

Industry Keynote



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The Value of Operational Excellence

William H. Alderman
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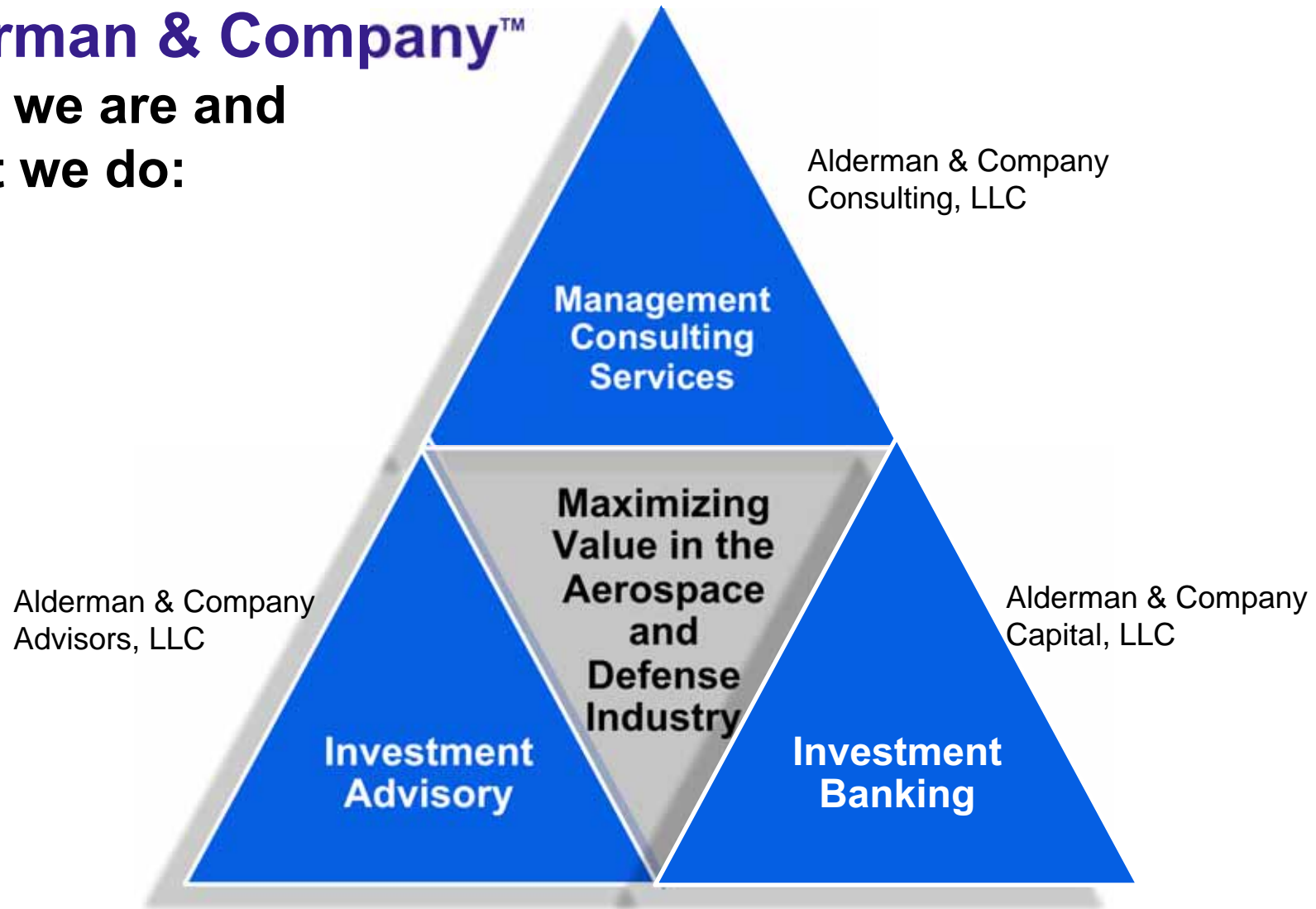
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Alderman & Company™

