



FACT SHEET

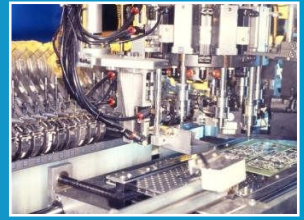


Fortune 100 Clients

- Aetna
- Alcoa
- Altria Group
- Archer Daniels Midland
- AT&T
- Boeing
- Exxon Mobil
- Citigroup
- Coca-Cola
- Comcast
- ConocoPhillips
- Dow Chemical
- DuPont
- General Dynamics
- General Electric
- Goldman Sachs Group
- Home Depot
- IBM
- Johnson & Johnson
- JP Morgan Chase & Co.
- Kraft Foods
- Kroger
- Lockheed Martin
- Marathon Oil
- Medco Health Solutions
- MetLife
- Morgan Stanley
- PepsiCo
- Pfizer
- Procter & Gamble
- Safeway
- State Farm
- Sunoco
- Time Warner
- Total
- Travelers Cos.
- Verizon Communications
- Walgreens

Fortune 500 Clients

- Campbell Soup Company
- CSX
- Illinois Tool Works
- L-3 Communications
- Leggett & Platt
- Merck & Company, Inc.
- Newell Rubbermaid, Inc.
- Occidental Petroleum
- Pepco Holdings
- Praxair
- Rohm & Haas
- Textron, Inc.



Firm Facts

Enterprise Appraisal Company has consistently provided in-depth and trusted appraisal reporting since 1971. Our portfolio of clients includes Fortune 100 & 500 nationally respected organizations that heavily depend upon our experience and multi-disciplined expertise of value.

History

- Founded in 1971
- Over 9,600 Appraisal Assignments Completed
- 175 Years Combined Veteran Appraisal Experience and Knowledge
- Fortune 100 & 500 Client Portfolio
- National & International Appraising Expertise (FASB/IFRS)
- Appraisal Experience Spanning Hundreds of Industries
- USPAP/FIRREA Compliant

Appraisal Disciplines

- Commercial and Industrial Real Estate
- Machinery & Equipment
- Intangible Assets/Business Valuations

Designations

- ASA, AVA, CMEA, CSBA, CRA, SCV, SIA

Sample Industry Segmentation

- Aerospace & Defense
- Agriculture
- Automotive
- Biotech & Medical
- Chemical
- Construction
- Electronics
- Environmental Services
- Food Processing
- Forestry, Lumber & Wood
- General Manufacturing
- Government
- Hotels & Motels

- Metals
- Metalworking
- Mining
- Oil & Gas
- Plastic & Rubber
- Printing
- Pulp and Paper
- Retail
- Steel
- Stone, Clay & Glass Products
- Textile & Apparel
- Transportation
- Utilities

Sample Professional Segmentation

- Accounting Firms
- Financial Services Companies
- Government Agencies
- Insurance Underwriters

- Law Firms
- National & International Banks
- Private Equity Firms
- Venture Capitalists



SERVICE MATRIX

Enterprise Appraisal Company has developed the Appraisal Service Matrix as a helpful reference tool and overall guide to the proper appraisal discipline utilized for the purpose of determining the valuation. In addition, the Appraisal Service Matrix offers beneficial insight when correlating appraisal requirements, purposes, standards of value and methodology to begin discussions with valuation professionals. While it is not all inclusive, it will assist in the determination of the proper solution of your valuation requirements.

<u>Regulation</u>	<u>Reason</u>	<u>Purpose</u>	<u>Frequency</u>	<u>RE</u>	<u>M&E</u>	<u>IA (+BV)</u>	<u>BV</u>	<u>Standard of Value Reported</u>	<u>Approach to Value Methodology</u>
SFAS 141R	Business Combinations	Purchase Price Allocation	As Needed	X	X	X		FV	C, SC, I
SFAS 142	Goodwill Impairment	Annual FASB Test, if Impaired SFAS 141R	Annual				X	FV	C, SC, I
SFAS 144	Major Economic Event affecting Value	Disposal or Impairment of Long Lived Assets	As Needed	X	X	X		FV	C, SC, I
IRC 409A	Tax Basis for Deferred Compensation	Deferred Compensation	As Needed				X	FMV	SC, I
IAS 3 / IFRS 3	International Purchase Price Allocation	Business Combinations	As Needed	X	X	X		FV	C, SC, I
IAS 36	International Asset Impairment Test	Annual IASB Test, if Impaired IAS 3/38	Annual			X		FV	C, SC, I
RR 59-60	Closely Held Stock Valuation	Deferred Compensation, ESOP, Gift, Estate	As Needed				X	FMV	SC, I

<u>Business Drivers</u>	<u>Reason</u>	<u>Purpose</u>	<u>Frequency</u>	<u>RE</u>	<u>M&E</u>	<u>IA (+BV)</u>	<u>BV</u>	<u>Standard of Value Reported</u>	<u>Approach to Value Methodology</u>
Business Valuation	Corporate Planning	FASB 142, Buy/Sell, Transparency, ESOP, Deferred Compensation	As needed				X	FV or FMV	SC, I
Property Tax	Valuation / Assessment	Determine Market Value	As Needed	X	X			FMV	C, SC, I
Insurance	Asset Valuation	Insurance Placement / Recovery	Policy Renewal	X	X			IRCN	C
Financing (FIREAA)	Bank Financing (Loans)	Collateral Evaluation	As Needed	X	X	X		MV or OLV	C, SC, I
Corporate Planning	Determination of Sales/Purchase Price	Financial Planning	As Needed	X	X	X	X	MV	C, SC, I

<u>Guidance</u>	<u>Reason</u>	<u>Purpose</u>	<u>Frequency</u>	<u>RE</u>	<u>M&E</u>	<u>IA (+BV)</u>	<u>BV</u>	<u>Standard of Value Reported</u>	<u>Approach to Value Methodology</u>
FASB 157	Defines Fair Value	Defines Fair Value Guidance	Always	X	X	X	X	FV	C, SC, I
Sarbanes - Oxley (SOX)	Corporate Governance	Transparency	Annual	X	X	X	X	MV / FV	NA

<u>Standards of Value</u>	<u>Methodology</u>	<u>Appraisal</u>
FV = Fair Value	SC/MA = Sales Comparison/Market Approach	RE = Real Estate: Buildings, Land Improvements
MV = Market Value	C = Cost	M&E = Machinery & Equipment (Contents)
FMV = Fair Market Value	I = Income	IA = Intangible Assets (Includes BV)
OLV = Orderly Liquidation Value		BV = Business Valuations
IRCN = Insurable Replacement Cost New		