



INVESTOR & PUBLIC RELATIONS for SUCCESSFUL IPOs

By



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influence mindsets ::
shaping perceptions

AGENDA



- The importance of IR and PR in IPOs
- Role of IR and PR in IPOs
- Components of an Effective Integrated IPO Campaign
- The importance of Analysts/IR
- The Importance of Media Relations
- Importance of PR and IR —Pre and Post IPO



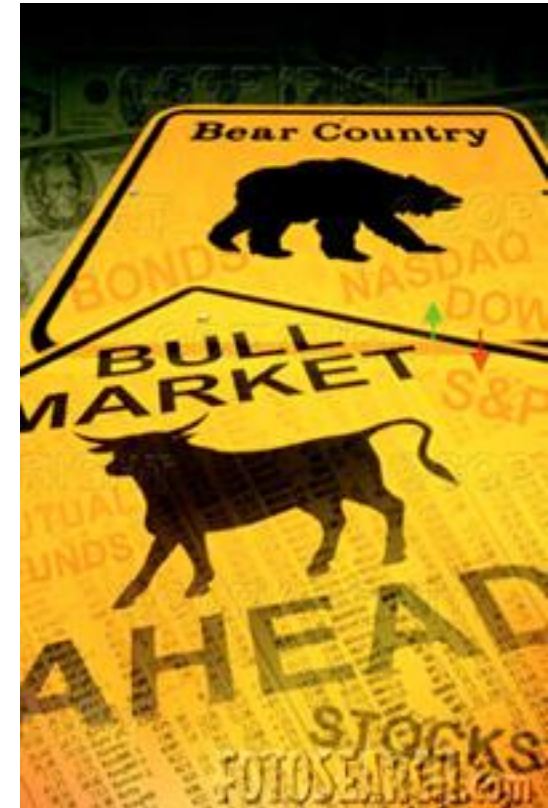


Importance of IR and PR in IPOs

What can make or break an IPO?



- Market/investor sentiment and global financial/economic conditions
- Financial and legal issues
- “Whistle-blowing”/Poison Letters
- Positive awareness and publicity or lack of it



Importance of IR and PR for IPOs



- IR and PR essential for IPOs
 - Companies have to compete to outperform one another, and upgrade their communications with the public/shareholders
- Good IR and PR = Improved Investor Interest and ultimately enhanced valuation
 - Clear positioning and strong storyline/themes
 - Corporate disclosure and transparency
 - Improved awareness and understanding
 - Better credibility and corporate branding can lead to enhanced valuation

Properly planned and executed, the IR function serves both the company and the investment community.



Role of IR/PR in IPO



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Role of PR and IR for IPOs



- Creating market excitement and “Buzz”
 - raise awareness/appeal and attract interest
- Managing Media and Investor Perceptions
 - give timely, appropriate responses to queries from media, analysts/fund managers, SGX and the public
 - Deft handling of queries/answers to prevent or minimize complications and delays which can in some cases, threaten to scupper entire IPOs

- ◆ IR professionals with specific knowledge of the markets, the securities industry, and laws & regulations will be able to effect timely, accurate release of information
- ◆ Credibility of management takes a long time to build – but is easily destroyed by inaccurate or MISLEADING information.

Role of PR and IR for IPOs



- Managing any issues arising from poison pens and other comments/claims:
 - Poison pen letters from competitors, disgruntled staff and ex-business associates and partners
 - Poison pens have led to delays and stop orders for IPOs
 - Poison pen letters are usually sent to the media, online forums and popular blogs - NOT just the SGX or MAS

Managing the reputation of a company, sometimes called the corporate brand, is not only important in terms of share performance, but also involves other factors e.g. track record, corporate social responsibility and ethical policies.

Role of PR and IR for IPOs



- Advise on the right corporate strategy for branding and positioning of the company
- Advising company management/spokespersons on what to say and what not to say to the public
- Crafting the right messages for the company to get the desired valuation and investor interest
- Conveying the Company's investment merits in a credible easily understood and accessible manner via multiple channels (within the SGX guidelines)
- Developing a **good storyline/theme** that appeals to the investing public
- Media training

