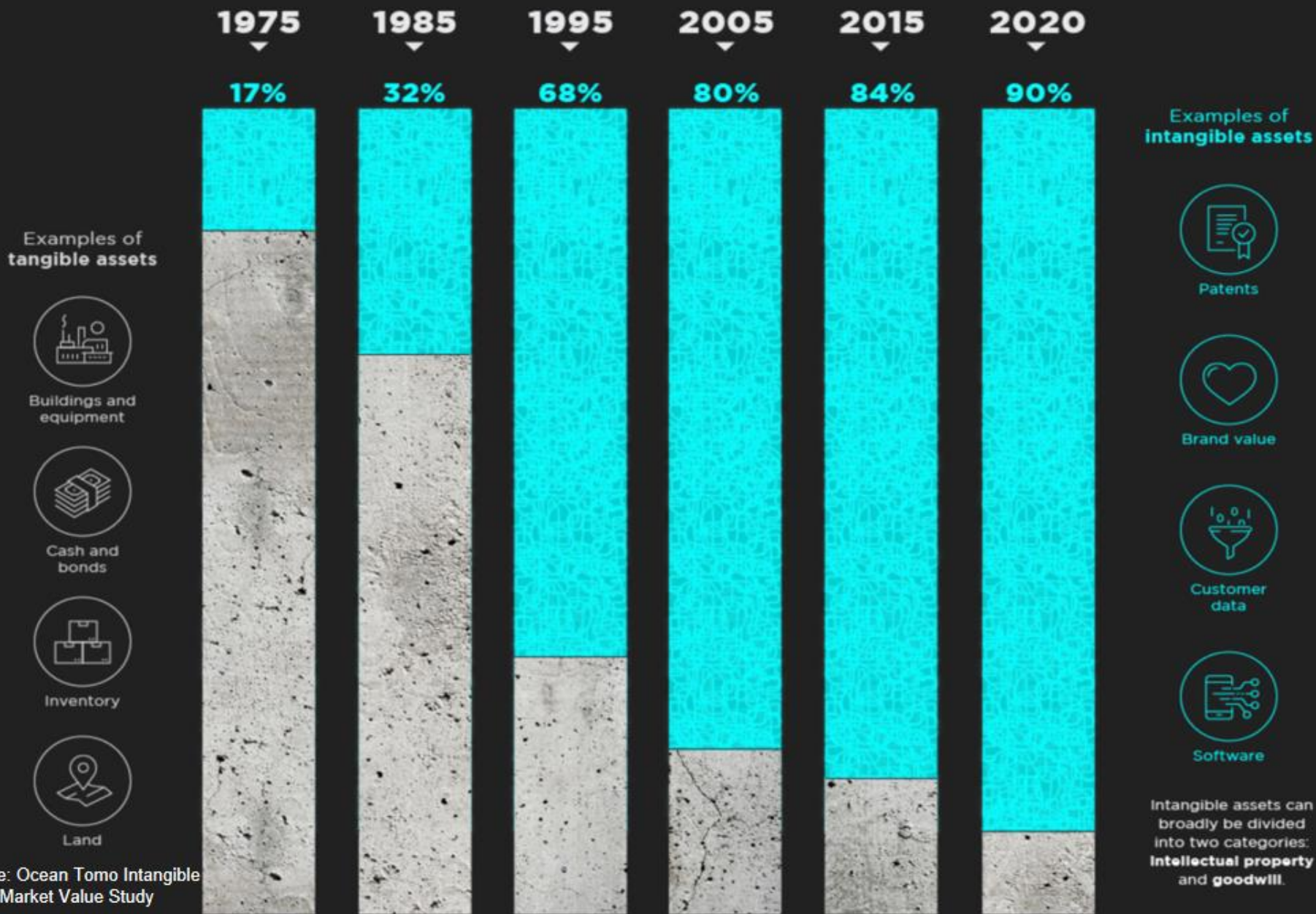




# **VALUE DISCOVERY OF INTANGIBLE ASSETS**

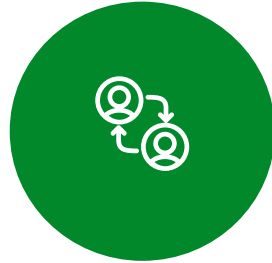
**LIM HWEE HUA  
26 APRIL 2021**

# Surge in Value of Intangible Assets



# Categories of Intangible Assets

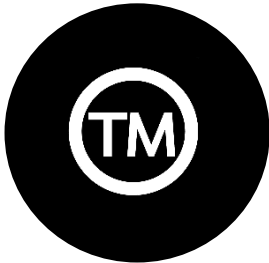
Customer Related



Artistic Related



