

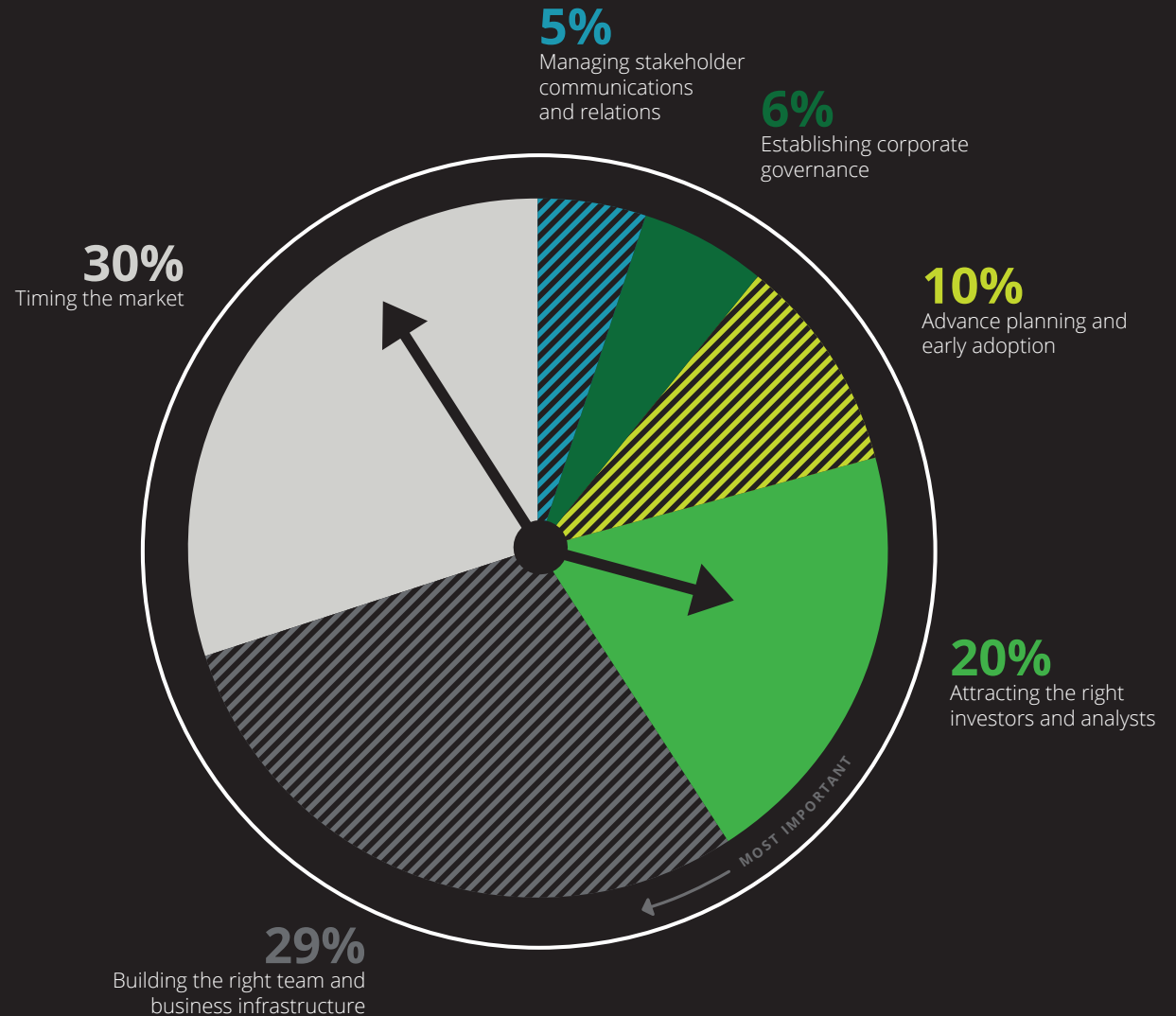


# Going public?

Your peers say these issues should top your IPO agenda

## Timing is everything

Like any big initiative, an IPO introduces a host of new challenges and concerns. But which should command most of your attention? Which are more important than others? We recently asked 3,000 executives across a variety of industries for their opinions on IPO-specific concerns. These are the issues they say you should be keeping top of mind, with 30% citing timing the market as the most important.



This poll took place during the May 24, 2016 Deloitte Dbriefs webcast, Private company IPOs: Timing is everything?

For more information, visit [www.deloitte.com/us/egc](http://www.deloitte.com/us/egc).

As used in this document, "Deloitte" means Deloitte LLP and its subsidiaries. Please see [www.deloitte.com/us/about](http://www.deloitte.com/us/about) for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Copyright © 2016 Deloitte Development LLC. All rights reserved.  
Member of Deloitte Touche Tohmatsu Limited