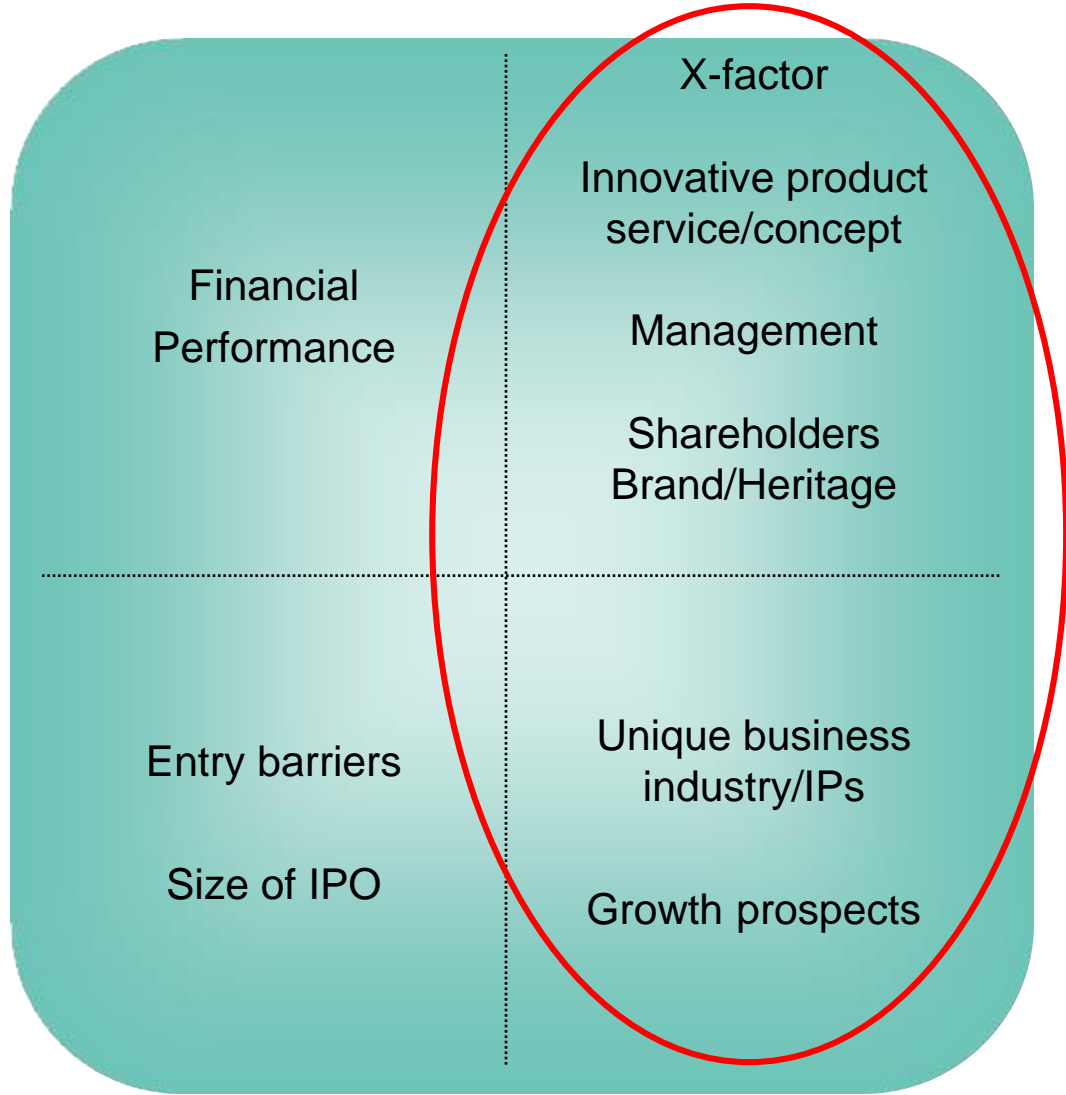
What is a Good IPO Storyline?



- X-factor (“wow” factor)
- Innovative products
- Strong financials
- Strong growth potential
- Reputable shareholders and outstanding management
- Good brand name/parentage
- Unique IP s/Technological breakthroughs
- Sustainability, eco-businesses, climate control, etc
- Dividend or yield plays, good returns
- Scalable business models with sustainable revenue streams – e.g. healthcare, education, e-commerce, fintech, etc.
- Size of IPO - Global Perspectives



What is a Good IPO Storyline?



Quantitative Factors – **expected** for all listing to meet listing requirements

Qualitative Factors - more important for **good storyline**

When should IR and PR be engaged for IPOs?

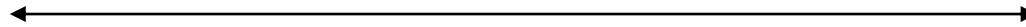


- Before Submission to SGX
- After Submission to SGX
- After obtaining ETL (eligibility to list)
- Before Prospectus Registration/Lodgement

Timeline of PR/IR workflow in IPOs (Mainboard)



