

Ensure that shareholders are identified, informed of the offer, and accept the offer in a timely manner, by conducting a global communication campaign with Ipreo

**Our M&A Related Services**

Ipreo provides the complete package of investor communication during an M&A Transaction. By utilising our extensive relationships with the buy side investment community and custodian banks, our global outreach assures final acceptance levels of the Offer are maximised.

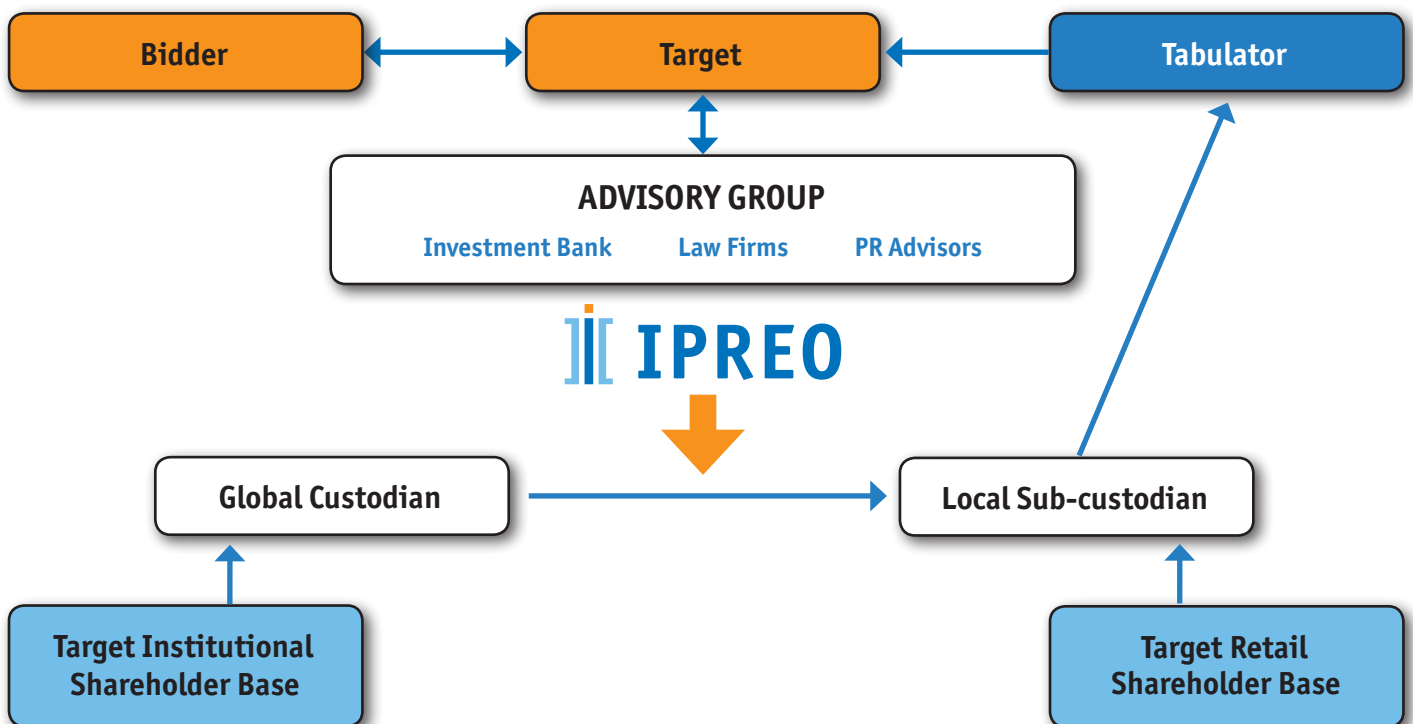
**Key Components**

- z Identification of institutional investors and creation of their profile
- z Acceptance Behaviour Analysis
- z Information Agency – Document fulfilment and inbound shareholder helpline
- z Targeted and strategic outbound communication campaign with institutional front offices, corporate actions departments and custodial banks
- z Constant monitoring of the custodial chain and reconciliation with the receiving agent
- z Strategic advice on how to reach retail and employee shareholders
- z Extensive reporting and data flow during the deal

**Quick facts**

- z We know who holds your shares – the strength of our shareholder identification service ensure that we know who holds your shares, down to the individual fund
- z We leverage our robust institutional contact database to ensure we speak to the decision makers
- z Our experienced M&A Team has successfully navigated through many multi-faceted cross border transactions, and is therefore your perfect partner in any situation

**Ipreo's Role During an M&A Transaction**



Overview and Communication Strategy

Preparation	Announcement	Publication of Offer Document	Acceptance Period
<ul style="list-style-type: none"> <li>Secure Support of key shareholders and management</li> <li>Conduct Shareholder Identification Analysis of Target</li> <li>Monitor daily dealing and trade flows</li> <li>Identify potential obstacles and define strategy</li> <li>In the event of a hostile transaction, define overall communication strategy</li> </ul>	<ul style="list-style-type: none"> <li>Public announcement of intention to launch the transaction</li> <li>Official notification of target Stock Exchange and Financial Authority</li> <li>Continue to update the target shareholder base</li> <li>Gather first investment community feedback (Hedge funds, Arbs)</li> <li>Continue to monitor daily dealing and trade flows</li> <li>Set up Information Agency and Shareholder Helplines</li> <li>Commence mailing if hostile</li> </ul>	<ul style="list-style-type: none"> <li>Submission of Offer Document to Financial Authority within 4 weeks of announcement</li> <li>Receive approval from Financial Authority</li> <li>Commence Solicitation campaign of identified investors</li> <li>Commence custodial initiative</li> <li>Commence retail and employee initiatives</li> <li>Continue to gather market feedback and monitor dealing and trade flows</li> </ul>	<ul style="list-style-type: none"> <li>Possible extensions if:               <ul style="list-style-type: none"> <li>- Competition Offer</li> <li>- Improved Offer</li> <li>- Convening of target AGM/EGM</li> </ul> </li> <li>Custodial initiative to establish positions with no action taken</li> <li>Tracking of submitted Acceptances and ensure of validity</li> <li>Continue institutional solicitation campaign of identified investors</li> <li>Regular reporting to the client</li> <li>Closing subject to approval</li> </ul>
3-4 Weeks	5-9 Weeks		10-12 Weeks

About Ipreo

The marriage of deep industry expertise and dynamic innovation, Ipreo brings market-leading intelligence, robust technology, and superior customer service to all participants in the global capital markets. Built on a legacy of experience and a thorough understanding of capital markets, Ipreo provides critical insights and flexible solutions to help our clients run better investor relations programs.