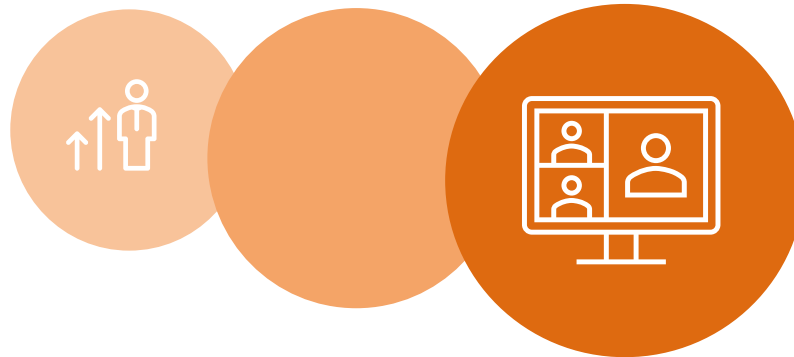
Market Related



Contract Related

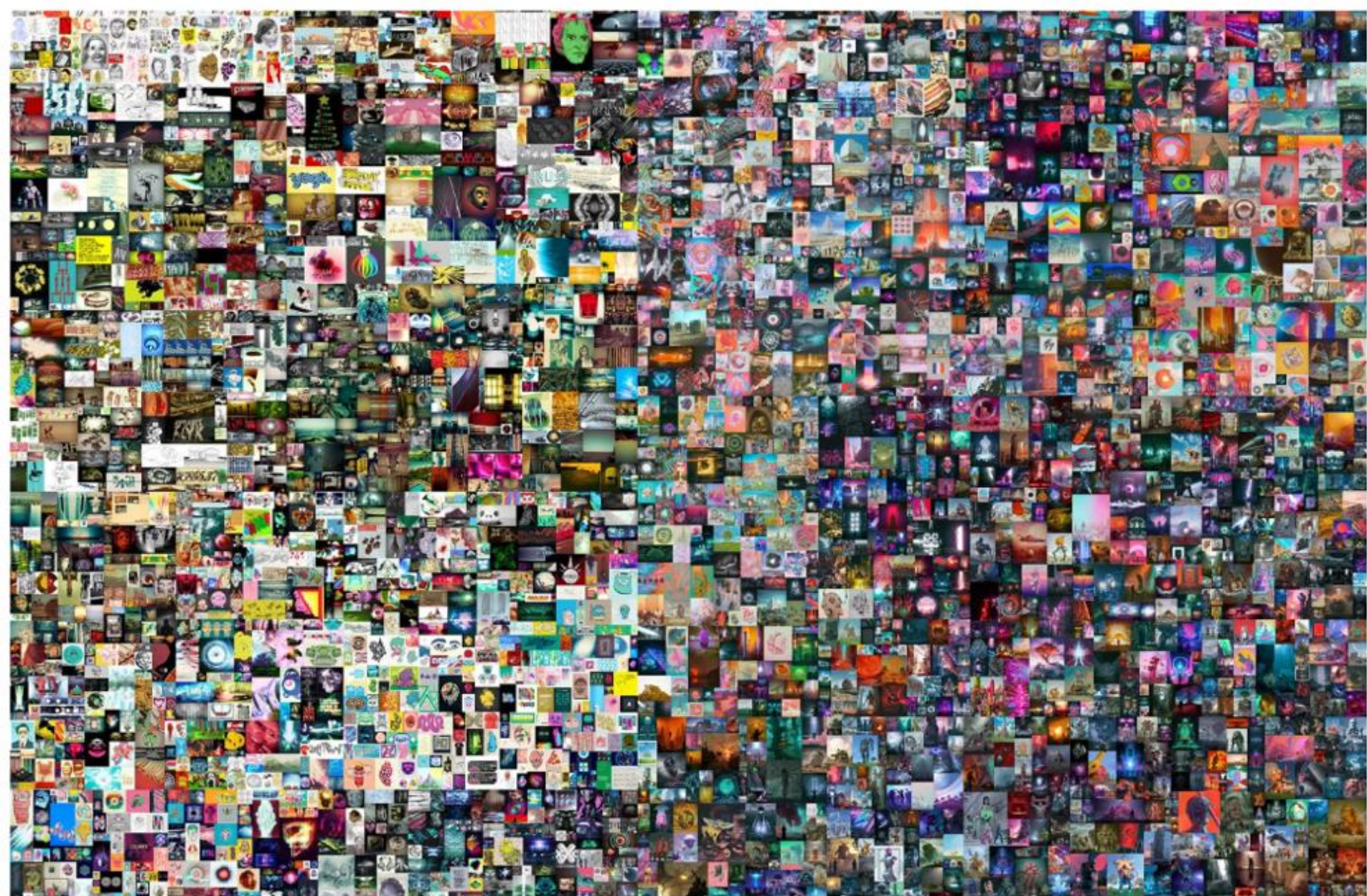


Technology Related





# Deciding on the Value





# Value of Intangibles Hidden



B2B Rights



Data



Relationships



Non-Revenue  
Rights

# Value Extraction

The logo for Grab, featuring the word "Grab" in a white, stylized font on a green square background.

Grab to go public in a SPAC merger  
valuing company at nearly \$40 billion



gojek

The logo for Gojek, consisting of a green circular icon with a white stylized 'G' and the word "gojek" in a bold, black, lowercase sans-serif font.