Pre-IPO period



Day 0

Day 0				
<p>Pre-submission Consultation</p> <p>Consult SGX on issues to be resolved.</p> <p>PR Role:</p> <p>Development of positioning & brand-building</p> <p>Media training</p> <p>Profiling</p> <p>Online website</p>	<p>SGX Review</p> <p>Submit listing application & prospectus to SGX.</p> <p>SGX reviews listing application for compliance with listings requirements and indicates eligibility to list.</p> <p>PR Role:</p> <p>Prepare key messages/programme for IPO for media & investors</p> <p>Prepare collaterals/presentations</p>	<p>Public Comments</p> <p>Lodge preliminary prospectus with MAS OPERA for public comments.</p> <p>MAS reviews prospectus.</p> <p>Conduct roadshow to institutions & sophisticated investors & commence book-building.</p> <p>PR Role:</p>	<p>Registration & IPO</p> <p>Register & lodge final prospectus with MAS.</p> <p>Launch of offer.</p> <p>PR Role:</p> <p>Media activities</p> <p>Ads</p> <p>Investor Roadshows</p>	<p>Trading Commences</p> <p>Offer closes. Balloting</p> <p>Issuers' securities are listed & trading commences.</p> <p>PR Role:</p> <p>Trading debut on SGX</p> <p>Media activities</p>

Timeline of PR/IR workflow in IPOs (Catalist)



Pre-IPO period



Pre-submission	SGX Review	Submission to SGX	Lodgement on Catalodge/Registration of Offer Documents	Trading Commences
Meet Sponsors and Appoint Sponsors and IPO professionals	Plan strategy and prepare for submission documents to SGX.	SGX reviews. SGX to give go ahead with lodgement	Lodge prelim prospectus on Catalodge for public feedback.	Offer closes. Balloting
<u>PR Role:</u> Development of positioning & brand-building	Meet SGX for presentation of company and issues at hand	<u>PR Role:</u> Prepare key messages/programme for IPO for media & investors	Registration of Offer Document and Launch of offer/IPO.	Issuers' securities are listed & trading commences.
Media training Profiling Online website	Prepare collaterals/presentations	<u>PR Role:</u> Media activities Ads Investor Roadshows	<u>PR Role:</u> Trading debut on SGX Media activities	

Components of Integrated IPO campaign



- Media
- Analysts/Fund managers activities
- Advertisements/advertorials
- Web/Online/Social and Mobile media
- Other collaterals
 - Video
 - Brochures
 - Factsheets
 - Investor presentation
 - Folders
 - Banners/posters

Analysts/FM Activities for IPOs



- Analysts and fund managers' views and support are important for success of IPO as they influence investor decisions
- Activities include
 - Roadshows;
 - Small group presentations; and
 - One-to-one meetings

PR and IR During IPO & Post-IPO

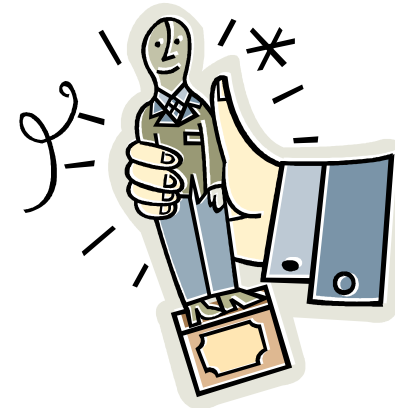
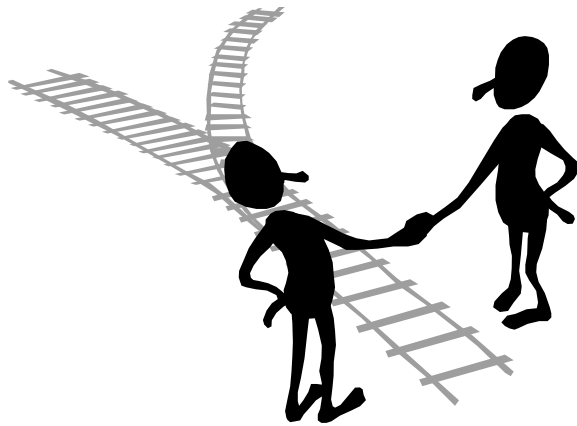


- For IPOs, the company has to be mindful of what or what not to say during the media interview
- The company cannot disclose any information not mentioned in the IPO prospectus e.g. profit and revenue growth forecasts.
- Failure to abide by the SGX rules and guidelines can result in reprimand or the IPO company making an apology
- We must always be alert for opportunities to release "news" to the media.
- For post IPO, sustained media publicity and positive research reports from analysts will ensure that the company stays on investors' radar screen.

“Rewards” of Good PR and IR



- Fund managers/buyers knocking at doors of listed companies
- Some listed companies even got offers and were sold at rich valuations
- Recognition by the industry



KEY POINTS IN PR & IR FOR IPOs



- Engage an experienced PR and IR consultancy
- Early appointment before submission means more time to develop the right positioning/branding/desired profile of the company, and to produce the right supporting materials for the company's IPO
- Generate the desired publicity not just for a successful IPO but also a successful journey as a listed company
- IPOs are just the start for companies going to the capital market. Sustained IR and PR campaigns are critical for success as a listed company for securing investor interest and fund raising programmes post IPO



Thank You

Question & Answer

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