

— SERVICE CATALOGUE 2026

Giving your assets their true value.

Valuation, insurance appraisal, physical inventory and accounting reconciliation: an independent, accredited Moroccan firm, on site anywhere in Morocco.

01**Valuation & appraisal**

Insured values, replacement cost, depreciation, market value

02**Fixed assets & inventory**

Physical count, RFID tagging, reconciliation, tracking

03**Studies & surveys**

Utility networks, as-built plans, risk surveys, market studies



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2011

year founded

2012

FMA-accredited (ex-FMSAR)

17

signed client reference letters

12+

industries served

An independent, accredited third party you can rely on.

Accredited since 2012 by the Moroccan Insurance Federation (FMA, formerly FMSAR) for pre-loss insurance appraisal, MasterValue values the tangible and intangible assets of companies, banks and public institutions.

We sell neither insurance policies nor real estate, so our conclusions are objective and defensible. Every assignment is led by a multidisciplinary team — certified appraisers, engineers and cost consultants — for SMEs and large industrial and mining groups alike.

“

Our first concern is our clients' satisfaction, in quality and in lead time. Perseverance, integrity and confidentiality are, and will remain, the hallmarks of MasterValue.

The Management

Independence

An objective opinion of value, defensible before insurers and third parties.

Confidentiality

Your asset and financial data are strictly protected.

On-time delivery

A contractual work schedule — and we keep to it.

Nationwide reach

Teams deployable anywhere in the country.

WHY MASTERVALUE

Six reasons to entrust us with your assets.

An inaccurate count, an underinsured value or an asset register that was never reconciled becomes very expensive on the day of an audit, a loss or a sale. Here is what makes the difference.

FMA

ACCREDITATION

Reports that stand up

Accredited by the Moroccan Insurance Federation since 2012: our values are recognised by insurers and brokers.

3-in-1

PRACTICES

One assignment, three skill sets

Physical count, reconciliation and insured value delivered in a single engagement: one site visit, one point of contact.

RFID

TECHNOLOGY

A platform already in operation

We built and run our own RFID tracking system on an aerospace site. We do not sell a concept.

17

REFERENCE
LETTERS

Clients who put it in writing

Named references and signed letters available on request: banking, industry, healthcare, public sector.

100%

FIELD WORK

Anywhere in Morocco

From our Mohammedia head office to a remote mine: value is established on site, never from a desk.

48 h

RESPONSIVENESS

A priced proposal within 48 hours

Describe your need in two lines and receive a clear, no-obligation proposal.

REPORTS READY TO USE

Values that hold up with every stakeholder

1

Insurer & broker

Right sums insured,
optimised premium

2

Statutory auditor

Reconciled, auditable
register

3

Bank

Collateral valued at
market value

4

Tax authority

Disposals and dead
stock justified

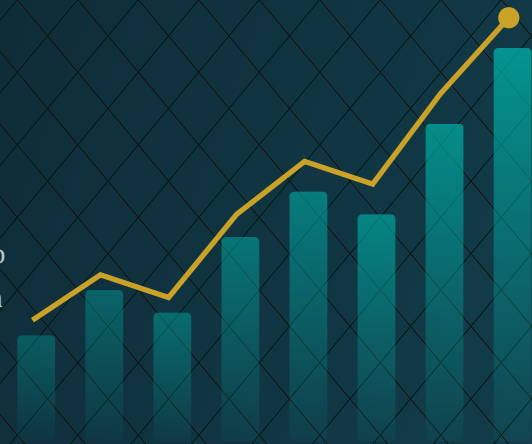
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Shareholders

Sale, contribution,
merger, revaluation

Valuation & appraisal

Establishing, independently, what your assets are really worth: to insure them at the right level, pledge them as collateral, sell them or carry them on the balance sheet.



INSURANCE

Pre-loss appraisal of sums insured

Replacement cost new and depreciated value of your buildings, plant and equipment, in line with insurance rules.

- Buildings, plant, machinery
- Replacement cost / depreciated value
- Business interruption to be insured

For: manufacturers, clinics, hotels, warehouses, service companies.

FINANCE

Market value appraisal

Market value of land, buildings and equipment, by sales comparison, income capitalisation or replacement cost.

- Bank collateral, contribution, sale
- Balance-sheet revaluation, merger
- Inheritance, partition, co-ownership exit

For: banks, groups, developers, private owners.

ASSETS

Intangibles, disposals & relocation

The assets people forget to value, and the costs they discover too late.

- Goodwill, leasehold rights
- Retired or obsolete equipment
- Dismantling and site relocation

For: finance departments, auditors, acquirers.

