



CONSULTING
HAUS

IPO READINESS SERVICES

JUNE 2021

WHY GO PUBLIC?

COULD AN IPO BE THE RIGHT NEXT STEP?

- For many companies that have just started to consider going public, the key question is: *could an IPO be the right next step?*
- The preparation starts with the careful evaluation of pros and cons of an IPO, the potential use of proceeds and examination of alternatives. This is in line with the first questions from investors at an IPO road show: why are you going public and what is the use of IPO proceeds? Answering these fundamental questions is key to the success of an IPO.
- A successful listing can help your company unlock access to financing to complete a strategic acquisition, create opportunities to expand your business into new markets or provide an exit opportunity for your private equity or other investors. In addition, it can also improve perceptions of your business and brand with customers, suppliers and employees.
- While not all businesses are suited for life in the public eye, for many fast-growing private companies, an IPO can raise the capital needed to accelerate growth and achieve market leadership.

“The best reason to go public is not to exit. It isn’t to get the going-public experience. It’s because it’s the right step in the path on which you’re guiding your company.”

Co-founder of a regional pharmaceutical company

TYPICAL MOTIVATIONS FOR GOING PUBLIC



IPO SUCCESS FACTORS AND CHALLENGES

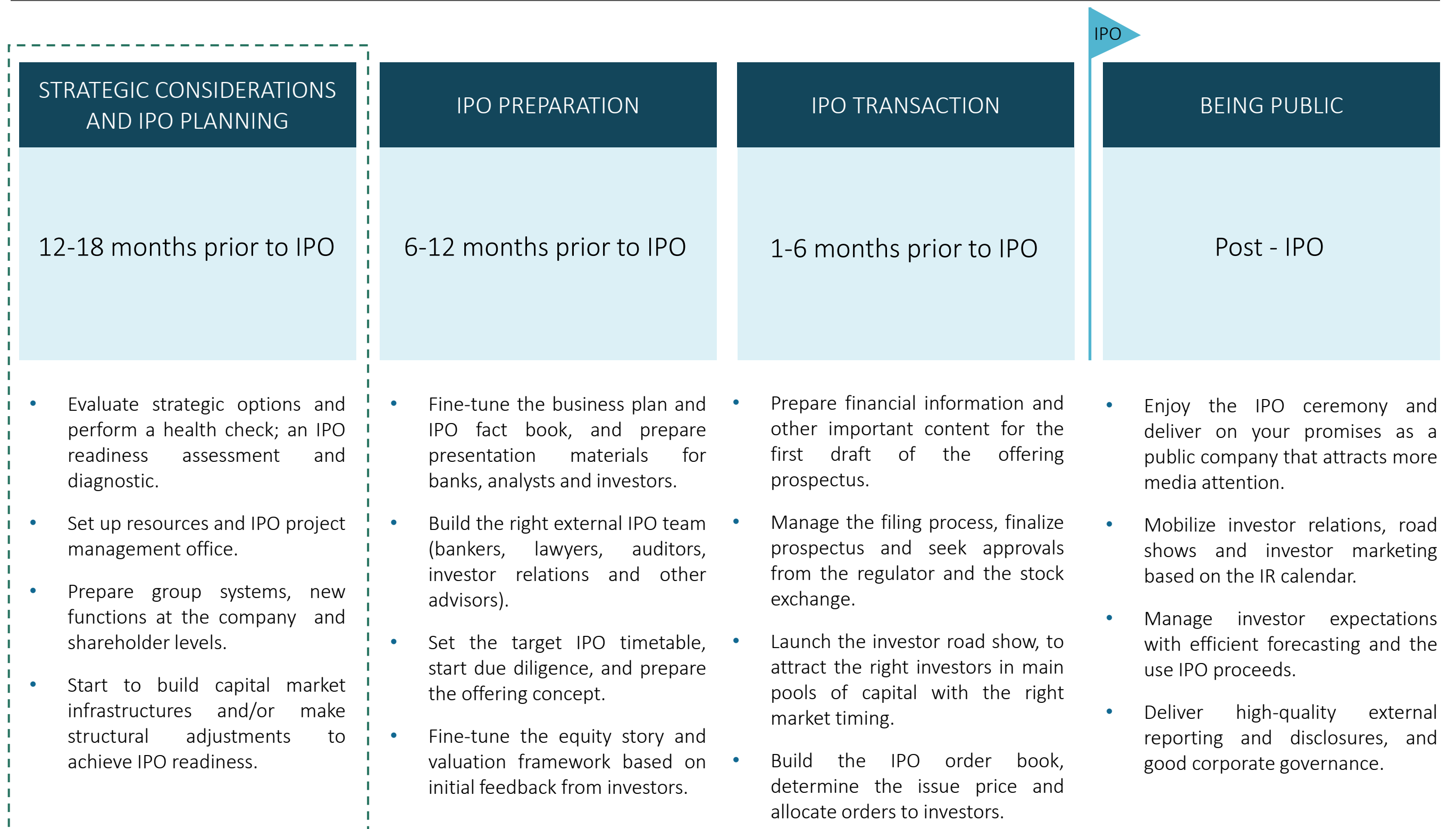


IPO SUCCESS FACTORS AND CHALLENGES

What are the critical IPO success factors for investors?

- Investors will decide whether they buy shares of your IPO or not. This is why we recommend that you view your IPO from an investor's perspective.
- Investors drive stock prices and this includes mutual funds, hedge funds, banks, insurance companies, pension funds, larger corporate issuers and other corporate finance intermediaries as well as retail investors.
- Based on our experience, the most important IPO success factors to investors are the following:
 1. Strong management team
 2. Compelling equity story
 3. Fair pricing
 4. Right timing
 5. Be "IPO ready" to meet capital market requirements and investor expectations

IPO VALUE JOURNEY: FOUR PHASES IN A TYPICAL IPO



OUR IPO READINESS ASSESSMENT AND PROGRAM MANAGEMENT

INTEGRATED ASSESSMENT AND PROGRAM MANAGEMENT OF IPO READINESS



PERCEIVED VALUES OF CONDUCTING AN IPO READINESS ASSESSMENT INCLUDE:

- Saves costs by having transparency on how to get IPO ready**
 In an integrated approach, the assessment helps owners and managers map out what organizational changes are needed prior to an offering.
