

Why EQ

From IPO prep to smart shareholder management

IPOs in the U.S. have become more complex due to stricter regulatory and compliance requirements, fluctuating market dynamics, economic factors and geopolitical factors, which can add layers of decision-making. Along with regulatory shifts driving compressed timelines and financial cost considerations, a smooth IPO process is critical.

With so much at stake, savvy private companies are seeking the guidance of experienced advisors to facilitate a seamless and flexible IPO process.

And IPOs are only the beginning for the new entity. Private companies haven't had to deal with shareholders and the regulations and requirements that govern securities. The team at EQ can smoothly guide clients through the IPO process and support the transitioned company throughout all phases of its business lifecycle.

Support at Every Stage of Your Company's Journey



Private

- Private transfer agent services
- Cap table management
- Multi-company cap table solution
- Annual meeting services
- Non-traded REIT and BDC solutions



IPO

- IPO closing
- Deal road show support and targeting
- Custodian and paying agent
- Employee plan implementation



Public

- Annual meetings
- Corporate actions
- Proxy solicitation
- Proxy fights
- Going private
- Spin-offs
- Escrow agent



Events

- Transfer agency
- Stock surveillance
- Equity plan administration
- Governance consulting
- FATCA reporting
- Tax and regulatory



Trustee

- Trustee services
- Indenture trustee
- Bankruptcy-related trust services
- Successor trustee

EQ's Expertise Before, During and After Your IPO

→ Private Company Cap Table Management Services Through Astrella®

If we maintain the private company records, a conversion to a publicly traded registrar solution is integrated — meaning one less thing you need to manage.

→ IPO Services

Shifting from a privately held company to a public entity can be a thrilling but stressful exercise. At EQ, our experienced dedicated IPO desk places great emphasis on helping companies successfully navigate these transitional processes, avoiding bumps in the road. Working with a seasoned team allows you to focus on other critical aspects of the IPO, knowing EQ has the details handled.

→ Alternative IPO Services

When a special-purpose acquisition company (SPAC) or innovative public acquisition company (IPAC) is formed to acquire one or more operating businesses through a merger, capital stock exchange, asset acquisition, stock purchase or similar acquisition transaction, EQ can serve as the connection between the issuer and the purchasers.

EQ's deep experience in private company services provides you access to:

- Robust reporting capabilities and scenario planning tools
- A simple, secure, compliant platform for cap table management, employee stock plan tracing and tracking the genealogy of a share

EQ's extensive IPO expertise offers you:

- Comprehensive project planning in advance of the IPO to ensure smooth execution
- Templates of documents to use for the IPO closing
- Dedicated in-house IPO transition team that handles all planning and timelines
- Established relationships with every major underwriter and law firm
- A modern technology platform to integrate registered and street shareholder data for a single, comprehensive ownership view from Day 1

When you leverage EQ's 25+ years of experience in SPACs, we:

- Ensure compliance with the terms of investment management agreements
- Facilitate investments
- Offer investment alternatives such as portfolio management
- Assume the role of trustee in financing so shareholders and investors are treated fairly



→ Corporate Governance Advisory and Proxy Solicitation Services

Annual meetings are no longer routine. Increased regulation, expanded disclosure requirements and more empowered investors mean companies must constantly understand changing investor sentiment and secure shareholder support on a range of issues.

EQ's expertise in strategic corporate governance and advisory proxy solicitation services can help you:

- Better understand your ownership base from the perspective of proxy voting
- Identify vulnerabilities in governance profile and board composition
- Create a road map for interacting with proxy voters
- Project the vote across all shareholder groups
- Develop strategies for activism and negative proxy advisor recommendations
- Increase retail voting participation
- Complete a post-meeting review and suggest future refinements

→ Equity Plan Solutions

EQ can help you create employee equity plans that help motivate and incentivize employees. We service all types of plans — stock options, restricted stock, performance awards, stock appreciation rights and employee stock purchase plans.

EQ's equity compensation plan capabilities can:

- Migrate your data and processes to our equity plans environment
- Design your post-IPO equity compensation plan
- Train staff on new public company financial reporting requirements
- Customize employee educational materials and train employees on new programs and processes

→ Executive Services

Your senior executive team and officers are paramount to the success of your business. EQ provides comprehensive services to help your company maximize the value of plans offered to these key employees.

→ Shareholder Intelligence

The new company will need ownership intelligence and visibility into your shareholders. This lets you implement a proactive shareholder engagement strategy.

With EQ's support, you can access:

- The design and administration of 10b5-1 trading plans
- Pre-clearance procedures, 144 Form filings and Form 4 support
- Execution and management of the entire transaction from initiation to settlement
- Personalized support for your executives, including transaction modeling and large block order management to prevent market disruption
- Timely order entry and efficient trade executions

With EQ's Ownership Intelligence services, you can:

- Understand your shareholder base
- Monitor industry trends
- Evaluate possible responses for effectively communicating the company's position

Why EQ

With the only dedicated IPO team in the industry, EQ can manage even the most complex transactions and compressed schedules, delivering seamless IPO experiences and frictionless transitions for existing shareholders.

After your IPO, EQ can continue supporting your business by delivering comprehensive, data-driven ownership insights that help you meet capital-raising goals and other objectives throughout the lifecycle of your company.

Have questions?



Connect with an EQ expert

ABOUT EQ

EQ are specialists in helping you better understand and manage the ownership of your company through critical events across the corporate lifecycle. As trusted advisors, we provide strategic insight and operations expertise through our core business units in Private Company Services, Transfer Agent Services, Employee Plan Solutions and Proxy Services. Globally we serve 6,700 clients (49% of the FTSE 100 UK and 35% of the S&P 500), with over 40 million shareholders, through 6,500 employees in 5 markets around the world.

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