Why a pre-loss appraisal pays off

- Adequate, sufficient sums insured
- Guidance on cover options
- Optimised premium
- Average clause waived
- Simple year-on-year update
- An appraiser at your side after a loss
- Business interruption quantified
- Faster claim settlement

DELIVERABLE

Detailed appraisal report, asset by asset, with methods, assumptions and photographs — delivered in print and as a workable digital file.

THE WAKE-UP TEST

Your assets are worth 20 million. You insured 12.

Most companies discover they are underinsured on the day of the loss, when the insurer applies the average clause and cuts the settlement in proportion to the declared sums.

ACTUAL VALUE OF YOUR ASSETS

MAD 20,000,000

SUM DECLARED TO THE INSURER

MAD 12,000,000**= 60 %**

LOSS SUFFERED

MAD 5,000,000

SETTLEMENT PAID

MAD 3,000,000

LEFT FOR YOU TO BEAR

MAD 2,000,000

Settlement paid · 60 %

Left for you to bear · 40 %

The average clause

When the actual value exceeds the sum insured on the day of the loss, the policyholder is treated as their own insurer for the difference.

$$\text{Settlement} = \text{Loss} \times \text{Sum declared} \div \text{Actual value}$$

$$5 \text{ M} \times 12 \text{ M} \div 20 \text{ M} = \text{MAD } 3 \text{ M}$$

What MasterValue does

- Pre-loss appraisal by an FMA-accredited firm
- Right sums insured: no shortfall, no wasted premium
- Defensible report handed to your broker
- Quick, simple annual update
- Appraiser support after a loss

Illustrative example of the average clause mechanism; it does not reflect deductibles, limits or specific policy terms.

Run the test with your own figures

Our online simulator shows in 10 seconds how the average clause would affect your settlement. Scan the code to try it.



Fixed assets & inventory

An accurate, tagged and auditable fixed-asset register, kept alive all year round through RFID traceability and movement control.

Our end-to-end method

1

Preparation & scoping

Review of the accounting file, scope and sites, coding and asset-class nomenclature, joint teams with your staff.

2

Physical count & tagging

Exhaustive, joint count, item by item: barcode, QR code or RFID tag, photo, serial number, location, custodian, condition.

3

Accounting reconciliation

Assets found, unrecorded assets, recorded assets not found, duplicates: each gap is documented with a clean-up proposal.

4

Valuation OPTION

Replacement cost, depreciation, insured or market value; component breakdown under IAS/IFRS.

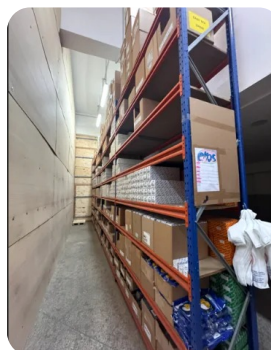
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Handover & follow-up

Cleansed register, ERP interface, movement procedures, cycle counts your own teams can run.

What you receive

- Up-to-date register with a unique code per asset
- Count-vs-books variance report, quantified and explained
- Dated photographs and technical sheets
- Tagging plan and asset map by site and department
- Entry, transfer and disposal procedures
- Report your statutory auditor can rely on



Zero ghost assets

No more assets that stay on the books without physically existing.

31/12

Year-end closing: book your inventory now

A year-end physical count is prepared ahead of time. Reserve your slot to have results before the accounts are closed.

PHYSICAL COUNT PHASE

Three tagging technologies, used together

Each asset gets the tag best suited to its nature, its environment and how often it is checked.



01

Barcode

The most economical way to tag a large asset base.

- Very low unit cost
- Number printed in clear
- Furniture, rarely moved assets



02

QR code

A full asset record readable with any smartphone.

- Smartphone reading
- Photo, warranty, maintenance
- Medical and IT equipment



03

UHF RFID

Read at a distance, out of sight, by the hundred.

- Read even hidden or stacked
- Automatic exit control
- Mobile and high-value assets

Criterion	Barcode	QR code	UHF RFID
Reading	Line of sight	Smartphone	Remote, in bulk
Range	A few cm	A few cm	Several metres
Speed	Dozens / hour	Dozens / hour	Hundreds / minute
Hidden asset	Must be cleared	Must be cleared	Read unseen
Entry / exit	Declarative	Declarative	Automatic (gate)
Unit cost	Very low	Low	Moderate, quick payback

HOW MUCH TIME DO YOU SAVE?

Counting a base of **5,000 assets**:

Optical reading **≈ 9 days**

RFID UHF **< 1 day**

Basis: 80 assets/h optical, 1,200 assets/h RFID, 7-hour days; excluding preparation, initial tagging and reconciliation.

In practice, we combine: barcode or QR code on fixed assets and furniture, RFID on mobile, high-value assets or those likely to leave the site.

