



CONSULTING
HAUS

LISTING ADVISORY SERVICES

AUGUST 2022



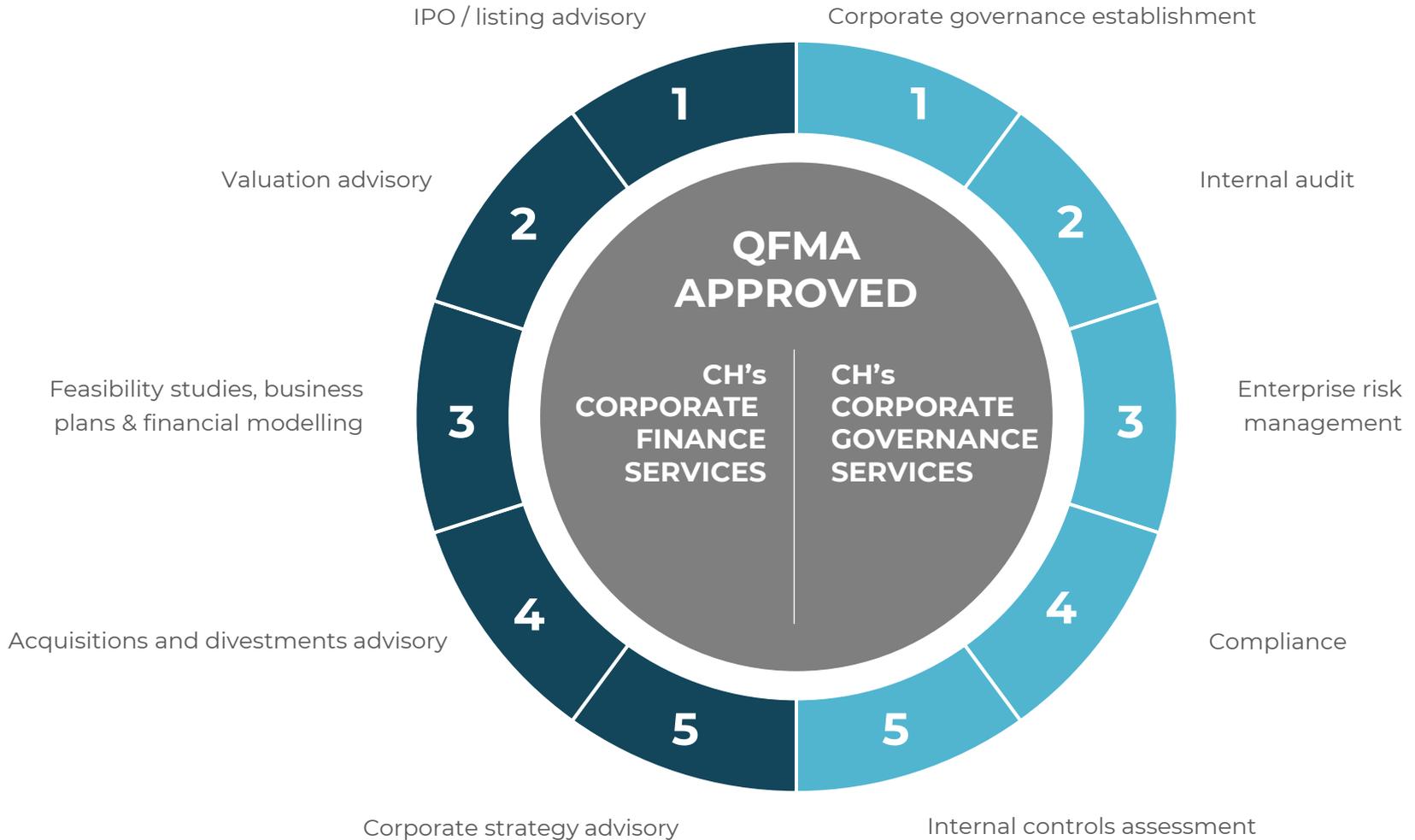
TABLE CONTENT

1	CH'S SERVICE OFFERINGS	03
2	STRATEGIC CONSIDERATIONS DURING YOUR LISTING JOURNEY	04
3	CH'S VALUE PROPOSITION	09
4	CH'S LISTING ADVISORY LEADERSHIP TEAM	10



