

The above chart shows the relationship between the $\mathrm{P} / \mathrm{E}$ ratios of a private company versus that of a public company. You will note that the public companies have P/E's of 15 to 22 on the above chart and the P/E's of private companies are about 2 to 5 . This illustrates the power of public marketing and how a company may benefit from being listed on a public exchange.

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