

# ASX IPO Workshop: the keys to a successful IPO

## Sydney and Melbourne

Hear directly from IPO specialists with over 50 years experience and veterans of over 40 IPOs

Australian Securities Exchange and Wholesale Investor invites you to tap into the combined expertise of ASX, Norton Rose, PricewaterhouseCoopers and Bell Potter Securities to help determine if an Initial Public Offering (IPO) is right for your business.

The workshop will give you the information you need to make an informed choice. From getting your financials in order and structuring your company for a float, to the role of the broker in attracting investors and subsequent capital raising, all aspects of 'going public' will be explored. After the presentations small group breakouts will be held to allow informal Q&A sessions with each expert.

### Sydney workshop

Tues 27 July  
8.30am – 11.40am  
ASX Office, Level 1, Exchange Centre  
20 Bridge Street, Sydney

To register visit:

[www.asx.com.au/sydney](http://www.asx.com.au/sydney)

### Melbourne workshop

Thurs 29 July  
8.30am – 11.40am  
Stamford Plaza Hotel,  
111 Little Collins Street, Melbourne

To register visit:

[www.asx.com.au/melbourne](http://www.asx.com.au/melbourne)

### Agenda

8:30	Arrival and registration
9:00	Welcome and overview of the IPO market <b>Eddie Grieve – Manager Listings, ASX</b>
9:20	IPO planning from a financial perspective <b>Helen Cox – Director, PricewaterhouseCoopers (Syd)</b> <b>Kate Byrne - Director, PricewaterhouseCoopers (Melb)</b>
9:40	IPO planning from a legal perspective <b>Andrew Rankin – Partner, Norton Rose Australia (Syd)</b> <b>Robert Sultan – Partner, Norton Rose Australia (Melb)</b>
10:00	Break for refreshments
10:20	IPO planning from a broking perspective <b>Simon Matison - Director Corporate Finance, Bell Potter Securities</b>
10:40	Raising Pre-IPO Capital <b>Reuben Buchanan - Executive Director, Wholesale Investor</b>
11:00	Group Breakout Session 1 - Q&A with speakers
11:20	Group Breakout Session 2 - Q&A with speakers

For more information please contact:

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