



# Capital Markets advisory

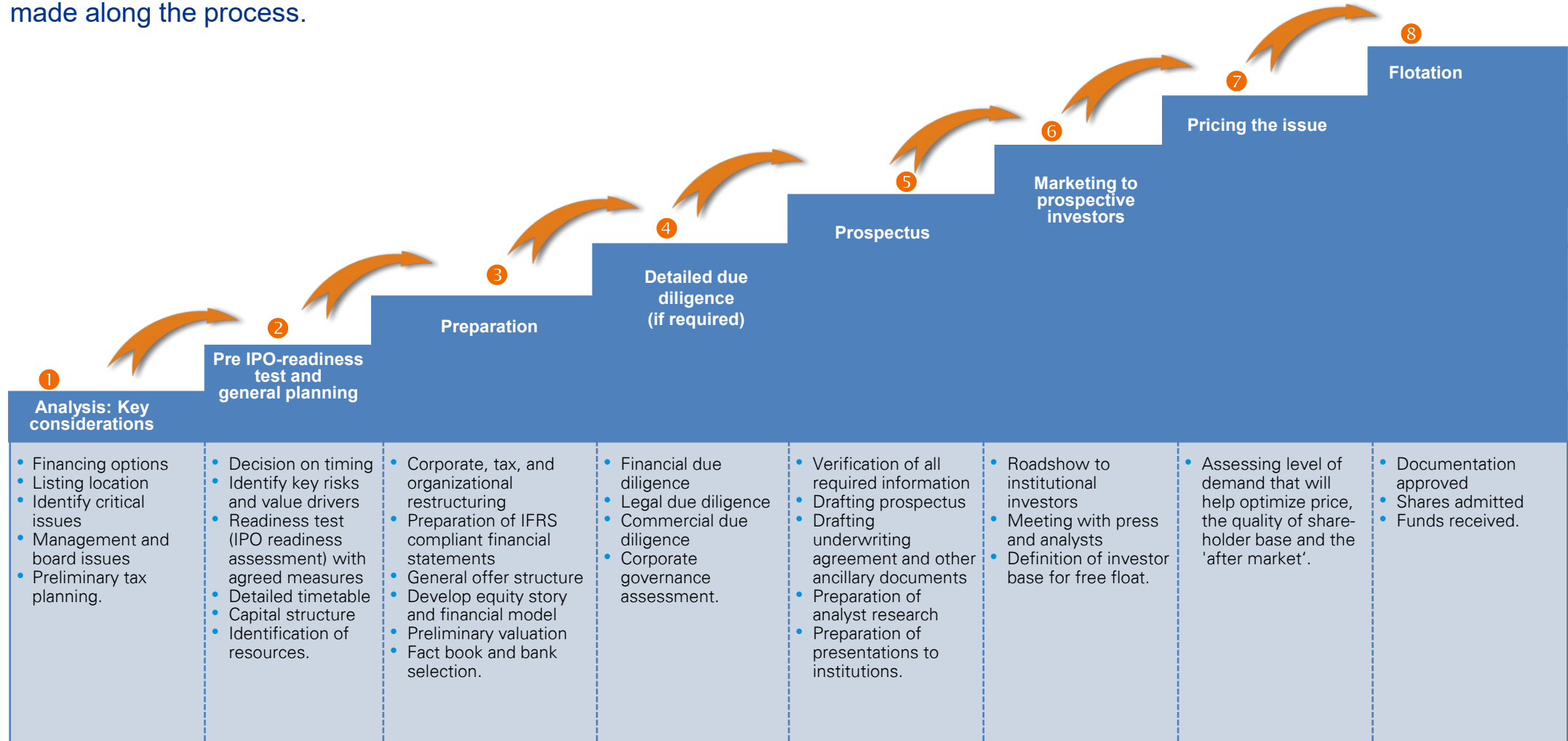
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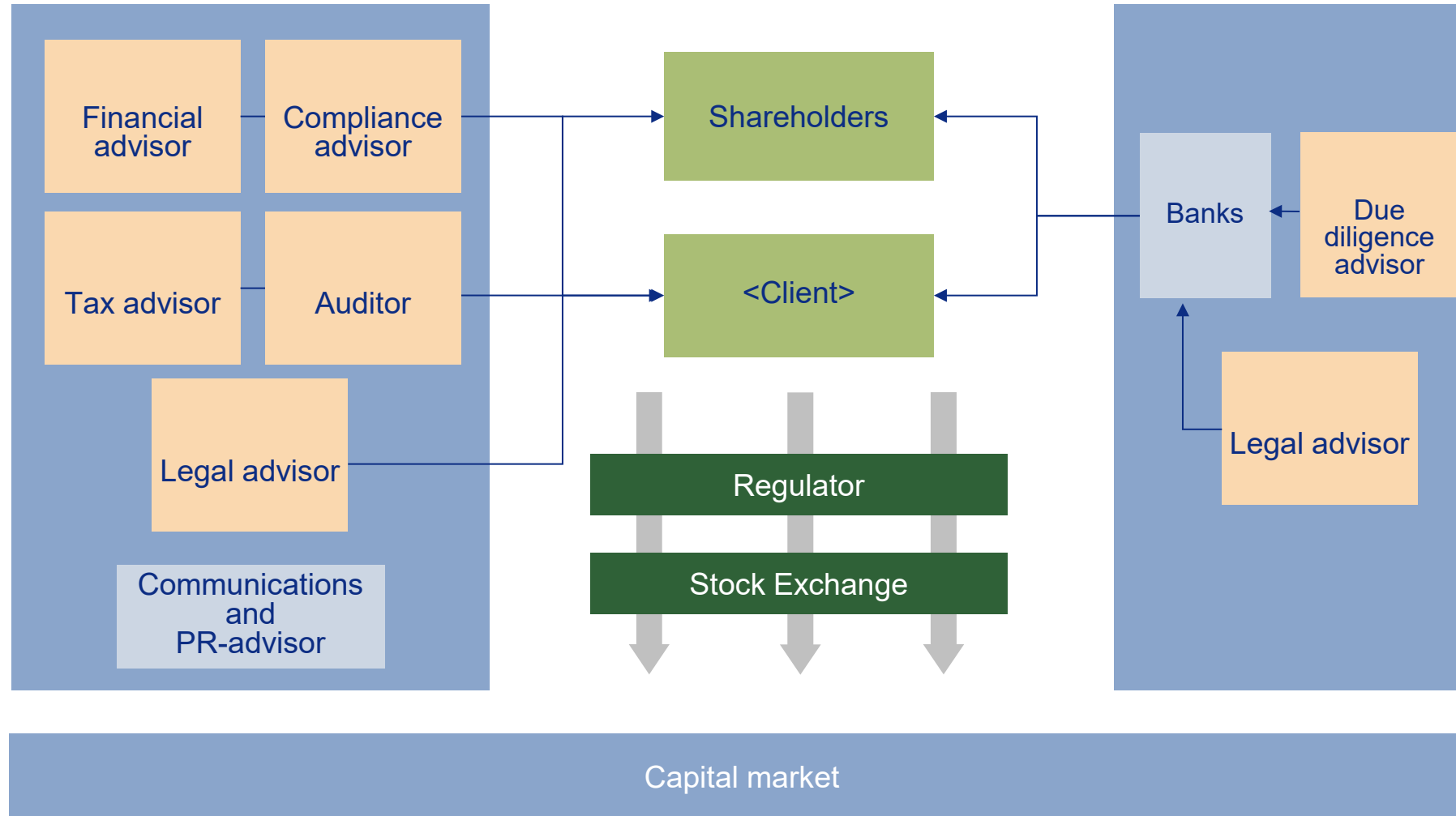
# Overview of an IPO process

