

# IPO SUMMIT 2024 LISTING ROADMAP

Screening, Valuation and Pitching

January 2024

**PAKISTAN'S**  
LARGEST MULTI ASSET  
TRADING & INVESTMENT PLATFORM

 **AKD Securities Limited**

STRICTLY PRIVATE & CONFIDENTIAL





STAKEHOLDERS INVOLVED



# Listing Journey

Step by step process of enlistment

## CTI's Evaluation

1

Setting the tone for a seamless IPO: Assessing internal and external drivers

## Valuation Methodologies

2

Setting a suitable Floor Price: Bridging the expectation gap on Company's valuation

## Pitching Investment

5

From spark to flame: Firming up participation from the potential investor universe

## Application Process

4

Regulatory nod: Liaising with the SECP and PSX for the approval of the listing application

## Prospectus Development

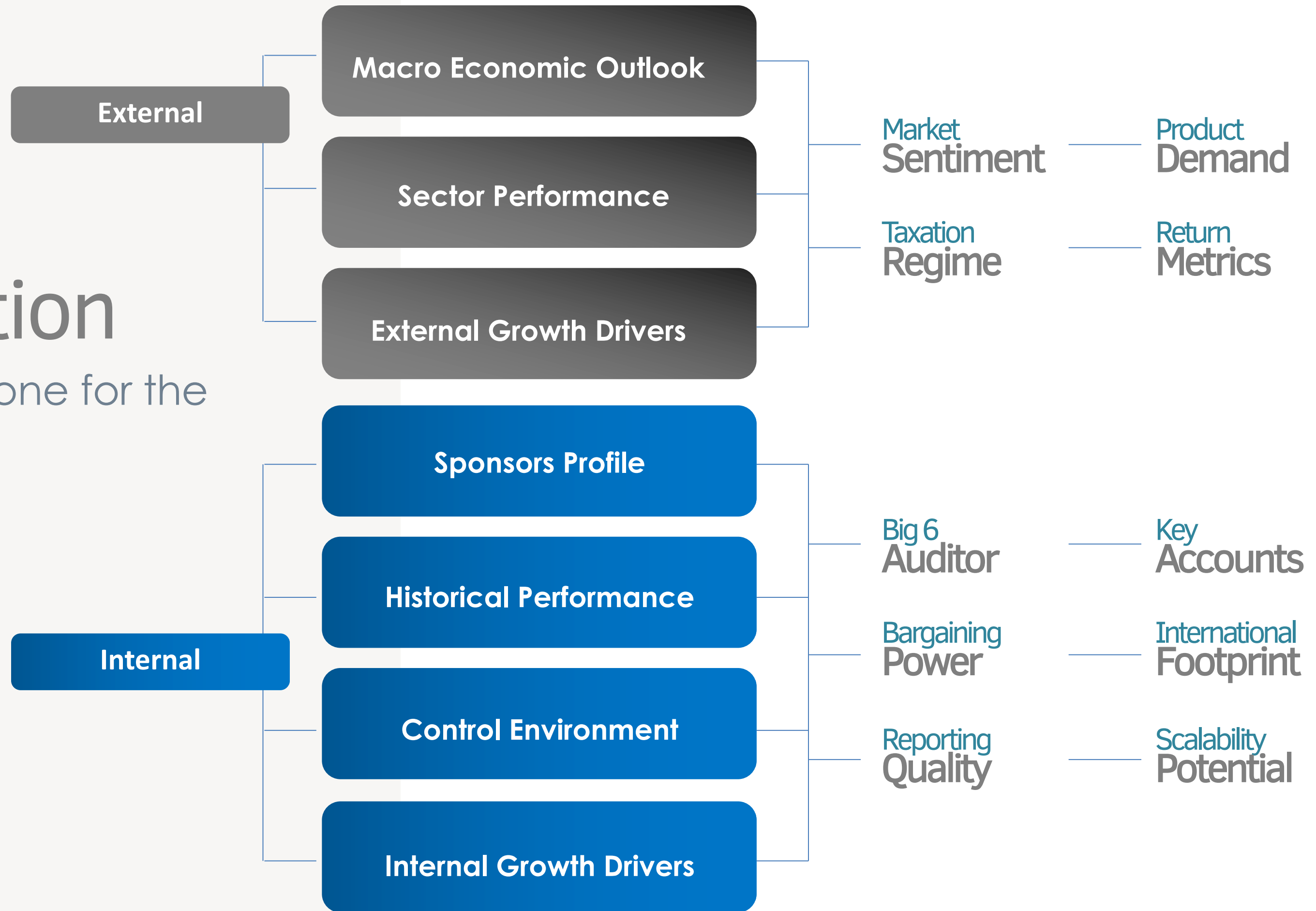
3

The Offering Document: Encompassing the history, opportunities, risks and procedures



# CTI's Evaluation

Setting the tone for the IPO journey





# Company Valuation

Bridging the expectation gap

Setting a suitable Floor Price



Type of Listing

IPO

OFS

## INTERNALLY DRIVEN

**Brand Equity** **1**

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Trust, Loyalty and Perceived value of the Company's brands amongst customers

