



19.1 Valuation Using Comparables

- A price of **\$150 million** for Ideko's equity has been suggested.
 - The data in the previous slide provides some **reassurance** that **the acquisition price of \$150 million is reasonable** as the ratios are about the same or better than the industry averages.
 - However, to assess whether this investment is attractive, the **operational aspects** of the firm and of the **ultimate cash flows** the deal is expected to generate need to be analyzed.