- Saves time getting valuable insights in IPO leading practices**
 An IPO readiness assessment helps decide which options best fit your business strategies and objectives, delivers an IPO base case and builds the road map for getting IPO ready.
- Raises transaction certainty in unpredictable IPO markets**
 The right team, right story, right timing and right pricing are pivotal to success. CH views every IPO as transformational — it should occur over time in a structured way that maximises transaction value. Achieving readiness will provide flexibility in timing, and help ensure a strong debut in the capital markets.

THE KEY IPO READINESS CONSIDERATIONS...

THE READINESS DIAGNOSTIC FOCUSES ON THE FOLLOWING QUESTIONS:

Have you developed a long-term business plan and timeline and how strong is the equity growth story?

Have you assessed financial, accounting, tac, operational and IT processes systems and controls?

What needs to be done to prepare robust and timely financial information for the business as required by the selected exchange

What is the core value story and how supportable is this? How can it be made as robust as possible?

What are the key pre-IPO value improvement opportunities and how could these be delivered?

What are the key value erosion risks and how can these be mitigated pre-IPO to protect value?

What needs to be done and factored into the plan to ensure a clean process without delay?

What constraints are there that impact the IPO timetable and how can these be managed?

SPECIFIC CONSIDERATIONS

1 SUCCESSFUL IPO

2 PROTECT THE BRAND

3 MEET IPO DEADLINES

4 PROTECT AND ENHANCE VALUE

5 INSTITUTIONAL ROBUSTNESS

DELIVERABLES: IPO READINESS REPORT

- An executive summary report describing IPO readiness, gaps and action.
- Clear prioritization of issues in a detailed report.
- Recommendation for how these issues should be dealt with.
- An action plan of necessary operational changes structured by work streams.
- Key tasks with realistic deadlines that can be delivered within the required timeline.

The screenshots show a risk matrix for 'Key Projects risks' and a 'Financial infrastructure' section. The risk matrix has columns for Likelihood/Impact (Minor, Moderate, Major) and rows for risk levels (Almost certain, Likely, Possible, Unlikely). The 'Financial infrastructure' section includes 'As per Client's financial forecasts', 'CH Comments', and 'PI AR'.

QUALITY ASSURANCE

Quality assurance across all technical work streams to ensure deliverables and outcomes are delivered on time, to budget and of the required quality.

IPO READINESS DIAGNOSTIC

WHAT IS AN IPO READINESS ASSESSMENT?