**Who we are and
what we do:**





Agenda

The Value of Operational Excellence

- I. How is “Value” defined
- II. How is value created
- III. Examples





I. The Definition of Value





How is Value Defined

- **What is Value?**
- **Who says so?**





Valuation Methods

1. Market Method

What we often hear in preliminary negotiations

2. Income Method

What we see used most often in board rooms and actual negotiations

3. Replacement Cost

What we often see in distressed transactions





Valuation Methods: Market

Also referred to as “Comps”

Premise:

There exists a trading market for companies similar to yours and your company should trade at a price comparable to those that are similar to yours

Formula:

EBITDA Multiple: $[\text{Enterprise Value}] / [\text{EBITDA}]$

Revenue Multiple: $[\text{Enterprise Value}] / [\text{Revenue}]$



Valuation Methods: Market

“Comps”

Date	Buyer	Company Sold	Price (\$MM)	Revenue (\$MM)	Revenue Multiple	EBITDA	EBITDA Multiple
Dec-07	Example	Example	74.6	76.3	1.0	9.3	8.0
Dec-07	Example	Example	45.0	49.3	0.9	6.1	7.4
Nov-07	Example	Example	8.0	14.1	0.6	1.0	8.0
Sep-07	Example	Example	78.0	64.5	1.2	7.0	11.1
Jun-07	Example	Example	29.2	25.2	1.2	3.8	7.7
Jun-07	Example	Example	19.0	15.8	1.2	3.2	6.0
May-07	Example	Example	72.4	36.4	2.0	5.8	12.5
May-07	Example	Example	51.0	52.7	1.0	6.0	8.5
Apr-07	Example	Example	108.0	150.3	0.7	19.6	5.5
Feb-07	Example	Example	103.0	88.6	1.2	14.2	7.3
Feb-07	Example	Example	17.5	14.0	1.3	1.9	9.2
Jan-07	Example	Example	36.0	55.0	0.7	5.5	6.5
Dec-06	Example	Example	110.5	124.2	0.9	17.9	6.2
Dec-06	Example	Example	34.2	45.1	0.8	4.7	7.3
Oct-06	Example	Example	43.9	32.0	1.4	5.1	8.6
Aug-06	Example	Example	73.0	43.7	1.7	9.8	7.4
Jun-06	Example	Example	16.3	29.6	0.6	2.7	6.0
Jun-06	Example	Example	15.4	15.5	1.0	2.8	5.5
May-06	Example	Example	102.0	101.1	1.0	9.7	10.5
Etc							
		Average	\$ 54.6	\$ 54.4	1.1	\$ 7.2	7.9



Valuation Methods: Market

EBITDA Multiple



		Multiple				
		4.0	6.0	8.0	10.0	12.0
EBITDA	\$ 2.0	8	12	16	20	24
	\$ 4.0	16	24	32	40	48
	\$ 6.0	24	36	48	60	72
	\$ 8.0	32	48	64	80	96
	\$ 10.0	40	60	80	100	120

Valuation Methods: Market

Revenue Multiple

\$28mm

		Multiple				
		0.8	0.9	1.0	1.1	1.2
Revenue	\$ 10.0	8	9	10	11	12
	\$ 25.0	20	23	25	28	30
	\$ 50.0	40	45	50	55	60
	\$ 75.0	60	68	75	83	90
	\$ 100.0	80	90	100	110	120





Valuation Methods: Income

Premise:

Investors will formulate their view of the value of a business based upon their expectation of the future distributions they will receive from that business (“Free Cash Flow”).

