

Ensure that shareholders are identified, informed of the offer, and accept the offer in a timely manner, by conducting a global communication campaign with Ipreo

Our M&A Related Services

Ipreo provides the complete package of investor communication during an M&A Transaction. By utilising our extensive relationships with the buy side investment community and custodian banks, our global outreach assures final acceptance levels of the Offer are maximised.

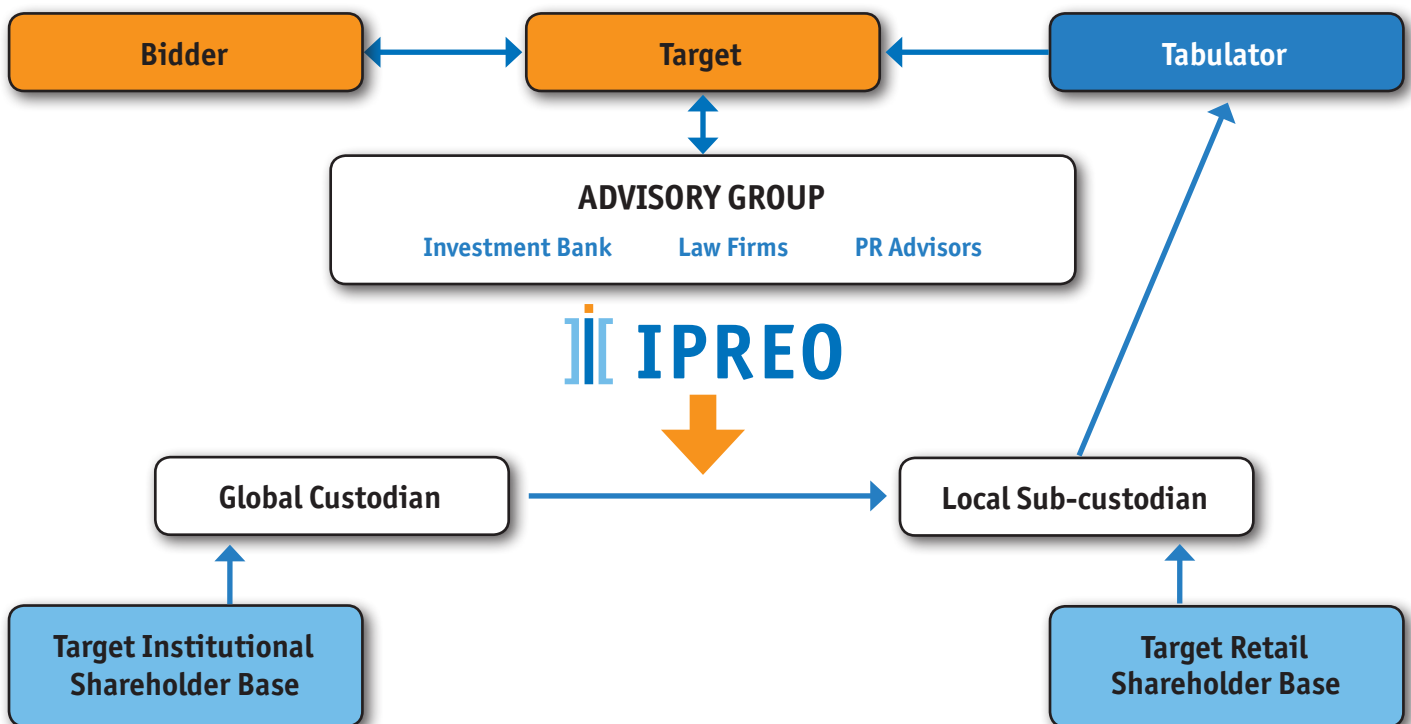
Key Components

- z Identification of institutional investors and creation of their profile
- z Acceptance Behaviour Analysis
- z Information Agency – Document fulfilment and inbound shareholder helpline
- z Targeted and strategic outbound communication campaign with institutional front offices, corporate actions departments and custodial banks
- z Constant monitoring of the custodial chain and reconciliation with the receiving agent
- z Strategic advice on how to reach retail and employee shareholders
- z Extensive reporting and data flow during the deal

Quick facts

- z We know who holds your shares – the strength of our shareholder identification service ensure that we know who holds your shares, down to the individual fund
- z We leverage our robust institutional contact database to ensure we speak to the decision makers
- z Our experienced M&A Team has successfully navigated through many multi-faceted cross border transactions, and is therefore your perfect partner in any situation

Ipreo's Role During an M&A Transaction



Overview and Communication Strategy

Preparation	Announcement	Publication of Offer Document	Acceptance Period
<ul style="list-style-type: none"> Secure Support of key shareholders and management Conduct Shareholder Identification Analysis of Target Monitor daily dealing and trade flows Identify potential obstacles and define strategy In the event of a hostile transaction, define overall communication strategy 	<ul style="list-style-type: none"> Public announcement of intention to launch the transaction Official notification of target Stock Exchange and Financial Authority Continue to update the target shareholder base Gather first investment community feedback (Hedge funds, Arbs) Continue to monitor daily dealing and trade flows Set up Information Agency and Shareholder Helplines Commence mailing if hostile 	<ul style="list-style-type: none"> Submission of Offer Document to Financial Authority within 4 weeks of announcement Receive approval from Financial Authority Commence Solicitation campaign of identified investors Commence custodial initiative Commence retail and employee initiatives Continue to gather market feedback and monitor dealing and trade flows 	<ul style="list-style-type: none"> Possible extensions if: <ul style="list-style-type: none"> - Competition Offer - Improved Offer - Convening of target AGM/EGM Custodial initiative to establish positions with no action taken Tracking of submitted Acceptances and ensure of validity Continue institutional solicitation campaign of identified investors Regular reporting to the client Closing subject to approval
3-4 Weeks	5-9 Weeks		10-12 Weeks

About Ipreo

The marriage of deep industry expertise and dynamic innovation, Ipreo brings market-leading intelligence, robust technology, and superior customer service to all participants in the global capital markets. Built on a legacy of experience and a thorough understanding of capital markets, Ipreo provides critical insights and flexible solutions to help our clients run better investor relations programs.

