I would like to refresh my existing website of www.anvaluations.com with new graphics, look and feel, as well as updated structure and wording that I will provide.

At the top of the existing website ([www.anvaluations.com](http://www.anvaluations.com)) shows, you can see 6 pages - Home, Services, News & Views, About, Careers and Contact. The new website should show 5 pages - Home, About, Services, News & Views and Contact.

Home page, the tagline should be updated as follows:

**Trust** is paramount. Clients rely on AN Valuations for confidentiality, transparency and independence.

**Service** is front and center at AN Valuations. We consider the needs of all stakeholders and the personal needs of the client team involved.

**Expertise** is core to the philosophy of AN Valuations. Our global network of professionals maintain and continue to develop the knowledge and experience that you expect from your trusted corporate finance partner.

Please remove the text and link for a brochure.

There are 6 services mentioned at the bottom. These should be replace with the following 5 services: Business Valuation, Intellectual Property Valuation, M&A Advisory, Business Plan Coaching and Purchase Price Allocation. Accompanying text is below:

Business Valuation

Company stakeholders trust AN Valuations to provide business valuations for transaction, accounting, tax, legal, and share or option participation purposes. Through our bespoke approach and global network, we customize teams to the needs of our clients.

Intellectual Property Valuation

Patents, unpatented technologies, know how, brands, trademarks, databases, customer-related assets - this is a limited sample of the wide universe of intellectual property that clients trust AN Valuations to value. There are many techniques for valuing intellectual property and no two assets are alike. Trust AN Valuations for our expertise and client-centric approach.

M&A Advisory

Through our international network of M&A professionals, AN Valuations can assist companies with buying other companies or selling (parts of) their companies. AN Valuations offers a flexible approach, assisting companies with part of the process or providing a full-service approach.

Business Plan Coaching

Young companies and entrepreneurs frequently ask for our advice on their business plans and strategies. With almost 2 decades of analyzing companies large and small, we are well positioned to advise companies based on experience and insight.

Purchase Price Allocation

Accounting procedures require an acquiror to allocate purchase consideration to the fair value of all acquired assets and liabilities when obtaining control of a company. This process, called a purchase price allocation (PPA), involves assets and liabilities that did not exist on the target’s balance sheet prior to the transaction. Certain pre-existing assets must be restated to fair value. This process can be time consuming and complex. AN Valuation Services has a wealth of experience in this area and can work with you and your independent auditor to achieve a smooth process.

On the About page:

Remove the Clients subpage.

On the About AN Valuations subpage, please use the following text:

AN Valuations, founded in 2012, is a boutique corporate finance practice servicing companies throughout Europe and North America. Our office is located in the Netherland in the Leiden Bioscience Park. Our clients come from a broad range of industries with valuations ranging between micro-cap and large-cap.

AN Valuations assists companies with valuations of businesses and intellectual property, M&A advisory, business plan coaching and purchase price allocation (PPA). Through our bespoke approach and global network, we customize teams to the needs of our clients.

Trust, Service and Expertise are the 3 pillars of AN Valuations. **Trust** is paramount. Clients rely on AN Valuation Services for confidentiality, transparency and independence. **Service** is front and center at AN Valuations. We consider the needs of all stakeholders and the personal needs of the client team involved. **Expertise** is core to the philosophy of AN Valuations. Our global network of professionals maintain and continue to develop the knowledge and experience that you expect from your trusted corporate finance partner.

On the Services page:

There are 5 main services - Business Valuation, Intellectual Property Valuation, M&A Advisory, Business Plan Coaching and Purchase Price Allocation. The Business Valuation main service has 5 subservices.

There should be 5 Business Valuation subservices: Transaction Support, Financial Reporting, Fiscal Valuations, Legal Support and Share/Option Participations. Please no not include Capital Advisory and Finance Training (from the current website). Text is available on my existing website for Transaction Support, Financial Reporting, Fiscal Valuations, and Legal Support. Where you see AN Valuation Services in the text from the current website, please replace that with AN Valuations.

For the Share/Option Participations subservice, please use the following text:

Employee stock option and share participation plans allow employees to share in the success of a company. These plans can require regular valuations for financial reporting and grant pricing. Employee stock option and share participation plans can be complex. AN Valuations can assist you with periodic valuations and an evaluation of your choices from a financial perspective.

For the Purchase Price Allocation service on the Services page, please use the following text:

When one company acquires another, the acquirer must allocate the purchase price to balance sheet items. This can require the company to recognize asset and liabilities that previously did not exist. It effectively results in a revaluation of the target balance sheet.

IFRS accounting standards, US GAAP and various local GAAPs require allocation of purchase price to acquired net assets after an acquisition. In short, the acquirer recognizes new assets and liabilities on the target’s balance sheet that did not previously exist, measures these new assets and liabilities at fair value, re-measures pre-existing assets and liabilities at fair value, and calculates the remainder as goodwill.

The auditors of the acquirer, target and (sometimes) the acquirer’s shareholders are often restricted from performing a purchase price allocation because of independence conflicts. It can be helpful to work with an independent valuation advisor. AN Valuations has the required experience in a wide range of industries and is fully independent.

For the remaining 3 main services on the Services page (Intellectual Property Valuation, M&A Advisory, Business Plan Coaching), please use the text that I provided for the home page further above.

Contact page and website footer:

Remove the Amsterdam address - our only address now is Leiden.

There is now only one telephone number: +31 70 221 0058

Address is changed. It is now:

Rijnsburgerweg 10

2333 AA Leiden

The Netherlands

On the footer, you can change “Website by Qoorts” to “Website by” and your name or company name.