

Priority Activities



Prepare for life as NASDAQ listed company:

Ensure adherence to U.S.-listed disclosure requirements and best practices, build a strategic IR plan, and ensure proper channels and protocols are in place at transaction close



Refine investment narrative: Develop the optimal equity story to educate and attract U.S. investors



Secure U.S. analyst coverage:

Identify potential analysts and initiate marketing efforts to build relationships



Build high-quality shareholder base:

Utilize investor targeting to prioritize investors and non-deal roadshows to facilitate market access

Topline Objectives



Ensure preparedness for U.S. public company expectations



Communicate long-term value proposition



Generate a steady drumbeat of positive news flow



Cultivate relationships across investment community



Execute a high impact marketing schedule



Position investor relations program for future evolution and growth

Maximize Success as a Public Company

Navigating entry into the public markets requires insight and preparedness, flawless execution and a relentless focus on sustaining value in the aftermarket.

Phase 1: Pre-IPO

Phase 2: Listing

Phase 3: Post-IPO



Sharpen equity story and management team to ensure they are battle-tested for IPO.



Prepare management and Company for **new communications paradigm** as a public company.



Integrate communications to ensure **consistency of message** across stakeholders and influencers.



Anticipate, plan for, and **mitigate potential risks** that can impact the business and management credibility.



Manage the transition in the shareholder base following the IPO to **drive the optimal ownership mix**.



Determine **optimal banking syndicate** based on bespoke, data-driven research