Formula:

The buyer’s view of the company’s future performance drives this valuation method.

$$\text{Value} = \text{Discounted} [\Sigma \text{CFO}_1 + \text{CFO}_2 + \text{CFO}_3 \dots]$$





Valuation Methods: Income

Discount Rate 14.00% Valuation Date 1/1/2008

Terminal Multiple 8.00

Free Cash Flow	12/31/2008	12/31/2009	12/31/2010	12/31/2011	12/31/2012
Distributions to Shareholders	3,500	4,000	4,250	4,750	5,500

Terminal Value	12/31/2012
Free Cash Flow	5,500
Terminal Multiple	8.00
	44,000
Net Debt at Exit	6,774
Terminal Value	37,226
Capital Gain Tax	-7,445
Distribution	29,781

Discounted Values	12/31/2008	12/31/2009	12/31/2010	12/31/2011	12/31/2012
Year	1	2	3	4	5
Discount Factors	1.14	1.30	1.48	1.69	1.93
Nominal Cash Flows	3,500	4,000	4,250	4,750	35,281
Discounted Free Cash Flow	\$3,070	\$3,078	\$2,869	\$2,812	\$18,324

Enterprise Value	\$30,153
Net Debt	(\$6,774)
Value of Common Stock	\$23,379

\$30.2mm





Valuation Methods: Replacement Cost

Premise:

The value of a business is equal to the cost to replace all of its assets, including intangible assets (“goodwill”)

Of note:

Goodwill items include:

- Trade names
- Intellectual property
- Customer relationships/lists
- Customer approvals
- Licenses & Certificates
- Supplier relationships





Valuation Methods: Replacement Cost

Valuing Intangibles / Goodwill

Accomplished by estimating the direct and indirect costs (and time) to recreate those exact assets

- **Process know how**
- **Customer contracts**
- **Supplier contracts**
- **Customer relationships/lists**
- **Approvals**
- **Etc**





Valuation Methods: Replacement Cost

Goodwill Example

Value of “Sheet Metal Process Know-how”

Cash Flows (\$000)	1	2	3	4	5	6	7	8	9	10
Trainers and Consultants	(65)	(45)	(25)	(5)	(6)	(6)	(7)	(7)	(8)	(9)
Hiring Costs	(50)	(25)	(8)	(8)	(9)	(10)	(11)	(12)	(13)	(14)
Cost of Manuals	(25)	(15)	(11)	(11)	(12)	(13)	(15)	(16)	(18)	(19)
Direct Labor Costs	(100)	(150)	(250)	(500)	(550)	(900)	(1,010)	(1,350)	(2,000)	(3,000)
Material Costs	(100)	(125)	(500)	(400)	(500)	(750)	(770)	(800)	(2,500)	(3,000)
Sheet Metal Revenues	-	-	500	1,000	1,250	1,500	2,500	5,000	8,000	9,000
Net Cash Flows	(340)	(360)	(294)	76	174	(179)	688	2,815	3,461	2,957
Discounted Values (r = 14%)										
Discount Factors	1.14	1.30	1.48	1.69	1.93	2.19	2.50	2.85	3.25	3.71
Discounted Free Cash Flow	(\$298)	(\$277)	(\$198)	\$45	\$90	(\$82)	\$275	\$987	\$1,064	\$798
Value of Sheet Metal Know-how	2,404									





Valuation Methods: Replacement Cost

Accounts Receivable	5,347,981
Inventory	4,163,937
PP&E	5,313,905
Goodwill	6,492,726
Total	<u>21,318,549</u>

\$21.3mm



Valuation Methods: **Weighted Value**

A holistic view of value is developed through a weighted assessment of all credible valuation methods.

	\$ MM	Weight
EBITDA Multiple	32.0	20%
Revenue Multiple	28.0	20%
Discounted Cash Flow	30.2	40%
Replacement Cost	21.3	20%
Weighted Value	28.3	

