

# IPO Research



**Edison can help you engage with your investor audience and prepare for life as a public company by publishing IPO research to the market.**

**Target: 2-3 months pre-IPO**

The IPO note can provide assistance in shaping a company's equity story and the way it is communicated, as well as to prepare the management team for challenge by both buy-side and sell-side analysts. With its independent forecasts, the IPO note is typically used as part of the soft-marketing exercise to move investors up the learning curve, enabling more productive meetings with the management team.

## **IPO research – targeting potential investors**

- A rigorous and objective 3rd party view on valuation and the equity story.
- Accessible to retail as well as institutional investors.
- Targeting different investor pools to brokers, bringing incremental demand.

Following the IPO note, a first day of trading note can be published during the “blackout” period post-IPO. This note helps maintain momentum, as well as liquidity and interest in the stock on listing. Edison’s distribution platform also enables access to retail investors unable to participate directly in the IPO.

IPO research can make a valuable difference:



### **GLOBAL DISTRIBUTION**

Global distribution to any investor, anywhere.



### **BLACKOUT PERIOD**

Edison’s first day of dealing notes published during the blackout period maintain stock momentum and liquidity.



### **FINANCIAL FORECASTS**

Edison provides a channel to put independent forecasts into the market..

## **Why Edison?**

**We are ideally qualified and positioned to help shape and communicate the investment story, challenging the management team to ensure that they deliver the strongest story to investors.**



Complements the formal listing process as an effective way to present the company’s investment case to prospective investors (retail and institutional). The report is geared towards enabling investors to understand the key points of your investment case as the first step in the roadshow process.



As independent research, the report provides an attractive way to put financial forecasts into the market that do not need to be reported on in the prospectus. The valuation range will be phrased in such a way that it does not limit the advisor’s freedom of action in final pricing.



Enables focused roadshows, with management able to build on an existing base of knowledge from the advance circulation of Edison’s research.



“We made a decision to ask Edison to write research for the IPO of JPMorgan Global Convertibles Income Fund as we felt the process would be enhanced by a piece of independent research and believed that Edison’s distribution platform would boost the efforts of both the in-house team and sponsoring broker. The research note was well received and appealed to investors with varying levels of knowledge of convertible bonds. Edison’s customised distribution was vital and the readership data became an important tool in ensuring we had covered the investor universe. Edison’s team was efficient and easy to work with and their services come highly recommended.”

**James Bedford, JP Morgan**



Edison Investment Research Limited is authorised and regulated by the Financial Conduct Authority

# Edison Services Overview

## Our services



Consulting includes working with clients on transactions and fund-raising projects, valuations, commercial due diligence, pre-IPO work, modelling, market reports and other ad-hoc projects.



Pre-IPO Research can help you prepare your board for life as a public company by telling your story to the market.



Equity Research ensures that investors are kept regularly informed on our client companies throughout the year.



Enhanced Distribution supplements the existing Edison distribution circuits with paid for newswire services that creates greater reach and engagement for our clients.



ResearchLink allows clients to embed our research on their company website improving investor engagement



InvestorTrack® is Edison's unique platform tracking the readership of published research.



ADR Research directly targets US investors and our research has a proven track record in stimulating liquidity in ADRs and attracting new investors from the largest pool of capital in the world.



Boardroom Briefing is an honest, concise and independent view of various equity market themes and trends specific to a client's sector and business.



Investor Relations is a full service investor relations business that works with private and public companies, custom-building programmes of activity and accessing diverse pools of investment capital through its global investor networks.



Perception Surveys deliver the investor intelligence needed to help manage market expectations for the client's board of directors.



Targeted Investor Marketing enables your company and our covering analysts to work together to identify 25 key funds to target as potential investors.



EdisonTV executive interviews are a natural extension of providing investors with an update on the client company via social media.

Frankfurt

London

New York

Sydney

Wellington

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