**Historical Performance** **2**

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Management and Sponsors' proven track record of successful operations

**Growth Potential** **3**

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Considering the full potential of Company's future earning capability

## EXTERNALLY DRIVEN

**Market Multiples** **1**

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Finding the sweet spot: aligning Company & Investor ambition with market realities

**Peer Benchmarking** **2**

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Gauging value by comparing the performance of the Company with peers

**Relative Valuation** **3**

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Aligning floor price with performance metrics of comparable entities including P/E, P/B ratios



# Prospectus Development

Comprehensive Offering Document

Contents Of the Offering Document

## Building clarity, Brick by Brick:

Presenting financial & non-financial disclosures to inform potential investors about the industry, company, and future potential

### Company & Industry Overview

Company's history, projects, structure, and market position with a brief industry overview

### Contractual & Legal Elements

Highlighting impactful legal proceedings involving the issuer, stakeholders, and associated companies

### Proceed Utilization

Mapping a purposeful financial journey, ensuring harmonious use and deployment

### Financial Performance

A comprehensive multi-faceted glimpse into the fiscal journey of the Company

### Risk Factors

Transparently stating internal and external factors for prospective stakeholders



# Application Process

Regulatory framework reduced to **14 + 15** working days

Submit application along with documents to PSX & SECP through the PRIDE platform

**1**

### Comments & Review

Placement of Prospectus on PSX website for comments & parallel application review

5 working days

**2**

### Response Period

CTI addresses observations & comments raised by regulator

5 working days

**3**

### Approval from Regulatory bodies

PSX approval followed by SECP approval

2 + 2 working days

**4**

### Publication to Public Subscription

Seeking green light for prospectus, bidders, bidding, updates, and public offering

9 working days

**5**

### Listing Closure

Securities refunded/credited, paving the way for PSX listing notification

5 + 1 working days



# Pitching Investment

Firming up the potential investor

## Pitching Strategy

Strategize a compelling narrative through Pitch Decks & Marketing Material to captivate investors

## Distribution

Skillfully distributing the Pitch Deck & Marketing Material through optimal channels.

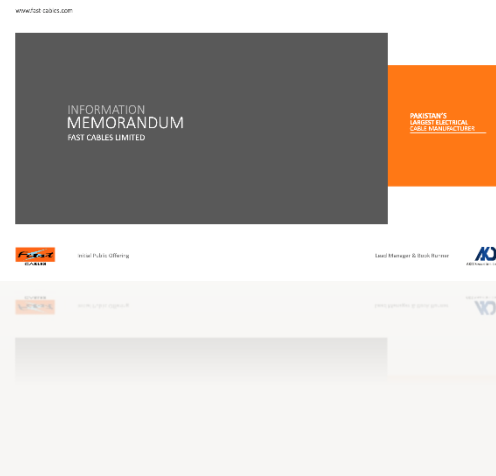
## Creating Euphoria

Igniting the Spark, Fanning the Flame: Multi-channel magic ignites investor euphoria

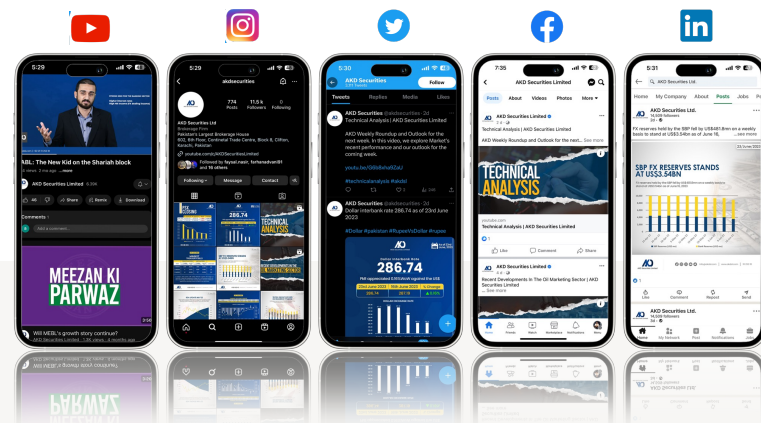
### Prospectus



### Pitch Deck



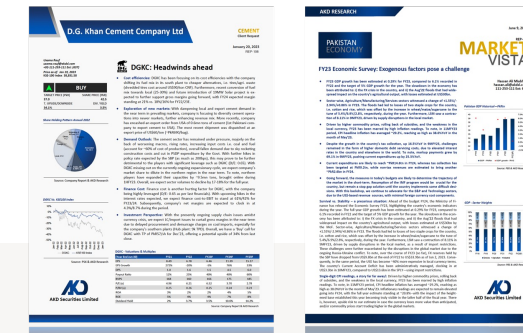
### Digital Marketing



### Roadshows



### Research Reports



### Meetings



Potential Investor

Firm Participation





Thank  
You

“IPOs remain one of the most fascinating and least understood aspects of the financial markets.”

Philippe Espinasse