

# IPO INDUSTRY CONSULTING SERVICES

**Your trusted partner for your IPO journey**

Creating value for clients and supporting professional parties throughout the IPO process



**GAME CHANGERS**



# OUR IPO INDUSTRY CONSULTING SERVICES

## SENSITIVE TO GLOBAL INDUSTRY DYNAMICS

Our broad cross-industry and global coverage, and leading position in the IPO service market us to have deep understandings on frontier industry dynamics enabling us to support our client's fund raising and investment strategies

## CREATING VALUE THROUGH OUR FACT-BASED APPROACH

Our fact-based approach gives investors full grasp of real market dynamics. Our strategic insights and recommendations create unparalleled values for each decision-making process during a transaction

## CONTRIBUTIONS BEYOND ADVICE

As a partner supporting deal teams, we provide active and direct on-site support and precise execution assistance to our clients through our expertise and commitment

**Our IPO consulting services provide support to both the client and sponsor throughout the IPO project lifecycle**

### PRE-IPO PLANNING

#### Pre-IPO Due Diligence

1. **Market attractiveness assessment**
  - Company competitive position and market dynamics
2. **Vendor due diligence(VDD)**
  - Commercial due diligence
  - Company competitive position
  - Financial health check
  - Revenue projections
3. **Use-of-Proceeds planning (U.O.P.)**
  - Growth strategy planning – Organic growth and M&A
  - 5-year strategy plan roadmap
  - Revenue projections

### IPO PRE-APPLICATION SUBMISSION

#### Industry Consultant

1. **Industry expert report**
  - Industry dynamics
  - Company competitive advantage
  - Ranking tables
  - Verification
2. **Industry overview section (IO) drafting**
  - 10-page executive summary of the industry report for the prospectus

### IPO POST-APPLICATION SUBMISSION

#### Listing Support Services

1. **Follow up on Exchange questions and clarification requirements**
  - Provide further supporting evidence on industry
  - Report and data updates during the follow-up period
2. **Advise on drafting replies to queries by Exchange and SFC**
3. **Review and sign-off on due diligence forms**

### POST-LISTING

#### Post-listing Growth Strategies

1. **Organic growth strategies**
  - Market Dynamics
  - Macro Economics / Policy
  - Competitive Insights
  - Market Expansion
  - Feasibility studies
2. **Mergers and Acquisitions**

# OVER 200 SUCCESSFUL IPO/CDD ENGAGEMENTS

 3737.HK	 1446.HK	 830.HK	 8307.HK	 1552.HK	 1253.HK	 8405.HK
 8161.HK	 1915.HK	 3623.HK	 1397.HK	 1447.HK	 3390.HK	 1150.HK
 2283.HK	 2789.HK	 1577.HK	 1661.HK	 1942.HK	 1979.HK	 8321.HK
 8509.HK	 2682.HK	 8493.HK	 1637.HK	 860.HK	 1647.HK	 1662.HK
 8368.HK	 6038.HK	 8460.HK	 1630.HK	 8152.HK	 2863.HK	 8476.HK
 1710.HK	 1707.HK	 2225.HK	 6080.HK	 784.HK	 8427.HK	 8262.HK
 8217.HK	 8321.HK	 1706.HK	 3878.HK	 8417.HK	 8476.HK	 1695.HK
 1720.HK	 8118.HK	 1459.HK	 1557.HK	 3728.HK	 1341.HK	 8416.HK
 8429.HK	 1568.HK	 148.HK	 8293.HK	 1825.HK	 8328.HK	 6882.HK

## EXPERIENCE IN INDUSTRY ANALYSIS AND CONSULTING



## A GLOBAL PRESENCE FOR YOUR IPO



Albania	Brazil	Cyprus	Germany	Iraq
Algeria	Bulgaria	Czech Rep.	Ghana	Ireland
Argentina	Canada	Denmark	Guatemala	Israel
Austria	Cameroon	Dominican Rep.	Hong Kong	Italy
Australia	Chile	Ecuador	Hungary	Ivory Coast
Bahrain	China	Egypt	Indonesia	Japan
Belgium	Colombia	El Salvador		Jordan
Bolivia	Costa Rica	France		Kazakhstan
Bosnia and Herzegovina	Croatia			Kenya
Kosovo	Mozambique	Philippines	Senegal	Switzerland
Kuwait	Netherlands	Poland	Serbia	Taiwan
Lebanon	New Zealand	Portugal	Singapore	Tanzania
Macedonia	Nigeria	Puerto Rico	Slovakia	Thailand
Malaysia	Norway	Qatar	Slovenia	Tunisia
Mexico	Pakistan	Romania	South Africa	Turkey
Montenegro	Panama	Russia	South Korea	UAE
Morocco	Peru	Saudi Arabia	Spain	Uganda
			Sweden	



# ABOUT IPSOS STRATEGY 3

Specialized division of Ipsos providing **fact-based consulting services**; Help our clients **build, grow and compete**

- **One of top ranked growth strategy consultancies** based in Asia Pacific;
- **Over 20 years** of industry track record in Greater China;
- **A leading firm** in IPO Consulting Services for listings in Hong Kong;
- **Over 200 successful** cases
- One of the **world's best management consulting firms recognized** by **Forbes 2022**

## ABOUT IPSOS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide a true understanding of society, markets and people.

To do this, we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

You act better when you are sure.

## Contacts

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## Strong Presence in Greater China



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