



An Interview with:
Marc Deschenaux, World Class Expert in
 Initial Public Offerings.
 Founder & Managing Partner of:
Deschenaux Hornblower & Partners, LLP

The benefits of an Initial Public Offering

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 Deschenaux Hornblower & Partners LLP

Marc Deschenaux is the founder and managing partner of Deschenaux, Hornblower & Partners LLP. Throughout an illustrious career, he has been involved in 169 IPO's and more than 240 private offerings. Marc recently talked to Corporate LiveWire to explain how Deschenaux, Hornblower & Partners can help you achieve your goals through an IPO.

What are the main advantages of an IPO?

The advantages of an IPO include:

- **Capital:** An IPO provides funds to the company for business expansion, working capital, acquisitions, and other corporate purposes.
- **Liquidity:** Through the creation of a public market, and in some cases as part of the IPO itself, an IPO provides liquidity to investors, management, and employees.
- **Higher Valuation:** A public offering should increase the valuation of a company because the creation of a trading market eliminates illiquidity discounts and because more extensive and reliable information about the company is available to investors.
- **Improved Capital Access:** A public company can access the public capital markets for future fundraising, often very quickly. Many post-IPO companies eventually pursue follow-on public offerings, Rule 144A placements, or PIPE financings to fund their business needs. Moreover, relationship to obtain credit from banks, leasing companies and the like are highly facilitated.
- **Acquisition Currency:** Following an IPO, a company is able to issue publicly tradable stock, which is more attractive to target company stockholders than illiquid, private company stock.
- **Employee, Consultants, Management & Board Members Equity Incentives:** The existence of a public market greatly enhances an employee's ability to realise value from equity incentives, such as stock options and restricted stock. A public market also provides readily ascertainable share values for option grant purposes.
- **Enhanced Prestige:** Although the cachet of being public may have eroded in recent years and many private companies have stellar reputations, an IPO can provide additional stature and credibility – often important with customers, vendors, banks and employees.

How do you determine whether an IPO is suitable for the business to achieve its goals?

In my opinion, there is no case in which an IPO is not suitable for the business unless the owner does not want any transparency.



Can you talk us through the process of an IPO?

There are eight important steps to follow, which our firm will help you put together:

- Have a trusted and reliable management;
- Be ready with your financial reporting systems;
 - Important financial reports required:
 - (i) Disclosure controls and procedures
 - (ii) Internal controls over financial reporting
- Write your company's story, business model and business plan;
- Choose your investment bankers;
- Register with SEC;
- Start your road show;
- Price your IPO;
- Now, get ready to be a publicly-owned company.



Having achieved 169 IPOs and 240 private offerings of securities enabled us to develop proprietary processes, software and techniques resulting in much lower costs and higher efficiency.

What sets your exclusive Fast IPO service apart?

This proprietary process plays on values SEC rules to shorten the registration process by parallelising several tasks which normally are serialised.

What market techniques or strategies do you utilise?

Honesty, transparency and fairness in value have established our credibility over the years.

To what extent do clients benefit from your established relationship with leading investment banks?

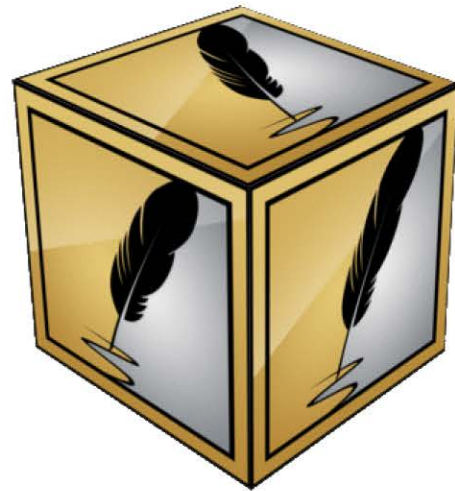
Clients benefit a lot from our networks of financial partners of all kinds by benefiting from our credibility. When we assure our partners that we have performed due diligence on a company, they never double check.

How can you help a company protect its market position?

There are many ways going from intellectual property registration to large financing or strategic alliances.

What are the biggest challenges clients often overlook?

Growth. It impacts every department of the company from finance to human resources. The speed of growth is probably the biggest challenge and complexity for corporate management especially in the start-up, development and growth phases of a company.



What are the main benefits of choosing Deschenaux, Hornblower & Partners, LLP to oversee an IPO?

Our firm is a pathfinder for the entrepreneur and his/her enterprise. Contrarily to the entire financial market who is in conflict of interests due to its will to raise the money for the securities issuer and to protect the investor, Deschenaux Hornblower & Partners, LLP is only helping the issuer, its owner and its management. We combine legal, financing, marketing, and strategic knowledge in many industries.

Is there anything else you would like to add?

We often save a lot of money for the issuer and we can take it to a public financing much earlier than it would be accepted under the normal/traditional conditions. Having achieved 169 IPOs and 240 private offerings of securities enabled us to develop proprietary processes, software and techniques resulting in much lower costs and higher efficiency.

