

Mercer Capital's Financial Reporting Valuation Flash

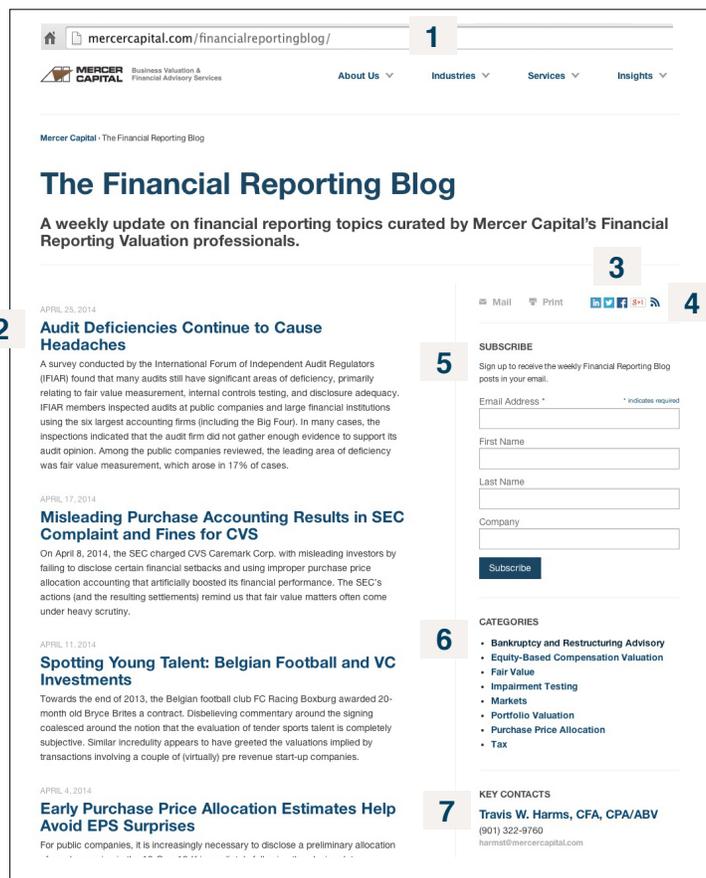
Volume 6, No. 1, 2014

Welcome to Mercer Capital's Financial Reporting Blog

Mercer Capital is pleased to introduce the *Financial Reporting Blog*, a weekly update on financial reporting topics curated by our Financial Reporting Valuation professionals. Providing meaningful information to investors in today's fair value era requires study, simulation and synthesis of market participant behavior. In this blog, we compile insights from the markets and perspectives on the evolving reporting landscape for the benefit of financial managers and industry leaders.

Here's a quick tour of the blog in seven easy steps:

1. Visit the blog
2. Check out summaries of the most recent posts
3. Share with friends and colleagues
4. Subscribe to the RSS feed
5. Sign up for periodic email updates
6. Browse past posts by categories
7. Contact us for more information



The screenshot shows the Mercer Capital Financial Reporting Blog homepage. The URL in the browser is mercercapital.com/financialreportingblog/. The page features the Mercer Capital logo and navigation links for About Us, Industries, Services, and Insights. The main heading is "The Financial Reporting Blog" with a sub-heading: "A weekly update on financial reporting topics curated by Mercer Capital's Financial Reporting Valuation professionals." Below this, there are three article teasers:

- 2** **Audit Deficiencies Continue to Cause Headaches** (APRIL 25, 2014): A survey conducted by the International Forum of Independent Audit Regulators (IFIAR) found that many audits still have significant areas of deficiency, primarily relating to fair value measurement, internal controls testing, and disclosure adequacy.
- 5** **Misleading Purchase Accounting Results in SEC Complaint and Fines for CVS** (APRIL 17, 2014): On April 8, 2014, the SEC charged CVS Caremark Corp. with misleading investors by failing to disclose certain financial setbacks and using improper purchase price allocation accounting that artificially boosted its financial performance.
- 6** **Spotting Young Talent: Belgian Football and VC Investments** (APRIL 11, 2014): Towards the end of 2013, the Belgian football club FC Racing Boxberg awarded 20-month old Bryce Brites a contract. Disbelieving commentary around the signing coalesced around the notion that the evaluation of tender sports talent is completely subjective.

On the right side of the page, there are several sections:

- 3** Social sharing icons (Mail, Print, Facebook, Twitter, LinkedIn, RSS) and a **4** "SUBSCRIBE" section with a sign-up form for email updates.
- 6** "CATEGORIES" section listing: Bankruptcy and Restructuring Advisory, Equity-Based Compensation Valuation, Fair Value, Impairment Testing, Markets, Portfolio Valuation, Purchase Price Allocation, and Tax.
- 7** "KEY CONTACTS" section listing Travis W. Harms, CFA, CPA/ABV (801) 322-9760, harmst@mercercapital.com.

Top Ten Posts from Mercer Capital's Financial Reporting Blog

Below are the 10 most popular posts from the *Financial Reporting Blog* to date. Subscribe to the blog to receive the latest weekly posts.

1. [New Guidance on Valuing Customer Relationships](#)
2. [Facebook, WhatsApp, and Value Allocation](#)
3. [A Buyer's Market: Accounting for Bargain Purchases](#)
4. [IVSC Issues Exposure Draft on Bases of Value](#)
5. [Equity-Based Compensation: Are Non-GAAP Earnings Misleading?](#)
6. [Equity-Based Compensation: Tax Considerations](#)
7. [Inside the Twitter IPO: Payday for Directors and an Estate Planning Opportunity](#)
8. [Valuation Best Practices for Alternative Investment Funds](#)
9. [Regulatory Roundup: Auditor Selection, Segment Reporting, and Other Areas of SEC Concern](#)
10. [Changing Course: A New Proposal for Private Company Goodwill Accounting](#)

Blog Categories

An easy way to find posts of interest is to search by category. Below is a listing of the categories currently available on the blog.

- [Bankruptcy and Restructuring Advisory](#)
- [Equity-Based Compensation Valuation](#)
- [Fair Value](#)
- [Impairment Testing](#)
- [Markets](#)
- [Portfolio Valuation](#)
- [Purchase Price Allocation](#)
- [Tax](#)

Mercer Capital's Financial Reporting Blog

Visit the link below to visit the blog and to sign up to receive weekly posts either via email or via RSS feed:

<http://mercercapital.com/financialreportingblog/>

Mercer Capital

Financial Reporting
Valuation Services

In an environment of increasingly complex fair value reporting standards and burgeoning regulatory scrutiny, Mercer Capital helps clients resolve fair value reporting issues successfully.

We have the capability to serve the full range of fair value valuation needs, providing valuation opinions that satisfy the scrutiny of auditors, the SEC, and other regulatory bodies.

We also have broad experience with fair value issues related to public and private companies, financial institutions, private equity firms, start-up enterprises, and other closely held businesses. National audit firms consistently refer financial reporting valuation assignments to Mercer Capital.

Our professionals are nationally recognized as leaders in the valuation industry, and hold the most rigorous credentialing designations including the CFA, ASA, and CPA, among others, which are representative of the highest standards in the valuation and accounting industries. Mercer Capital has the institutional capability to tackle even the most uncommon or complex fair value issues. We understand the sensitivity of financial reporting timing needs and meet your deadline on time, every time.

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