



# ASX IPO IR CAPABILITIES

**DMG MD: guest lecturer on  
IPO IR & communications:  
Stanford University Graduate  
Business School**

## THE COMPLETE SUITE OF IR SERVICES

EXPERIENCE | SUCCESS | NETWORK

### PLAN FOR SUCCESS



#### ONE AGENCY

There are many moving parts in a listing process so it makes sense to have IR experts on your side that can deliver across all investor communications within the strict regulatory guidelines.

#### WORKING AS A TEAM

Most importantly you want an IR agency that is familiar with the roles of other key players on the legal and financial sides, and knows how to work with them to deliver the results.

#### PROACTIVE

Your IR agency needs to be process driven with a focus on the key stages that make a listing success, while also being proactive and nimble and able to step in and solve problems to speed up the listing process and to keep it on track and on deadline.

## THE IR SUITE OF SERVICES



### INVESTOR WEBSITE/PORTAL

- One of the most important core elements of a successful listing is the investor focused online presence.
- This can be a stand alone site or a link from the company site and will house all regulatory, news, fact sheets, information etc.



### MEDIA PROFILE

- A high profile in the financial and or trade media is essential for investor awareness and a successful listing.
- Interviews with the CEO and or Board members to showcase the offer are key to building a profile with investors. DMG has the media network.



### PROSPECTUS

- The Prospectus must be aligned with the message to the market across all communication channels.
- Working closely with the team DMG will ensure a consistent message by way of content and presentation.



### PRESS RELEASES & FACT SHEETS

- Investor information needs to be consistent across all channels including press releases and all fact sheets.
- Regular press releases updating the market and informing investors are key to building the right profile.



Digital Mantra Group

# THE IR SUITE OF SERVICES

## ✓ IR PRESENTATION

- DMG will lead development of the IR presentation to be used in the roadshow.
- Leveraging explainer videos and images enable rapid communication and understanding of the offer.



## ✓ IR ROADSHOW

- DMG will manage and coordinate the Roadshow to ensure investor reach and a professional presentation experience.
- Working with the team, DMG will develop a powerful program that taps the right investor network and engages key decision-makers.



## ✓ LISTING CEREMONY

- Typically DMG will manage a listing ceremony complete with photographers and event logistics including guest list, invitations and event management.

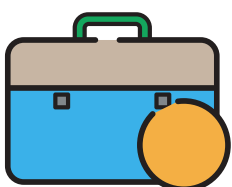


## ✓ ONLINE/SOCIAL MEDIA

- DMG will manage all business social media to ensure the investor message is clear and consistent.

## ✓ MEDIA COACHING AND SUPPORT

- DMG will provide executive team/Board presentation coaching to ensure they are prepared for all media interviews.
- DMG will provide Roadshow presentation support for the executive team



## IR SUITE [[ALL INCLUSIVE]]

- Fixed fee
- Dedicated team
- Access to media and decision-maker network

TOP PERFORMING IPO

DMG IPO CLIENT ALGAE.TEC

Sydney | Singapore | Palo Alto

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