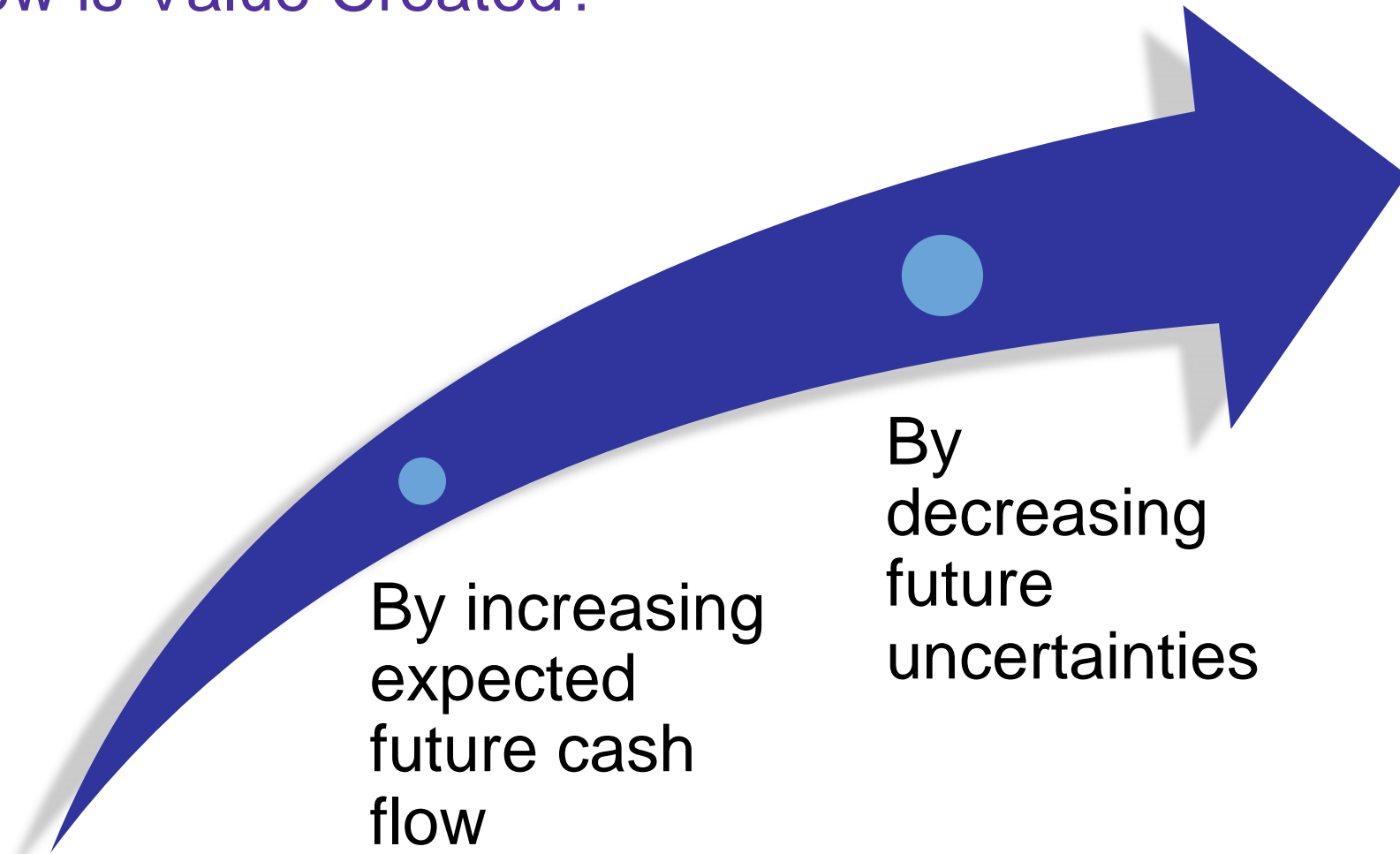




II. Value Creation Concepts



How is Value Created?





Value Creation

Increase Expected Future Cash Flow: Examples

- Eliminate production waste: generate same sales with lower labor or material cost
- Eliminate administrative waste: generate the sales with lower indirect / SG&A costs
- Accelerate throughput: turn Inventory faster to reduce working capital
- Compete on attributes other than price: so you can raise prices and improve gross margins





Value Creation

Reduce Uncertainty: Examples

- Increase customer “stickiness”
- Develop strengths against global competition
- Develop management talent, to successfully deal with future uncertainties (which are certain to happen)
- Invest in state of the art training, processes, technology and equipment - to maintain competitive edge





