



The Gym that didn't workout

Waterloo Street, Singapore – November 4, 2016. Robert Khan was recently commissioned to assist in the liquidation of California Fitness. California Fitness opened their first outlet in January 1998. During its heyday, the Joint Venture between a Hong Kong property company and an American fitness guru enjoyed strong brand status and even a three-story flagship store right smack in the busiest junction of Orchard Road.

California Fitness found themselves in negative press in July 2016 when their prime outlets started to get shuttered up. The business wound-up shortly after and found itself heavy with assets that required disposing of.

As an International Business Asset Consultancy, Robert Khan was instrumental in the time sensitive disposal of assets with the objective of maximizing monetization for their clients. Robert Khan was approached by the liquidator to organize, market and sell off the assets of two outlets of the defunct gym chain.

The team was experienced and was equipped to plan and execute the sale within the tight timeline and quantity of assets. No two sales are identical, but buyer psychology and behavior is consistent to the experienced eye, Robert Khan could structure away many potential tension points such as last minute lot swapping.

Marketing Approach

Technology and buyer sentiments are key considerations in the marketing of this project. This guided the marketing efforts and direction. The marketing efforts tapped into Robert Khan & Co database of vendors & distributors via conventional and contemporary methods such as social media and other online communities, enabling maximum relevant reach.

Robert Khan is proud to report that despite the challenging timeline, high volume and quantum involved, the team could present to the client, qualified bidders and concluded the sale, exceeding the expectations of the stakeholders.

At Robert Khan, we always strive towards a win-win-win outcome. Our Experience, your Edge.



Transcorp Holdings Ltd

Recapitalizing in a Divestment

Transparent & objective information is a cornerstone of any decision making processes, especially at the Board of Directors level. Robert Khan was instructed to conduct a company share valuation of the above SGX Listco.

The objective of the exercise was an across the board valuation of several subsidiaries of the listed company whose assets included real estate properties and shares. These assets were spread geographically in Australia, Hong Kong, Malaysia and Singapore. The report provided the Board of Directors with internal guidance for better decisions making regarding the ongoing recapitalization exercise, especially where the real estate properties were primed for divesting. The Listed Company had since completed this corporate exercise shortly thereafter.



BIO Energy – Value the Future (of Energy)

Robert Khan was commissioned to value a Bio-Energy plant in North-East China by a Chinese company for possible acquisition by a Hong Kong Exchange Listco. The valuation included an in-depth analysis of the real estate, plant & machinery and patented technology registered by the company. Business is a multi-faceted entity and the valuation of a business that is positioned for the future requires not only an experienced eye but a team that stays relevant in today's business climate. Robert Khan offers full spectrum valuation and agency services internationally and in Singapore.