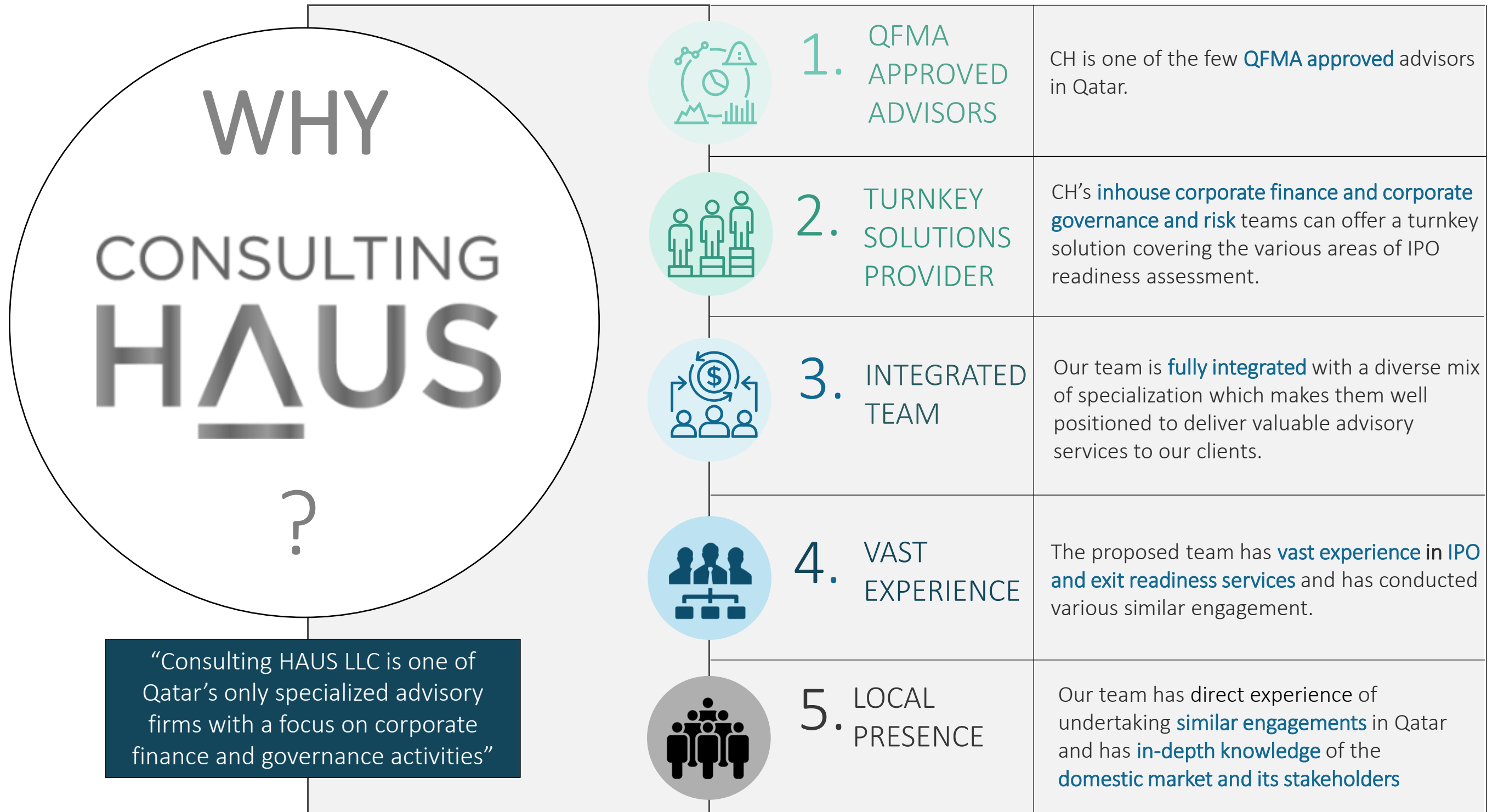
- Our IPO readiness assessment covers all areas specific to the IPO case: Strategy, structures, financials, internal systems, functions, leadership and the planned timeline.
- We work hand in hand with you to identify and discuss any gaps that need closing on your IPO value journey.
- We also discuss strategic funding considerations and develop an initial target structure and IPO base case in line with your objectives. CH's IPO readiness assessment can include up to eight modules tailored to your specific needs. We compare the target structure with the current structure to reveal any gaps.
- By assessing the extent and nature of any gaps, we will report our findings for each of the above areas in one of the three following categories:
 - Immediate action required
 - Adjustments required
 - In place (no action required)
- We analyze these gaps in greater detail in individual follow-up workshops and clarify the time, content and resources required to close them. These results are then used to develop the plan for the work leading up to the IPO.
- CH's IPO readiness result report defines the strategy that lays the foundation for further discussions and multitrack readiness checkpoints, it presents the gaps between your current status and IPO target-ready status, and recommends work streams and a road map. It also estimates timelines and resources required to fill the gaps and achieve IPO readiness.
- CH can support the Client throughout the remedial phase, and will provide a second review at the end of this phase to ensure that all gaps have been addressed.



