



Transaction Services

# ASAPVal BUSINESS RATINGS



Revolutionary service that redefines the future of valuation industry

## Our Mission

Our mission is to provide affordable and quick valuation services for SMEs. We believe that every company, regardless of its scale, should have the rights to know its own business value and thus control the fate of their development.

In the past, only listed or large companies could afford the budget of valuation services. High barriers for valuation services have discouraged many SMEs from knowing their own business values. Hence, they are placed at disadvantages when it comes to financing and equity transactions negotiation, hindering their business growth and development.

In view of this, we have developed ASAPVal Business Ratings, an artificial intelligence-based system, which intends to use technology and our own expertise to help these SMEs to obtain preliminary valuations of their companies in a quick and affordable way.

We believe this revolutionary service will allow SMEs to capture development opportunities and redefine the future of the valuation industry.

## An ASAPVal Business Ratings Certificate

This certificate will indicate the preliminary valuation range of the appraised company under ASAPVal Business Ratings. This certificate can play a reference role in the following (but not limited to) corporate activities:

- Financing
- Equity transactions
- Mergers & acquisitions

## Why Moore?

Our team is composed of professionals with practical and solid knowledge and experience. Our members are charterholders or members of professional bodies such as CFA, CAIA, FRM, RICS and HKICPA.

We have extensive sector knowledge to provide customised advice to suit each client taking into account size, capabilities and goals.

Backed by our international network, we are able to provide clients with all solutions and expertise they require, wherever they wish to do business in.

ASAPVal Business Ratings is a set of valuation standards developed and formulated by Moore Transaction Services Limited in accordance to generally accepted valuation principles.

If you are interested in the detailed valuation methodology, assumptions and limitations of ASAPVal Business Ratings, please visit [www.moore.hk](http://www.moore.hk).



