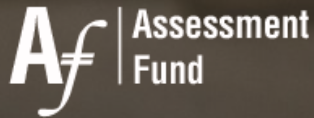


# A higher valuation as a function of perception

Presented by






As a company moves towards an exit, its valuation increasingly becomes a *function* of investors' perception



Once the company has identified its target valuation for an exit, its calendar of events should reflect activities that incrementally raise its perception amongst investors





Perception is driven by an effective communication strategy. Success can be magnified through implementing a monitoring tool such as a '*perception index*'

A perception index will help:

- To *quantify* the perception-yield of each communication event
- To *qualify* the expense associated to communication event



A perception index is fluid.

The index's movement can be influenced by calibrating the company's communication strategy with the market's current emotions and sentiments associated with the company's brand



The image shows the Goldman Sachs logo in a large, white, serif font. The logo is positioned on the left side of the frame, set against a dark, textured background that appears to be a wall or a large sign. The lighting is somewhat dim, creating a professional and serious atmosphere.

# Goldman Sachs

Sophisticated underwriters appreciate, and are attracted to companies that use intelligent tools such as a perception index

This also helps the company negotiate better rates with the underwriters

The underwriters  
can leverage the  
perception index to  
chase a higher  
valuation from  
potential investors





# Let us chat about perception

Email:

[Saleem@AssessmentFund.com](mailto:Saleem@AssessmentFund.com)

[Aisha@AsiaStrategyGroup.com](mailto:Aisha@AsiaStrategyGroup.com)

Call:

+44-20-3290-7399