HOW DOES IT ASSIST YOU?

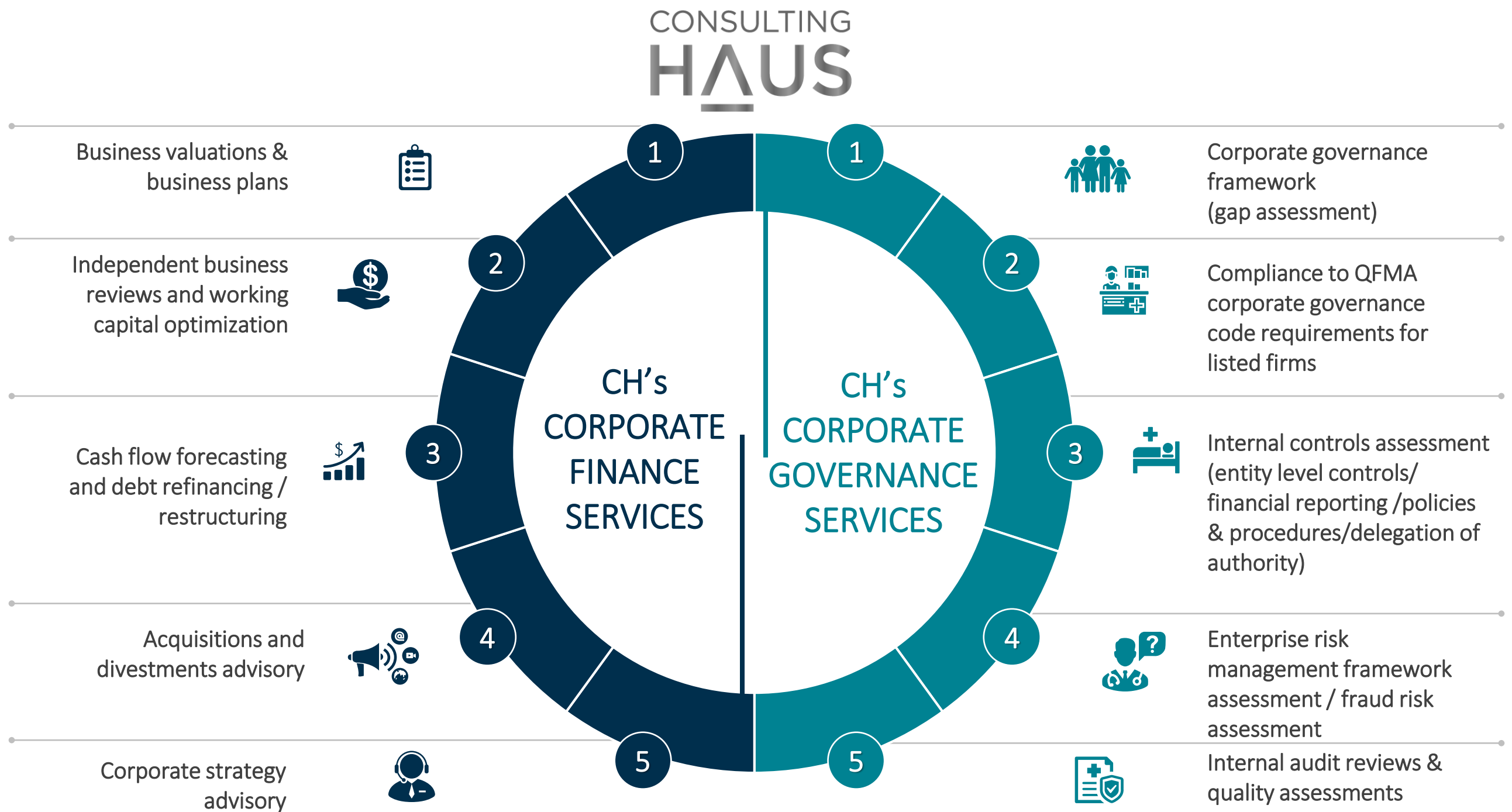
- Identifies the issues and recommends logical action points
- Supports the company to plan and prioritize the action points to be IPO ready
- Provides a measurable target for the company to meet or exceed depending on the exchange of listing
- Allows the company to kick-start the transaction process with advisors who have been through it before
- Offers an independent opinion of the current IPO status of the company
- Enables the company to be prepared to be a successful public company once the IPO takes place