CUSTOM LABELS, IN YOUR COLOURS

Polyester & vinyl

Furniture, office and IT equipment

Aluminium plates

Engraved or anodised, riveted

On-metal RFID tags

Machinery, tooling, outdoors

High-temperature

Harsh industrial settings

Tamper-evident

Destroyed if removed

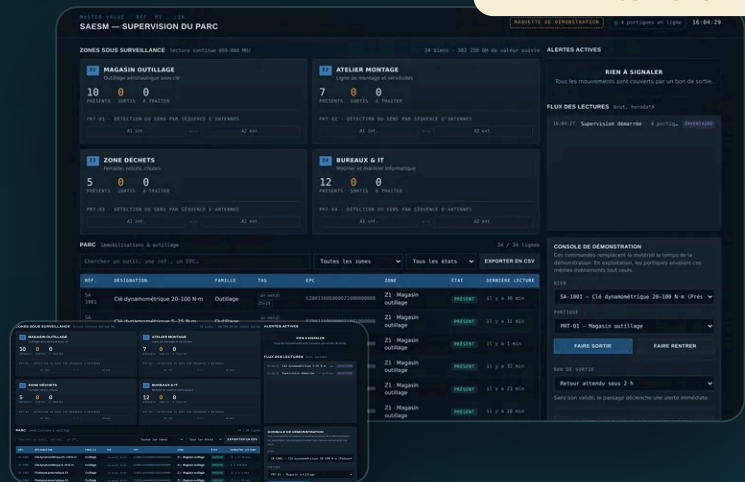
OUR PLATFORM

LIVE — AEROSPACE SITE

RFID tracking already in operation

The interface we developed to track tooling and fixed assets on an aerospace site: zones, gates, time-stamped reads, alerts and accounting export.

- Location, custodian and history of every asset
- Instant alert on exit without an approved slip
- Asset base value tracked in real time
- Export to your ERP or accounting software



EVERY MOVEMENT CAPTURED, DATED AND ASSIGNED

Entry

Receipt, tagging, assignment, record

Internal move

Approved and logged transfer

Temporary exit

Expected return, automatic reminder

Final exit

Sale, disposal: traced write-off

Alert

Unauthorised gate crossing flagged

SUPPLY

We equip your teams too

Terminals, readers, printers, custom labels and software: supplied, configured, and your staff trained.



Inventory terminal



UHF RFID terminal



4-port fixed reader



Label printer

STOCK

Stock counts & dead stock

Counting, valuation and appraisal of slow-moving stock, including in harsh conditions.

- Industrial spare parts
- Dead stock valued for tax purposes
- Goods in cold rooms at -25 °C
- Appliances, electrical equipment, irrigation

A few days

instead of several weeks for the annual count

Variances under control

no more ghost assets on the balance sheet

Time-stamped proof

reliable for auditors and insurers

Current sums insured

insured values follow the real asset base

Studies & surveys

Before investing, insuring, deciding or selling, you need the facts. Our teams survey, cross-check and document to turn uncertainty into a sound decision.

NEW

As-built plans & utility network surveys

On most sites, drawings no longer match what was actually built. We rebuild an accurate record of your structures and networks.

- Drinking water, sewerage, power, telecom and fire networks
- Detection, location and georeferencing
- As-built plans, CAD output and GIS integration
- Geolocation of branches, reservoirs, stations and substations
- Condition surveys of weather stations, piezometers and boreholes

STEP 01

Desk review

Plans, archives, as-built files

STEP 02

Field investigation

Detection, manholes, topography

STEP 03

CAD / GIS output

Plans, diagrams, map database

STEP 04

Kept up to date

Updated after every works

Carried out on real networks: RAK (water, sewerage, power) · SRMMS, formerly ONEE and RADEEMA (assets and geolocation of structures) · ABHDON (weather stations, piezometers, boreholes).

Technical & economic studies

- Technical and financial feasibility
- Construction and production costs
- Useful lives, renewal plans

Risk surveys

- Fire, explosion, flood
- Protection systems and access
- Costed, prioritised action plan

Insurance advisory

- Review of existing policies
- Negotiation with insurers and brokers
- Support before and after a loss

Research & investigations

- Land and title status of assets
- Actual existence and use
- Dated reports and photo records

Market studies

- Property prices and rents
- Market studies and benchmarks
- Field surveys

Owner's engineer

- Bid analysis, quantities
- Progress claims and statements
- Handover, snag lists, as-built file

SECTORS

A tailored answer for every sector

Each sector has its own critical assets, value references and risks. Our methods are calibrated accordingly.

Banking & credit

01

- Market value of collateral
- Premises for new branches
- Market studies

Industry & mining

02

- Production equipment
- Disposals, useful lives, IAS/IFRS
- Relocation and dismantling

Healthcare & clinics

03

- Technical platforms, imaging
- Biomedical equipment
- Reconciliation and sums insured

Construction & development

04

- Value of land to acquire
- Feasibility, construction costs
- Valuation of buildings

Hospitality & tourism

05

- Count and reconciliation
- Insured value
- Business and premises

Public sector & utilities

06

- Public asset census
- Networks and infrastructure
- Owner's engineer support

NATIONWIDE COVERAGE

From head office to remote industrial site, our teams travel across Morocco.

