

In today's financial environment it is imperative to have a reliable team and set of IR solutions established to effectively navigate your company through the IPO process

Going IPO with Ipreo

Making the change from a private to a public company is a time consuming and costly process that needs to be properly managed to ensure a full and fair valuation. An IPO should be viewed as a precisely orchestrated and executed transition taking into account proper market and investor analysis, understanding, and communication. The efforts that a company applies and the resources it leverages should provide a quantifiable measure of success at the end of the process.

Ipreo helps a company's management team expertly prepare for and execute every stage of the IPO process. Our offering is vital to helping the issuer navigate from the beginning of the deal cycle through to the aftermarket with maximum effectiveness.

Ipreo specializes in the delivery of both pre- and post-IPO services. We provide unrivaled investor intelligence, targeting analysis and beneficial roadshow services during the planning and marketing phases of the deal. After pricing, Ipreo provides IR website hosting, webcasting, post-IPO shareholder-base analysis, and ongoing market surveillance to help new IR teams identify who holds their shares and why, all in real-time. Ipreo has the ability to provide truly actionable intelligence and tools throughout every phase of the IPO process.

IPO Preparation Checklist

(-9-12 Months prior)

- Begin to assemble your IPO management team
- Assess the market climate for IPOs - market & industry conditions, peer evaluations and IPO deal volumes (*Ipreo Corporate Analytics*)
- Evaluate investment banks and select your lead underwriter for your IPO
- Select your financial printer for prospectus and SEC filing needs

(-6-9 Months)

- Finalize your corporate governance & accounting policies (*Ipreo Corporate Analytics*)
- Determine market and investor communications strategy
- Choose an exchange to list on

(-4-6 Months)

- Conduct comprehensive sector & deal analysis (*Ipreo Corporate Analytics*)
- Conduct initial buy-side perception analysis to gauge pre-pricing investor sentiment for your company (*Ipreo Perception Study*)
- Begin investor targeting (*Ipreo Targeting*)

(-1-3 Months)

- Create roadshow schedule and prepare for investor meetings (*Ipreo BD Corporate*)
- Determine investor relations website design, hosting and webcasting needs

(Pricing/Issuance)

- Launch IR website
- Accurately identify who holds your shares and why from day-one (*Ipreo Global Markets Intelligence*)

(+0-3 Months)

- Conduct ongoing real-time shareholder/stock surveillance (*Ipreo Global Markets Intelligence*)
- Conduct post-IPO investor perception study to gauge buy-side sentiment and share turnover for more effective future investor outreach and communication (*Ipreo Perception Study*)
- Establish management and board-level reporting protocols about market, sector, and shareholder base
- Manage ongoing investor communications, building relationships with the buy-side and sell-side (*Ipreo BD Corporate*)

Ipreo IPO Services**Corporate Analytics**

Ipreo's Corporate Analytics services offers practical examination of a company's business strategy and how its investment story may be viewed by the investment community (impacting valuation and market performance). Our intelligence plays a critical role in enabling clients to fully understand what to expect from investors and how to position the company in the investment universe.

- z Analyze current market and sector trends, peer company performance, IPO deal volumes, and IPO performance
- z Determine industry IPO best practices
- z Evaluate new issuance environment relative to your offering on an ongoing basis

Perception Studies

Ipreo's Perception Analysis provides actionable intelligence for companies to gauge investor sentiment about their company, their sector, recent market-moving announcements, and the broader market.

- z Identification of key factors that drive institutional investors' decisions
- z Analysis of investor expectations and concerns to ensure effective communication of the company story
- z Advanced insight on likely investor reaction to announcements and events

Investor Targeting

Ipreo leverages unparalleled knowledge of the buy-side and sell-side communities to provide clients with continuous evaluation of the investing landscape, as well as plan and execute effective investor outreach programs

- z Fundamental valuation analysis of a company's position amongst peers and the market
- z In-depth share ownership composition & analysis
- z Profiles on investor targets providing detailed insight
- z Predictive modeling of likely future institutional activity
- z Insight into likely behavior and fit of existing shareholders
- z In-depth screening processes focusing on business segments, market capitalization, investing fundamentals and macroeconomic data

BD Corporate IR Workflow Solution

BD Corporate offers IR professionals a complete IR workflow solution backed by Bigdough data - the most comprehensive and up-to-date database covering the global investment community.

- z BD Corporate includes global, multi-asset class data, as well as advanced investor screening
- z Institutional contact data, investor profiles, robust ownership information and Ipreo's proprietary Market Intelligence & Analytics fully integrated within the platform
- z Advanced investor screening & portfolio analytics provide a holistic view of the investors you are targeting
- z Flexible reporting facilitates communication of the results of your efforts to Senior Management and the Board

Investor Relations Websites, Webcasting & Conference Calls

Ipreo has partnered with industry leaders to offer state-of-the-art investor relations website services: your foundation for effective communication to the investment community.

- z Complete IR website design and hosting to match your corporate image
- z Integrated components ensure SOX & and Regulation FD complaint, real time posting of your latest news and filings
- z Connect with the right capital markets audience through the world's best newswire channels (all-star line-up of newswire, webcast and filing services)
- z Hosted global conference call capabilities

Global Markets Intelligence (*Stock Surveillance*)

Ipreo's Global Markets Intelligence focuses on understanding institutional shareholder movements while providing a complete view of all factors contributing to the underlying valuation of a company's entire capital structure (equity, debt, and derivatives)

- z Most experienced team of analysts in the industry
- z Unique team structure ensures dedicated senior analyst ownership
- z Focus on understanding institutional shareholder movements - not just "who" but also "why"
- z Integrated examination of a company's capital structure
- z Cross-asset class analysis, including Fixed Income securities