The company's growth is an important expectation that desired by the internal and external management company that is perusahaan as investors and creditors. Growth is expected to provide a positive aspect for the company thereby increasing the opportunity to invest in the company. A company's value can be measured by investment firms set.setiap opportunity to experience the life cycle where each cycle of life in the behavior of financial performance will be different. This study aims to determine the effect of simultaneous financial performance at each stage of the life cycle of the investment opportunity set (IOS). IOS on the proxy to the market to book value of assets

Object of this study is the company's food and beverage industry over the period 2007-2010. Analysis of data using multiple linear regression models. Simultaneous analysis with significant level of 5% financial performance in the form of liquidity ratios, leverage ratios, activity ratios and profitability ratios, each measured indicator denagn current ratio, debt to equity ratio, total asset turnover, and return on investment. Phases obtained only three stages, namely the initial expansion stage, expansion and mature late.

In the early expansion phase significantly affect the financial performance of the IOS with a significance F of 0.000. Ratios in the early stages of expansion variables could explain 99.3% of IOS. At the end of the expansion phase significantly affect the financial performance of the IOS with the significance F of 0.001. ratios at the end of the expansion phase variables can explain 71.6% of IOS. In the mature stage significantly affect the financial performance of the IOS with the significance F of 0.003. Ratios in the early stages of expansion can explain the variable IOS 97.5%. Based on the results of the study at any stage of the life cycle of the company's financial performance significantly influence the investment opportunity set (IOS).