An IPO preparation process could take between 6 and 24 months, from planning to the initial listing with a number of decisions being made along the process.



# Overview of IPO process

## Key Parties involved in an IPO process



# KPMG guide for a successful IPO

Our phase-wise approach is based on five key focus areas

1. Assess the essential requirements for listing and address the differences in existing information, accounting, and disclosures.

2. Assess the impact of the IPO transition on the business, including corporate governance.

3. Assess the impact of the IPO process on systems and processes

4. Assess the need for a new organization structure, personnel and technical training

5. Define how the IPO process is managed including IPO filing, transition roadmap, resources mobilisation and budgeting



# Going Public vs Being Public

For success with the IPO process, it is imperative to focus on both “going public” as well as “being public”

## Going Public

### Key areas:

- Prospectus
- Due diligence
- Developing a compelling company story
- Marketing the offering
- Regulatory review



## Being Public

### Key areas:

- Regulatory reporting and oversight
- Regulatory compliance
- Meeting market expectations
- Business function enhancements across Accounting & Finance, IT, Legal, HR and Sales and Marketing



# Life post the IPO – Continuing obligations

The experience of a company's board and professional advisers will be a major factor in determining how smoothly a company will make the transition.

## Transition

As you go through the IPO process, the experience of your board, management team, and professional advisers, as well as your readiness to operate as a public company, will be the major factors in determining how smoothly you will make the transition to operating as a public company.

## Implement strategic operating plans

Going public was a strategic decision. Funds were raised to help accomplish those strategic plans. Now that you have the money, you are expected to follow through.

## Regulatory Matters

As a public company, you are required to comply with securities legislation and the rules of applicable stock exchanges. Regulators do focus on the governance of public companies, and their expectations of boards of directors as well as board committees continue to evolve. Public companies must meet extensive continuous disclosure requirements.

## Investor relations

With the offering completed, your new shareholders, potential shareholders, and the investment community at large all have an ongoing interest in the affairs and results of your company. Developing a proactive and ongoing investor relations strategy is a critical component in sustaining an active after IPO interest in your company.



**If interested in a further discussion, do reach out to us:**



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