
- In addition to valuations, we can consult on other aspects, including how to structure share issuances and performing light investigations to uncover investments that a party may have forgotten to declare.

Our Core Objectives Are Three-Fold

Always act in the client's best interests. At the start of every project, we make a commitment to be there for our clients to resolve any issues that may arise, until a settlement has been reached.

To aid mediation and speedy resolution and never to inflame a negotiation because of the report we have prepared.

To ensure that our valuations cannot be challenged, which means we dot every "i" and cross every "t.". We also look forward and assure ourselves that even if our reports were to be reconsidered at a later date, they would be considered accurate on a contemporaneous basis.

The data we use

- Precedent transaction data
- Companies House filings, management accounts and forecasts
- The latest industry-specific statistics and other relevant data required to support our arguments
- Analysis of physical assets. We engage with professional property valuers to correctly capture the value of property owned by the company where these represent a significant proportion of the equity value
- Analysis of Intellectual Property Rights assets. We work with Clarivate, which has a worldwide data lake of IP to contextualise the value of the IP owned or being created, and with qualified patent attorneys

Why Our Clients Love Working With Us…

"Extremely professional, pragmatic and solutions oriented."

"The team's willingness to go the extra mile and engage with the Target's management team in a facilitative manner to extract information rather than adopt an adversarial approach which would only have served to antagonise and slow down the valuation process. Feedback from the senior management team reflected the easy manner of the Athla team and a willingness of the Target's team to provide the Athla team with all the information that was requested."

"Two areas in particular [that we noticed when working with you]: firstly was the proactivity and speed of responses and ultimately getting to a final valuation, secondly was the interest in our business and ensuring the right approach was taken for us using a professional tool set alongside years of experience in the team (rather than just turning the handle)"

"The experience was good - it felt like a good team with strong breadth of experience. The approach of the team felt personal to us, really wanting to understand our business to be able to properly assess the valuation."

An Independent Valuations Team You and Your Clients Can Trust

A law firm's reputation relies on delivering a great service to their clients. Developing trust in every point of contact is key to building an ongoing commercial relationship.

You can be confident that our team has intrinsic knowledge of the world of private companies, specialising in how they work and what to look for when working on valuations.

Our Valuations Team comprises of accountants, former venture capitalists and current angel investors, as well as several experienced entrepreneurs who have built and sold many privately owned companies.

One of our advisory panel is among the UK's leading valuers. As well as having the professional skills to complete the valuations, we also have the commercial understanding of the factors relating to privately owned businesses and their shareholders and stakeholders.

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Meet The Valuations Team

Modwenna Rees-Mogg (CEO)

Modwenna, leads the team lending her vision as well as using her deep understanding of angel investors to shape products and services that add value to their investment activities.

David Livesley (Valuer)

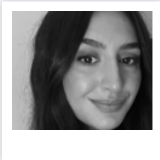
David has worked as a venture capital investment professional since 1999. He has led over 40 primary transactions and numerous follow-on investments. All of David's experience required detailed company valuations, both current and projected.

Arthur Jones (Fee Partner)

A highly experienced executive and client relationship manager, he has the maturity and independence of thought to perform this role and ensure that no conflicts of interest arise.

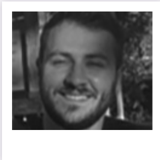
Philip Hare (Tax Advice Specialist)

Philip was formerly at PwC and now leads the team at Philip Hare & Associates, the leading adviser on EIS and VCTs in the UK. He provides specialist advice on EIS and wider State Aid issues. He and his team have won the EIS Association Best EIS Tax Advisor 11 times since 2006.



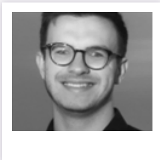
Sofia Antoni (Analyst)

Sofia works on the wider research surrounding the valuations. Additionally, she works to develop the valuations business. She holds a degree in History from the University of Nottingham.



Joel Zammit (Analyst)

Joel prepares valuations in advance of review by Modwenna & David and also focuses on new theories and valuation methodologies. He holds a Masters degree in Finance and Investment from The University of Bristol.



Martin Redmond (Analyst)

Martin works towards supporting the preparation of valuations. Additionally, he focuses on the research and development of our service. Martin recently graduated with a Masters degree in Politics from The University of Manchester.

Why Not Put Us To The Test?

Find out how we can help you and your clients with all your valuation needs - no matter how urgent or challenging.

For more information, including scheduling a live demo of our valuation tool please contact Modwenna on:

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