Joint counts, tagging, technical surveys and photographs: value is established on site. Some of the places where we have worked:

100%

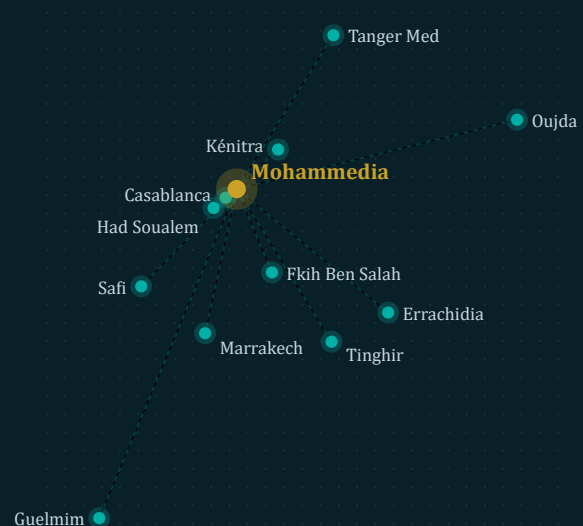
of the country covered

12+

industries

3

practices on call



They trust us

Safran (SAESM)

Marsa Maroc

Managem

Attijariwafa bank

Banque Centrale Populaire

Lafarge Ciments

Nexans Maroc

JTEKT

Oil Libya

DGAPR

RAK

SRMMS

ABHDON

ORMVA Tafilalet

Wafabail

Wafa Immobilier

Chronopost

Casamet (Maroc Telecom)

Koutoubia

Finetti

EFC (ex-RAFC)

Sahel

Bugshan Group (Hyundai)

ODM

SOS Children's Villages

PRACTICE 1

Valuation & appraisal

Oil Libya — facilities and depots, including Jet A1 aviation fuel

Managem Maroc — market and insured value of the vehicle fleet (CTT, CMG, SAMINE, SMI, AGM, CMO)

Attijariwafa bank — market value of collateral: shops, farms, plants

ODM (ex-Blue Towers) — sums insured and inventory of the Al Kindy, Anoual, Menara, Badr and Atlas clinics

Casa Prestations — abattoirs, wholesale market, cold storage unit

Bugshan Group — real-estate appraisal (Hyundai, Global Tires)

Agriarom, Santis, Valplast, Polyversal — pre-loss appraisal

STOCK

Stock, spare parts & dead stock

Lafarge Ciments — industrial spare parts inventory

Global Engines (Hyundai) — market value of dead stock, for tax purposes

EFC (ex-RAFC) — customer goods stored in cold rooms

Sahel — frozen meat in cold rooms at -25 °C

Teka, Induselec, Andreateck — appliances, electrical equipment, irrigation

PRACTICE 2

Fixed assets: count & reconciliation

Safran — SAESM — count, reconciliation, valuation and assets to retire

DGAPR — count and reconciliation for all prisons in Morocco

Marsa Maroc — count and valuation of fixed assets

RAK — power networks, MV/LV substations, water, sewerage

JTEKT — Tanger Med — technical fixed assets

Nexans, Chronopost, Wafabail, Wafa Immobilier — count with reconciliation

Clinics & hospitals — Dar Salam, Les Narcisses, Les Oliviers-Yasmine

PRACTICE 3

Studies, surveys & advisory

Banque Centrale Populaire — price surveys and premises for new branches

SIBA (BP group) — value in use of branches

SRMMS — asset appraisal and geolocation of structures

ABHDON — weather stations, piezometers and boreholes

Proxidepot — feasibility and fit-out cost of a plant

An assignment in four stages

01	02	03	04
Scoping	Field survey	Valuation	Report & follow-up
Scope, purpose, bases of value, engagement letter and schedule.	Joint count, tagging, technical surveys, photos.	Appropriate methods, depreciation, reconciliation, consistency checks.	Defensible report, debrief with your teams, annual update.

YEAR-END CLOSING, INSURANCE RENEWAL, AUDIT?

Your priced proposal within 48 hours.

Describe your need in two lines, by WhatsApp or e-mail. No obligation.



WhatsApp



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MOST REQUESTED ASSIGNMENTS

- Year-end physical count with reconciliation
- Pre-loss appraisal of sums insured
- Stock count and dead-stock appraisal
- Barcode, QR code or RFID tagging
- Market value appraisal for banks
- Utility network surveys and as-built plans



MasterValue
Expertises & Conseils