

FIVE QUESTIONS YOU NEED TO ASK BEFORE YOU BEGIN YOUR INITIAL PUBLIC OFFERING

Going public is an exciting time for your company. It's also a time that is full of complexities and decisions that need to be managed to ensure success. Based on our years of experience leading clients through initial public offerings (IPO), we've identified five things you should be thinking about before you embark on going public. A smart approach allows you to achieve the business results you want.



1. Who will be on your IPO team?

Starting from your earliest preparations and continuing through your first 18 months of being a public company, you'll need a team of experts to be successful. **Early on you should identify the players that will make up that team**, which typically includes legal counsel, accountants, financial advisors, underwriters, an IPO agent and a transfer agent. This team will keep your IPO on track and guide you through the intricacies of the process. Team members can assist with common tasks such as lock-up releases, secondary offerings or private placements, in-kind distributions and any other IPO-related issues you may have.



2. How will you manage your capitalization (CAP) table?

This may be one of the greatest changes you encounter upon going public. As a private organization, your CAP table is closely held and highly confidential. That changes once you go public as SEC filings and your annual report contain this information. **You'll need to identify who will administer each of the different pieces of equity and how those parties will work together.**



3. Who will be your transfer agent?

Don't wait until the last minute to select your transfer agent. **Smart businesses think about who they'll use as a transfer agent as early in the game as possible.** This not only helps make the process more efficient, it will also give you another resource to rely on during the IPO process. A transfer agent that offers you a dedicated IPO team helps you manage your IPO timeline, understand the legal documents required, determine the services you want to offer to your shareholders and much more. With your transfer agent in place, you'll have a lot less to worry about.



4. What services will you need your transfer agent to provide?

Look to your transfer agent for more than recordkeeping services. Consider how you want these IPO-related questions answered:

How will you handle pre-IPO certificates?

Will you exchange them for publicly traded shares? And if so, who's going to handle that process - you, your counsel, or your transfer agent? Or, will you leave them out in the market?

Are you interested in engaging a dedicated team of resources to provide white-glove service for your executives and directors?

Your executive management may need additional support with inquires and transactions.

Will your corporate insiders need assistance with Section 16 filings?

Forms 3, 4 and 5 have strict guidelines for when they need to be filed, and you need to be prepared to meet those deadlines.

Do your board members and decisions makers need the ability to share materials conveniently and securely?

Offering your board members tools that allow them to work more efficiently will help them make faster decisions on important business matters.



5. How will you communicate with your shareholders?

Having a thorough communications plan is an important part of any IPO.

Because your transfer agent will mail shareholder statements, you can use the opportunity to communicate with your shareholders. Information that's important to communicate includes:

- > Transfer agent information
- > Company contact
- > Lock-up release information
- > IPO news

As a rule, the more thorough and clear you are with your communication, the more comfortable shareholders will be and the smoother the post-IPO transactions will go.

We can work with you on all of these considerations and simplify the complex process of taking your company public. We have helped thousands of companies successfully complete their IPOs by providing a dedicated team, efficient project management, ancillary services to manage executive needs, shareholder communications and ongoing transfer agency services. **Visit computershare.com/IPO for more information.**