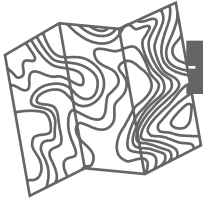


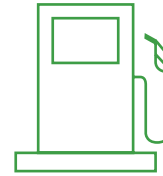
THE ROAD TO IPO

Taking your company public: Key timeline considerations



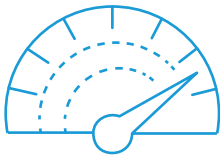
PLANNING (12–24 months)

- Complete IPO readiness assessment and due diligence
- Review management track record and adjust accordingly
- Weigh new strategic options
- Evaluate IPO resources and needs



PREPARATION (6–12 months)

- Confirm IPO timetable
- Build internal and external IPO team
- Prepare investor presentation materials
- Craft equity story



EXECUTION (1–6 months)

- Determine filer status
- Identify SEC registration requirements
- Prepare financial statements
- Establish pre-effective filing
- Address SEC comments and resolve issues
- Conduct investor road show



POST-LAUNCH

- Manage shareholder/investor relations and expectations
- Maintain external reporting and corporate governance
- Manage public relations to build awareness and reputation
- Optimize systems, processes and internal controls

THE POWER OF BEING UNDERSTOOD
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