

At Insights, we work with our clients to provide advice and assistance in Pre-IPO, IPO, IPO execution and Post IPO stages by working hand in hand with the capital houses

We serve our clients to cater their needs in every possible way at every level of their organization either

- Strengthening their corporate governance
- Assisting the entity corporate strategy by providing business plan and financial due diligence
- Assisting in IPO offer by making prospectus, financial model and indicative business valuation

We are trusted IPO advisor for the management.

Initial Public Offering (IPO) is essential to for the following objectives:

- >> To raise equity from public investors,
- To increase the credibility and fuel the growth of the company,
- To strengthen the Capital Markets and increase country liquidity outlook



Milestones / Tasks

## • Pre-conditions for

- Offering
- IPO Readiness Assessment - Strategic Considerations
- Applications for Listing
- Appointment of **External Advisors** Involved in Listing and Offering
- Determination of Pre-IPO Capital Structure
- Business Plan Finalization
- Pre-IPO Financial, legal Due Diligence and Market analysis
- Pre- IPO Prospectus

- Approval of Prospectus and business plan by Company Management
- Approval by CMA of **Prospectus**
- Appointment of Underwriter and Roadshow Presentation
- Continuing Obligations
- Listing on Parallel Market

- Monitoring the subscription by investors/underwriter
- Downside Risk Monitoring

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