




# VALUATION

*The Brattle Group*      *Economic,  
Environmental &  
Management Counsel*






---

The valuation of assets and business opportunities is often complex. Critical tasks include the assessment of: market dynamics, risk, option and flexibility value, measures of profitability, and comparable transactions.

## *VALUATION*

*The Brattle Group* complements clients' in-house expertise with state-of-the-art financial techniques, and offers an independent perspective on valuation. Our Principals are internationally recognized experts with extensive valuation experience in many industries, including electric power, natural gas, petroleum, pharmaceuticals, banking, insurance, telecommunications, and transportation.





---

## *The Brattle Group*

*The Brattle Group* provides consulting services and expert testimony on economic, regulatory, and strategic issues to corporations and law firms world-wide. We offer our clients in-depth industry experience and state-of-the-art analytical techniques to design and implement strategies for responding to changing market conditions or new opportunities. We provide expert testimony on economic damages, antitrust and competitive analyses, financial risk, regulatory economics, and environmental matters.

*The Brattle Group* is distinguished by its innovative solutions to complex problems, close affiliations with leading academics, and effective communication of analytic results.



## Business and Asset Valuation

### BUSINESSES

*The Brattle Group* utilizes its finance and industry expertise to develop realistic assessments of market conditions, profitability, and value. We have valued firms, subsidiaries, lines of business, and new business opportunities.

### ASSETS

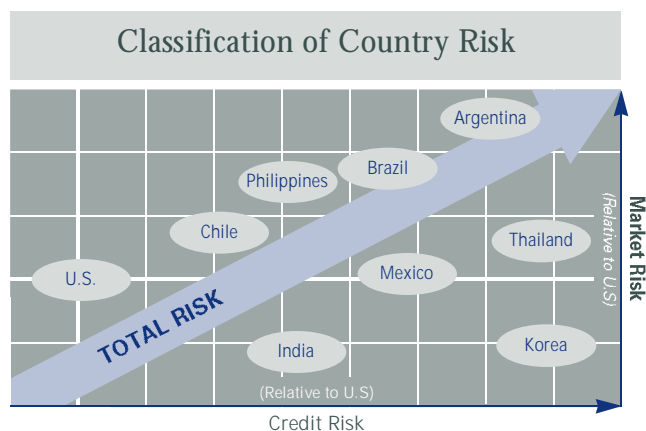
*The Brattle Group* values physical, contractual, and financial assets to guide investment and regulatory decisions. We have estimated asset values of firms facing privatization or deregulation, and have valued assets to assess tax liabilities and natural resource royalties.

### SECURITIES

Complex securities, such as derivatives, increasingly are subject to intense scrutiny after adverse outcomes. *The Brattle Group* has assisted clients in analyzing and understanding the value, risks, and appropriate use of such investment instruments.

### RISK MANAGEMENT

*The Brattle Group* helps clients measure and manage market and operational risks. We value portfolios of physical, contractual, and financial assets and have developed and applied advanced tools to assess alternative risk management strategies.



## Project Evaluation and Capital Budgeting

### CAPITAL PROJECT DECISIONS

*The Brattle Group* evaluates investment projects. We have analyzed the economics of: new technologies, capacity expansions, early retirements, life extensions, environmental compliance, and natural resource exploration and production.

### PROCUREMENT DECISIONS

*The Brattle Group* assists clients world-wide in making complex procurement decisions. We have analyzed buy vs. build and lease vs. buy decisions, determined market values for contract (re)negotiations, designed procurement procedures such as option RFPs, and evaluated bid proposals.

### R&D VALUATION

Valuation of research and development requires the analysis of highly uncertain, staged investment decisions. *The Brattle Group* has applied multi-rate discounted cash flow methods, option pricing techniques, and decision science to R&D valuation.

### INTERNATIONAL INVESTMENTS

*The Brattle Group* assists corporations with the valuation of international capital investment decisions. We have quantified political, business, and exchange rate risks and designed value-maximizing allocations of these risks among stakeholders.



---

## *Financial Transactions and Litigation*

### MERGERS AND ACQUISITIONS

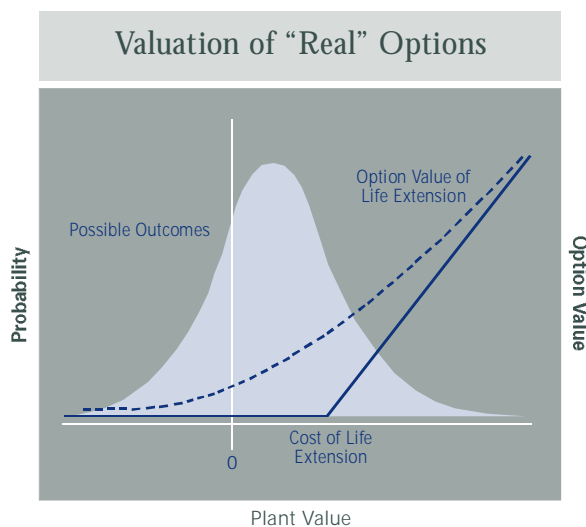
*The Brattle Group* evaluates financial transactions. For proposed mergers and acquisitions in the U.S. and Europe, we have assessed stand-alone values, merger benefits, and transaction-related impacts on target- and acquiring-company stakeholders.

### FINANCIAL RESTRUCTURING

We assist clients in asset sales and other financial restructuring. *The Brattle Group* has valued assets, businesses, and purchase offers in spin-off and divestiture transactions, and has supported clients involved in bankruptcies.

### DAMAGES

*The Brattle Group* provides litigation support and expert testimony world-wide on valuation issues in judicial, regulatory, taxation, and administrative proceedings. We have quantified damages in commercial disputes involving competition, contracts, and intellectual property.



## *Analytical Capabilities*

### FINANCIAL MODELING

We develop and apply analytical tools that simulate market conditions, business operations, and financial implications to determine the costs, risks, profitability, and value of investment decisions and assets.

### MARKET ANALYSIS AND FORECASTING

*The Brattle Group* combines public and proprietary forecasts with in-depth industry experience and in-house modeling. We tailor market analyses and forecasting to specific valuation questions.

### COST OF CAPITAL

*The Brattle Group* offers internationally recognized expertise in estimating the project-specific opportunity cost of capital—a vital but often overlooked valuation component.

### OPTION PRICING AND DECISION ANALYSIS

*The Brattle Group* has unmatched expertise and experience in option pricing and decision analysis techniques. We have identified and valued the operational, contractual, and financial options inherent in many investment and business decisions.

---

*The Brattle Group*

---

44 Brattle Street  
Cambridge, MA 02138-3736  
Voice 617.864.7900  
Facsimile 617.864.1576

1133 Twentieth Street NW  
Washington, DC 20036-3408  
Voice 202.955.5050  
Facsimile 202.955.5059

5th Floor 8-12 Brook Street  
London W1Y 1AA  
Voice 0171.491.0843  
Facsimile 0171.491.0846

---

[email.office@brattle.com](mailto:email.office@brattle.com)

[www.brattle.com](http://www.brattle.com)

---