CONSULTING HAUS LLC IS A QFMA REGISTERED ADVISOR WITH UNPARALLELED EXPERIENCE IN PROVIDING IPO READINESS SUPPORT SERVICES TO COMPANIES IN QATAR



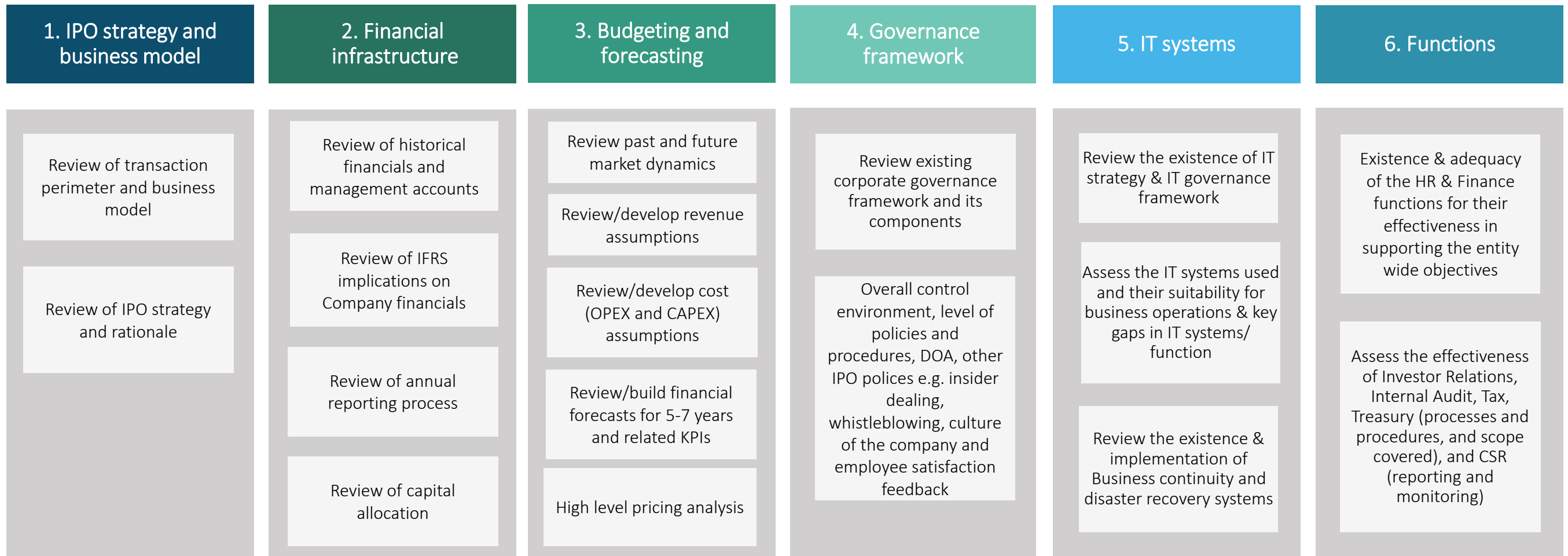
CONSULTING HAUS LLC'S TURNKEY SOLUTION AIMS TO OFFER THE CLIENT A HOLISTIC IPO READINESS ASSESSMENT

CH'S TURNKEY ADVISORY SERVICES



OUR OVERALL APPROACH IS BROKEN DOWN INTO 6 MODULE

Our approach is based on identification (and remediation) of gaps across financial, risk and corporate governance aspects of an organization in line with QFMA requirements and best practice



GAP ASSESSMENT

GAP REMEDIATION

OUR CONTACTS



Laith Dajani, ACA

Managing Partner

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

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Seif Hourani, MBA

Partner

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.

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Ashish Mishra, MBA

Director

Ashish has over 13 years of experience in management consulting, research, and advisory across the US, Europe, and the GCC.

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Jessica Pandya, ACA

Senior Manager

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

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A scenic view of a harbor in Dubai, featuring traditional wooden boats (abras) in the foreground and a modern city skyline in the background. The sky is blue with scattered white clouds. A large, semi-transparent blue diamond shape is overlaid on the image, containing the company logo. The logo consists of the word 'CONSULTING' in a smaller font above the word 'HAUS' in a larger, bold font, with a horizontal line under the 'A' in 'HAUS'.

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