



10/7/2021 NIRI Webinar: Breaking Through and Building Trust as a New Publicly Traded Company

KEY TAKEAWAYS

- **IPO landscape is changing** - with a record number of new listings, broadening investor base, and more daunting regulatory environment, IR is more relevant than ever, and companies should take ownership of their listing communications process
- **IR fundamentals remain the same** - it is essential to know your content well, identify and understand key metrics that drive the business, target key audiences that fit well with the company, and define channels of influence beyond the sell-side
- **New tools for IR storytelling** - utilize corporate video/virtual reality for visual and interactive storytelling, apply surveillance tools to tap into conversations in the wider ecosystem and weave their feedback into the company's corporate story
- **Vendors for new IR program** - databases for keeping track of sell-side estimates may be expensive but are necessary for running an effective IR program; tools for monitoring change in ownership can be complimentary as part of the listing package





10/7/2021 NIRI Webinar: Breaking Through and Building Trust as a New Publicly Traded Company

KEY TAKEAWAYS

- **Reputation management starts with the story** - think through how you want to tell the company's story to an audience beyond just institutional investors, and prepare for potential criticism with message testing and mock question and answer
- **SPACs are becoming a viable listing alternative** - target companies are getting bigger, the process is maturing; SPACs allow management more flexibility to proactively market the company and investors can participate in transactions at a higher level
- **Tips on influencing IPO pricing** - create a target investor list based on who you know, what's in the cap table, and the company's financial profile; cross reference against the list of interested parties from investment banks to make an informed decision
- **How to attract retail investors** - take retail investors seriously and dedicate resources to engage with them; leverage financial media (print, broadcast and blogs), and identify emerging platforms where companies can directly interact with investors