III. Quantitative Analysis: DCF

Examples of the Value of Operational Excellence





The Value of Reduced Uncertainty

Discount Rate Reduced by 2% **12.00%**

Valuation Date **1/1/2008**

Terminal Multiple **8.00**

Free Cash Flow	12/31/2008	12/31/2009	12/31/2010	12/31/2011	12/31/2012
Distributions to Shareholders	3,500	4,000	4,250	4,750	5,500

Terminal Value	12/31/2012
Free Cash Flow	5,500
<i>Terminal Multiple</i>	8.00
	44,000
Net Debt at Exit	6,774
Terminal Value	37,226
Capital Gain Tax	-7,445
Distribution	29,781

Discounted Values	12/31/2008	12/31/2009	12/31/2010	12/31/2011	12/31/2012
Year	1	2	3	4	5
Discount Factors	1.12	1.25	1.40	1.57	1.76
Nominal Cash Flows	3,500	4,000	4,250	4,750	35,281
Discounted Free Cash Flow	\$3,125	\$3,189	\$3,025	\$3,019	\$20,019

	Prior Value	Value Created
Enterprise Value	\$32,377	\$ 30,153
Net Debt	(6,774)	
Value of Common Stock	\$25,603	





The Value of Faster Inventory Turns

Discount Rate 14.00%

Valuation Date 1/1/2008

Terminal Multiple 8.00

Free Cash Flow	12/31/2008	12/31/2009	12/31/2010	12/31/2011	12/31/2012
Distributions to Shareholders	3,500	4,000	4,250	4,750	5,500
Reduction in Inventory	500	600	675	800	850
Total Distributions available	4,000	4,600	4,925	5,550	6,350

Terminal Value	12/31/2012
Free Cash Flow	6,350
Terminal Multiple	8.00
	50,800
Net Debt at Exit	6,774
Terminal Value	44,026
Capital Gain Tax	-8,805
Distribution	35,221

Discounted Values	12/31/2008	12/31/2009	12/31/2010	12/31/2011	12/31/2012
Year	1	2	3	4	5
Discount Factors	1.14	1.30	1.48	1.69	1.93
Nominal Cash Flows	4,000	4,600	4,925	5,550	41,571
Discounted Free Cash Flow	\$3,509	\$3,540	\$3,324	\$3,286	\$21,591

	Prior Value	Value Created
Enterprise Value	\$35,249	\$ 30,153
Net Debt	(\$6,774)	
Value of Common Stock	\$28,475	

\$5.1mm





The Value of Better Equipment Utilization

Discount Rate 14.00%

Valuation Date 1/1/2008

Terminal Multiple 8.00

Free Cash Flow	12/31/2008	12/31/2009	12/31/2010	12/31/2011	12/31/2012
Distributions to Shareholders	3,500	4,000	4,250	4,750	5,500
Reduced Capital Expenditures	600	825	550	650	450
Total Distributions available	4,100	4,825	4,800	5,400	5,950

Terminal Value	12/31/2012
Free Cash Flow	5,950
Terminal Multiple	8.00
	47,600
Net Debt at Exit	6,774
Terminal Value	40,826
Capital Gain Tax	-8,165
Distribution	32,661

Discounted Values	12/31/2008	12/31/2009	12/31/2010	12/31/2011	12/31/2012
Year	1	2	3	4	5
Discount Factors	1.14	1.30	1.48	1.69	1.93
Nominal Cash Flows	4,100	4,825	4,800	5,400	38,611
Discounted Free Cash Flow	\$3,596	\$3,713	\$3,240	\$3,197	\$20,053

	Prior Value	Value Created
Enterprise Value	\$33,799	\$ 30,153
Net Debt	(\$6,774)	
Value of Common Stock	\$27,025	

\$3.6mm



Closing Remarks

Who determines Value?

- Investors
- Buyers

How is value determined?

- Various methods, but primarily: discounted projected future cash flow

How is value created?

- Increasing expected future cash flow
- Decreasing uncertainty (the discount rate)



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