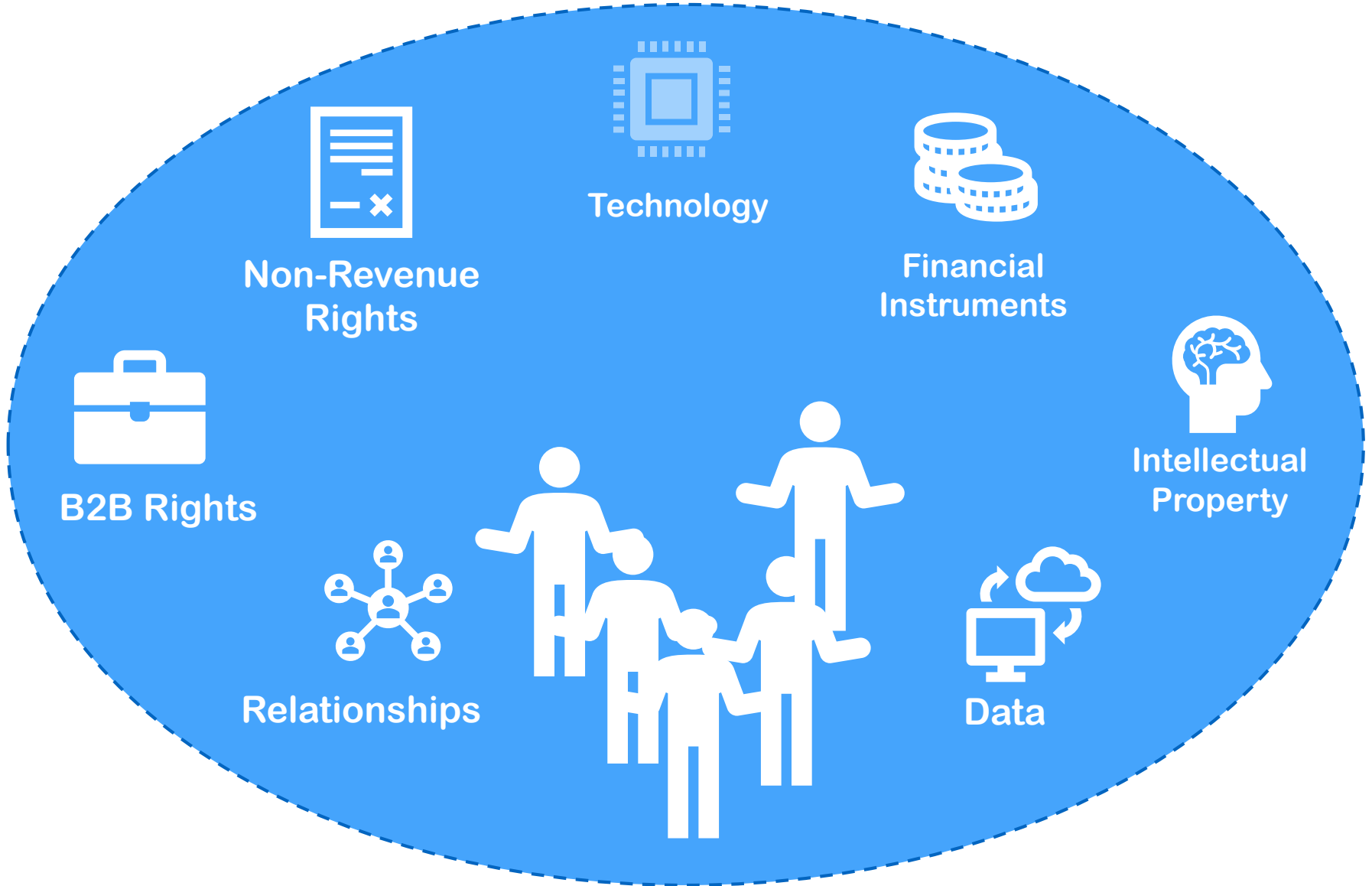
Lazada

The logo for Lazada, featuring a colorful 3D cube icon (orange, pink, and blue) and the word "Lazada" in a white, bold, sans-serif font on a dark blue background.

traveloka

The logo for Traveloka, featuring a blue stylized bird icon and the word "traveloka" in a bold, black, lowercase sans-serif font.

# Building Diverse Valuation Expertise



# Serving the Valuation Ecosystem

## GLOBAL CONVERGENCE

Valuation Standards Setting,  
Certification, Promotion of  
Harmonisation with Tax &  
Accounting Standards

## PREPARERS

Accounting Firms  
Investment Banks  
Corporate Finance Houses  
Real Estate Agencies  
Boutique Firms

## STAKEHOLDERS

Government  
(ACRA, IPOS, IRAS, MAS,  
MOF, SAC, SGX)  
-----  
International Bodies  
(IVSC, WIPO, APEC)  
-----  
Regional Economies  
(ASEAN, China, India)  
-----  
Professional Bodies  
(ABS, IVAS, SISV)

## USERS

Financing  
(Banks/Non-banks FIs)  
-----  
Investing  
(Private Equity  
Venture/Angel Capital  
Public Markets)  
-----  
Business Growth  
-----  
Independent Opinions  
-----  
Regulation

## Tangible Assets

Real  
Estate

Plant,  
Property,  
Equipment

Biological  
/Minerals  
etc

## Intangible Assets/Business Valuation

Goodwill,  
Non-financial  
Liabilities

Intellectual  
Property

Financial  
Instruments

Data,  
Talent,  
ESG etc



# Pillars of Valuation Excellence

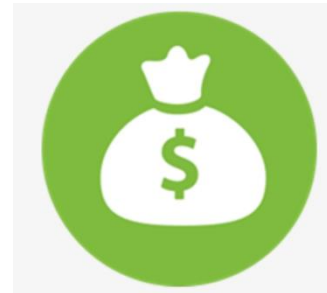
Conducive  
Regulations



Sufficient  
Expertise



Meaningful  
Liquidity



Domain  
Leadership



**THANK YOU**