1. CH's service offerings

CH'S TURNKEY SOLUTIONS PROVIDE OUR CLIENTS WITH HOLISTIC LISTING ADVISORY SERVICES





2. Strategic considerations during your listing journey

KEY LISTING SUCCESS FACTORS

Investors will decide whether they buy shares in the listing or not. Therefore, it is recommended that you view the listing from an investor's perspective and focus on the following key listing success factor

01 **STRONG MANAGEMENT TEAM**

Investors will scrutinize management team to ensure capability of leading the company post listing

02 **COMPELLING EQUITY STORY**

Purpose of the listing will need to reflect the future growth story of your company and assure investors regarding future dividend distributions

03 **BE LISTING READY**

Preparedness to listing is key to success to ensure all corporate finance and governance aspects are in line with QFMA and investors requirements

04 **FAIR PRICING**

While you will seek to maximize valuation, it is primary that investors yet see enough upside for them

05 **RIGHT TIMING**

Listing needs to be considered at the right timing of a company's journey



2. Strategic considerations during your listing journey

LISTING RATIONALE

A number of listing rationale may be enumerated. The key ones revolve around sustainability, succession and future strategy





2. Strategic considerations during your listing journey

FOUR KEY PHASES IN A TYPICAL LISTING PROCESS

The time taken to execute the four key listing phases is dependent upon the company's listing readiness at the point the listing journey begins

LISTING PLANNING



9-12 months prior to listing

1 Evaluate strategic options and perform a listing readiness gap assessment

2 Set up resources and listing project management office

3 Complete the listing readiness remediation plan

LISTING PREPARATION



8-9 months prior to listing

4 Build the external listing team (lawyers, valuation, auditors and others)

5 Set the target listing timetable, start due diligence, valuation and legal restructuring

6 Fine-tune the equity story based on feedback from listing advisor and external listing team

LISTING TRANSACTION



1-8 months prior to listing

7 Prepare first draft of the listing information memorandum

8 Finalize legal structure and information memorandum

9 Finalize the submission file and seek initial approvals from regulators

10 Listing on the stock market in line with regulatory guidelines and approvals

BEING PUBLIC



Post - listing

11 Deliver on your promises as a public company that attracts more media attention

12 Mobilize investor relations and investor marketing based on the IR calendar

13 Manage investor expectations with efficient forecasting

14 Deliver high-quality external reporting, disclosures and corporate governance

2. Strategic considerations during your listing journey

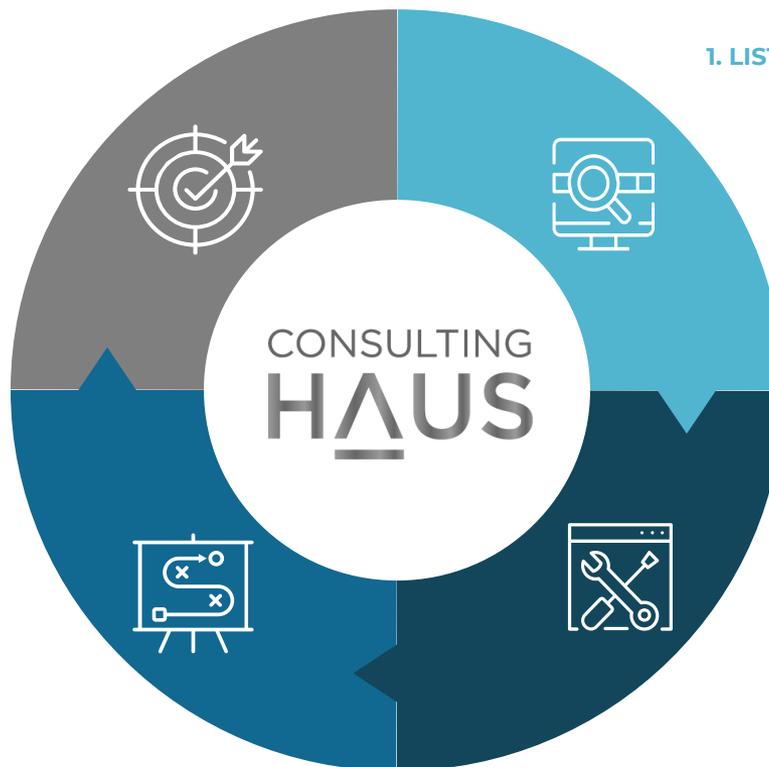
LISTING READINESS – START LINE TO GOING PUBLIC

