

Creating Value Add By
Maximizing Exchange Proposals



Overview

Selecting an Exchange for an IPO, Direct listing or SPAC has become a “coin flip”. Each exchange now has similar technology, processes, offerings and services.

They have become commoditized...

How do they differentiate themselves? They say it's all of the above when in fact it's often simply ***Marketing***.

Each exchange will try to outdo the other with a Marketing proposal that is often “valued” from between \$5- \$15 million dollars.

That's where the opportunity lies...

The Opportunity:

By understanding and actively engaging with each Exchange, you can create *enormous incremental value* for your firm or your clients both pre and post IPO.

Understanding the Marketing Timeline and Process

5 to 1 year(s) out

- Exchanges court prospects - trying to vie for favor by pitching benefits and differentiation

1 year - 3 months out

- Initial “generic” marketing proposals presented
- Marketing Information gathering meetings held between clients and exchanges
- Revised marketing proposals presented based on input

6 - 2 months out

- Hand to hand combat begins on dollars, media, timeframe and concepts
- Exchange selection made

3 - 0 month(s) out

- IPO concepting and executional plans formalized
- IPO Day

Post IPO

- Execution of proposal offerings
- Requires constant management of exchanges

What's in a Marketing Proposal and where is the Value?

Media Types

- Each exchange has different “go to” media partnerships
- Nasdaq and the NYSE load proposals with media that represents “soft dollars”.
- They try very hard not to provide media assets that represent real (hard) dollars

By understanding partnership structures - Clients can maximize valuable media vs “useless” media

Dollars

- Each exchange shows a proposal with a “value” of millions of dollars
- The **true** value of each is often a fraction of that
- They mix fictional Impression values, with soft and hard dollars
- The “real” value is opaque

By knowing what's real value vs not, Clients can extract the most value from the proposals - often \$100k- \$1mm more in real value

Timeframe

- Each exchange will propose a timeframe for the proposal - usually 3-5 or more years depending on size of deal
- Fact: **75% of the value** of the proposal goes unused after the first year

By managing the exchange and holding them to task, Clients can maximize the full value of the relationship

The Opportunity

By leveraging our experience, ***you and your firm can gain significant value from the Marketing proposal process which pits the exchanges against each other - giving you a huge opportunity to maximize the proposal value.***

This incremental value can then be leveraged for IPO day marketing, PR, Investor relations, new product launches, brand campaigns and more