

# IPO Readiness



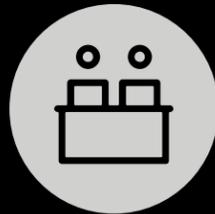
Planning for a successful Initial Public Offering is a complex and challenging journey. Deloitte's IPO Readiness services can help you successfully reach the starting line and beyond.

## Did you know ... ?



The Business strategy, the equity story and corporate governance may impact risk disclosures and stock value

Senior staff time will be almost completely devoted towards the IPO process, so finding the right resources to manage this is key.



Facilitate the transition to being public by early adopting financial reporting, legal, and corporate governance requirements

For over **20 years**, Deloitte has been advising high growth companies on their way to becoming **the next generation of market leaders.**

# Are you ready for an IPO?



## Accounting & Reporting

- Are your last two to three years of financial statements and underlying supporting data in order?
- Have you identified changes required to adopt public company accounting standards and disclosures?
- Will you need to create new internal controls and processes or modify ongoing tax compliance activities?
- Will you need to amend your tax structure to optimize the tax benefits?



## Process & Controls

- Have your processes and internal controls been evaluated under the necessary guidelines?
- Are budgeting, planning and forecasting tools adequate to sustain the future state?
- Does your close and consolidation process support the necessary reporting cycles?



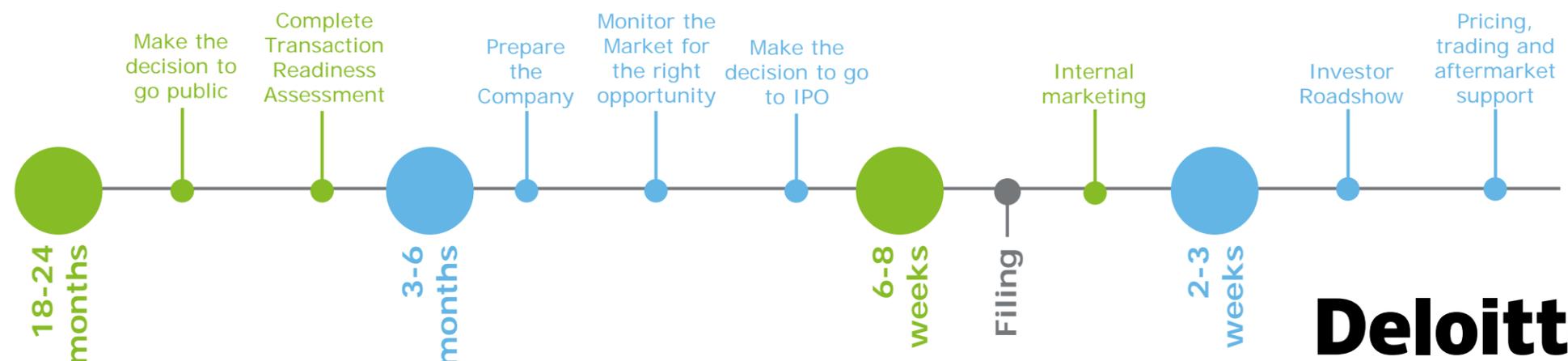
## People

- Do you have a well progressed and compelling equity story?
- Is your talent in key functions such as accounting, regulator and exchange reporting, investor relations and, where relevant, internal audit, sufficient for both the IPO process and afterwards?
- How will you retain top talent throughout the IPO process?

## The IPO Timeline

Advanced planning for an IPO can take up to 18 or even 24 months. It is vital that you prepare thoroughly in advance; many IPOs are delayed – or even fail – because a company has underestimated the amount of work required.

Proper planning for an IPO, including ensuring the right resources and expertise are in place, will not only pay off, but is also an essential part of being ready for the inevitable change to your business undergoing public demands, leaving you in the best position to focus on what really matters – interacting effectively with potential investors.



# Deloitte can help you be ready for all stages of your IPO Journey



## The IPO Readiness Lab

The critical difference between success and failure in an IPO depends on the preparedness of the issuer.

Deloitte's one-day IPO Readiness Lab helps companies prepare for going public by engaging participants in the development of clear organizational goals.

In the span of a single day, you'll work through a broad range of experiences carefully designed to spark productive action. By prioritizing activities, organizations are better prepared to meet their IPO timeline and operate as public companies.



### Evaluate

- Transaction alternatives
- Tax strategy and structure assistance
- Business plan development
- Discussions with investment bankers, legal counsel, external auditors and professional advisors
- Pre-IPO preparation workshops



### Assess

- IPO Readiness assessments
- Gap analyses
- Activity identification and prioritization
- Gap remediation and interdependency identification
- IPO roadmap development
- Project planning
- Road show preparation



### Execute

- Project management
- Registration statement preparation
- Accounting policy development
- Disclosure drafting
- Finance process improvement
- Controls assessments
- Internal Audit transformation
- Tax operating model review



### Sustain

- On-call accounting policy support
- Investor relation and market value services
- Accelerated external reporting assistance
- Sufficiency of resources monitoring
- Implementation services for new accounting standards
- Tax compliance or provision services

The above services are subject to independence guidelines and are only provided to an audit client as permitted under the auditor independence requirements.

## Why Deloitte?

### Our experience

Our IPO Readiness specialists have a wealth of direct experience in successfully preparing companies for an IPO and supporting them as the process unfolds. We deploy skilled teams that take a hands-on approach: from the prompt, clear identification of what needs to be done, advising on every step along the way, through to delivering tangible results.

The combination of our specialized team and our significant capital markets experience gives us confidence that we can deliver the most valuable and cost effective solutions to you to enable a smooth and efficient IPO process.

### Commitment to Excellence

We understand that the quality of our service is a reflection of our team's performance and dedication to our clients.

Our specialist IPO Readiness teams are committed to being consistently accessible and providing proactive consultative advice and guidance that is responsive to management and valued by our clients.

We ensure that our specialists are available in real time to address our clients' business needs and the complexities of the offering process, and will provide recommendations for emerging issues.