



## Financial valuation of the brand name Costella® – natural mineral water (Valuation of Costella)

### Applicant data

Publishable Name of Applicant: :

Company: PIC Engineering d.o.o.

Contact person: Herr B.Sc. B.Sc. Marjan Pogačnik

No of employees: 1 - 10, No of freelancers: keine

Annual Revenue: keine Angabe

Description:

PIC Engineering d.o.o. is a consulting firm operating already 20 years. The company is specialized for valuations of equity (market value of capital), legal expert opinions for courts and valuation of intangible assets (brands, patents, copyrights etc).

### Project leader

Name: B.Sc. Marjan Pogačnik

Function:

Further project leaders: nobody

### Customer Data

Company: USKOK d.d. Kostel

Contact person: Herr gen.manager Jože Božič

No of employees: 26 - 50, No of freelancers: keine

Annual Revenue: über 600.000 Euro


Description:

USKOK d.d. Kostel is relatively new company operating from the year 2006. It's main activity is bottling of mineral water of a distinguished quality under brand name Costella

### Short Description

Valuations of brand names are relatively new phenomena in world's economy. Even in old market economies this matter was neglected a lot until now. The importance of these valuations arose lately. There were five methods of valuation used in this project and all of them were taken into account in the final opinion. Brand name Costella® as an intangible asset was then combined out of the performed five values. The models were: Interbrand method – two variants, Calculated Intangible Value CIV, Knowledge Capital Scoreboard Model KCS and the Strassman Method using EVA.

The valuation is one of the very rare in Slovenia and in Europe as well. This was my 20th valuation of a brand name.

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