**IPO Vital Signs**

The Diagnostics of Going Public

**IPO Vital Signs** is the Web-based system that answers the critical questions that confront IPO professionals and executives of pre-IPO companies.

**IPO Vital Signs** contains more than 190 pre-defined searches. Each search is a Vital Sign that presents information in easy-to-read tables. Hyperlinks within each table allow for drill-down into the details of every IPO in the system.

More than 200 individual details for each firm-underwritten IPO registered with the SEC have been gathered, analyzed and stored. IPOs dating back to 1998 are all included.*

In addition to a comprehensive profile of issuer and financial information, **IPO Vital Signs** contains key portions of the IPO Prospectus, giving you disclosure language across the full range of IPOs.

You can navigate by topic, key word, or by a variety of topic menu trees.

*Includes all SEC registered IPOs, including REITs and non-U.S. IPO filers seeking to list in U.S. markets, except for: closed-end funds; best-efforts, self-underwritten, and direct offerings; and IPOs filing under Form SB-2 with an offering amount of less than $5 million.

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### Analyze IPO Issuers

**IPO Vital Signs** answers a broad range of questions concerning past IPO issuers. You can sort through IPOs by industry type, size of offer, fees paid and scores of other criteria. You can then zero in on specific data to make comparisons and even retrieve the actual language of the final prospectus.

### Benchmark IPO Fees and Expenses

You’ll find the intelligence needed for everything from setting/justifying professional fees to evaluating and controlling costs.

**IPO Vital Signs** provides the analyses, break-downs, rankings, and statistics for these types of fees and more: legal, audit, transfer agent, printing, D&O insurance, and Blue Sky.

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### Example Table

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Industry</th>
<th>Year Filed</th>
<th>Fees Paid</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company A</td>
<td>Industry A</td>
<td>2020</td>
<td>$500,000</td>
<td>98</td>
</tr>
<tr>
<td>Company B</td>
<td>Industry B</td>
<td>2019</td>
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<tr>
<td>Company C</td>
<td>Industry C</td>
<td>2021</td>
<td>$450,000</td>
<td>92</td>
</tr>
</tbody>
</table>

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Negotiate the IPO Deal

*IPO Vital Signs* provides objective guidance on many key issues in the IPO deal negotiation. Get answers to tough questions such as:

- What should the IPO offering amount be?
- What are the recent price-to-revenue multiples granted by IPO underwriters?
- What dilution will public shareholders tolerate?
- Can insiders sell in the IPO offering?
- Can we use a multiple lock-up agreement?
- What percentage of shares should be included in an IPO directed share program?
- What pricing factors will be considered by the investment bankers in valuing the IPO?
- What is the final vs. initial filing pricing record of your proposed lead manager?
- What IPO filing spread can you expect?

Research the IPO Services Market

Use the IPO League Tables to evaluate IPO professionals and benchmark your firm’s practice against peers. You'll find IPO Leadership Rankings, IPO Industry Sector Rankings, IPO Professional Office Rankings, IPO Work Group Relationships, and IPO Deal Lead Manager.

Use *IPO Vital Signs* to evaluate a firm's industry experience, compare IPO fee estimates, prepare a firm's IPO fact book, draft press releases and select referral sources.

*IPO Vital Signs* helps you evaluate and select law firms and attorneys, audit firms, underwriters, transfer agents, and other IPO professionals. You can evaluate members of your proposed IPO team based on their record in your industry or their experience with similar offering amounts, market capitalization, and many other factors.

IPO Prospectus Writer

Exclusively - IPO Prospectus Table of Contents Builder

Quickly determine what sections to include in your IPO prospectus. Review a list of standard sections, their frequency and variations, and then study a list of over 140 non-standard sections and the issuers who used them.

Draft IPO Prospectus Disclosure

Draft the IPO Prospectus: No system can replace the actual drafting of the substantive sections of the IPO prospectus. But IPO Vital Signs can act as an effective and efficient guide in drafting various sections of the IPO prospectus by providing the draftperson with examples of the most relevant text disclosures that have appeared in over 220 IPO final prospectuses that have been filed with the SEC since 1/1/01.