

Initial Public Offerings

“Going Public”

For generations of entrepreneurs, this phrase has signalled business expansion, growth, recognition of innovation and hard work – and a more complex business environment.

Have you considered “going public”?

- *Is your company privately owned and experiencing rapid growth?*
- *Does your company need additional capital to move to the next stage of development?*
- *Are you informed about the financing options available to you?*



Preparing for an Initial Public Offering (IPO)

Turning a privately owned enterprise into a publicly traded company is a rigorous process that requires the integrated efforts of legal, underwriting and accounting experts. In fact, companies that have experienced the most successful public offerings often started their preparations two to three years in advance.

Laying the groundwork for an Initial Public Offering includes:

- Establishing a strong management team;
- Reviewing the composition of boards of directors;
- Preparing the required historical financial information with appropriate financial forecasts
- Reviewing business alignments to maximize price-earnings ratios;
- Planning the effective distribution of earnings and other IPO related tax implications; and
- Preparing a comprehensive business plan.

Are you ready?

Contact Us

Call us today so we can help you make an informed decision about becoming a public company.

Toronto

Eric Slavens

Public Offerings Service Leader

(416) 218-1432

eric.slavens@ca.pwcglobal.com

Vancouver

John Webster

(604) 806-7726

john.webster@ca.pwcglobal.com

Calgary

Dennis Hoffman

(403) 267-1234

dennis.j.hoffman@ca.pwcglobal.com

Edmonton

Barry James

(403)421-3151

barry.james@ca.pwcglobal.com

Winnipeg

Gino Scapillati

(204)-946-2317

gino.scapillati@ca.pwcglobal.com

Kitchener

Dennis Grimm

(519) 579-6300

dennis.grimm@ca.pwcglobal.com

Ottawa

Bryan Disher

(613) 237-3702 #369

bryan.disher@ca.pwcglobal.com

Montreal

Jean Marois

(514) 205-5047

jean.marois@ca.pwcglobal.com

Halifax

Gary Stafford

(902) 425-6190

gary.r.stafford@ca.pwcglobal.com

About PricewaterhouseCoopers

PricewaterhouseCoopers LLP (www.pwcglobal.com), the world's largest professional services organization, helps its clients build value, manage risk and improve their performance.

Drawing on the talents of more than 140,000 people in 152 countries, PricewaterhouseCoopers provides a full range of business advisory services to leading global, national and local companies and to public institutions. These services include audit, accounting and tax advice; management, information technology and human resource consulting; financial advisory services including mergers & acquisitions, business recovery, project finance and litigation support; business process outsourcing services; and legal services through a global network of affiliated law firms. In Canada, we have more than 500 partners, 5,500 staff and offices in 24 locations.

What we do:

At PricewaterhouseCoopers, we help companies orchestrate their Initial Public Offering from beginning to end. We also help you understand and meet your new obligations as a public company. And as a global firm, we can help obtain cross-border listings on exchanges both in North America and internationally.

Our IPO services group brings together a multi-disciplined team of professionals with the technical skills and industry experience to help you reach your goals. We offer industry-specific services in a wide range of areas, including consumer and industrial products, energy and mining, financial services, real estate, forestry, technology, communications, media and entertainment.

The IPO Process

▼ Defining Your Goals:

We help you understand what your company can achieve by “going public” – and the costs and cultural changes that come with it.

▼ Building the Team:

We recommend and assemble the resources necessary for you to successfully complete the IPO process. As a full service firm, we provide the strategic, industry, auditing, tax and other financial expertise required. Our extensive experience and our network of contacts in the field also enables us

to help secure the services of legal, underwriting and other specialists.

▼ Working with the Underwriter:

Identifying and securing the services of the right underwriter is essential to the success of a public offering. Through our many years of experience, we help guide you to the right resources.

▼ Preparing and Filing the Prospectus:

In this crucial phase, our team provides a wide range of services, including a review of financial statements and assistance in drafting the critical Management Discussion and Analysis – both of which are necessary for a successful IPO.

Related Services:

Our IPO support practice offers a host of other related services, including:

- Audit of financial forecasts;
- Review of pro-forma financial statements;
- Liaison with appropriate securities commissions;
- Taxation and valuation consulting;
- Assistance in preparing for meetings with the investment community; and
- Knowledge of the demanding requirements of the U.S. market.