Key areas assessed during a listing readiness revolve around financial, legal, system and governance related aspects

1	LISTING STRATEGY AND EQUITY STORY	Prepare an equity story that is attractive to potential investors and supported by the business track record
2	FINANCIAL TRACK RECORD	Ensure that your historical financials are audited and well supported
3	FORECASTING	Early adoption of a forecast model which meets the valuation and working capital requirements of a listing
4	FINANCIAL REPORTING PROCEDURES	Good FRP is fundamental to any transaction and key to good relationships with investors, through capturing high quality performance measures, with documenting the process as part of the finance policy with periodic reporting
5	FUNCTIONS AND RESOURCES	Sufficient skilled resource are required to ensure quality output and periodic progress update to the Board and senior management, especially for the key departments of internal audit, risk management, finance, HR and IT
6	EXECUTIVE REMUNERATION	A structured mechanism for the Board and senior management's remuneration and performance are essential for strong governance and encourages fair practices at an overall entity level
7	LEGAL STRUCTURE	To be listed, a company's holding / legal structure needs to be assessed in terms of its flexibility to host new investors and compliance to regulatory requirements
8	BOARD & STRATEGY	Board of directors and their committees are critical to the governance of the organization in achieving the strategic priorities with adequate oversight
9	AUDIT, RISK & COMPLIANCE	A company going public must have a robust internal control framework by establishing sound audit, risk and compliance management practices

3. CH's value proposition

CH WILL SUPPORT YOU AS YOUR LISTING ADVISOR THROUGHOUT THE LISTING PROCESS



1. LISTING READINESS ASSESSMENT

CH will support you in your readiness assessment and will provide a readiness assessment gap report

2. GAP REMEDIATION

CH will support in the remediation of identified governance and financial gaps and ensure alignment to listed companies leading practice

4. LISTING TRANSACTION

As listing advisor, CH will support you in consolidating your listing file and liaising with the regulatory authorities to ensure successful listing

3. LISTING PREPARATION

As listing advisor, CH will support you in building the external listing team and orchestrate actions while respecting your listing and timeline objectives



3. CH's value proposition

CH IS A QFMA REGISTERED ADVISOR

CH offers unparalleled experience in providing corporate finance, governance & risk related support services to companies in Qatar

INTEGRATED TEAM

Our **team** is **fully integrated** with a diverse mix of specialization which makes us well positioned to deliver valuable advisory services to our clients

TURNKEY SOLUTIONS PROVIDER

CH's is renowned for providing **turnkey solutions** to its clients whether that is by offering a **mix of in-house expertise** or by onboarding **external technical expertise**



VAST EXPERIENCE

Our team has **vast experience** in **corporate finance & corporate governance**

CONSULTING
HAUS

QFMA APPROVED ADVISORS

We are one of the few **QFMA approved** advisors in Qatar



LOCAL PRESENCE

Our team has direct experience in Qatar and has **in-depth knowledge** of the **domestic market and its stakeholders**

“Consulting HAUS LLC is one of Qatar’s only specialized advisory firms with a focus on corporate finance and governance activities”



4. CH's listing advisory leadership team

OUR CONTACTS

CH'S leadership has extensive capital markets experience and has been involved in several high-profile listings in Qatar over the last 5 years



Laith Dajani, ACA

Managing Partner

Laith has over 15 years of corporate finance experience. Prior to becoming the Managing Partner of Consulting HAUS LLC, Laith was a Director at Ernst & Young (EY) Qatar.

laith.dajani@consultinghaus.qa



Seif Hourani, MBA

Partner, Strategy Leader

Seif has almost 20 years of consulting and investment banking experience with his most recent position being a Director at Ernst & Young (EY) Transaction Advisory Services where Seif led the Qatar, Kuwait & Oman markets.

seif.hourani@consultinghaus.qa



Jessica Pandya, ACA

Director, Governance
Leader

Jessica has over 12 years of experience in internal audits and risk advisory. Jessica is ex Ernst & Young (EY) and has other regional experiences.

jessica.pandya@consultinghaus.qa



CONSULTING
HAUS