



# Global Markets Advisory Group

## *Listing Services for Foreign Private Issuers (Mid- Small- and Micro-cap)*

### Going public

Congratulations on successfully leading your company this far! Global Markets Advisory Group is excited to be speaking with you at this important point in your company's history, as you consider listing in the US, the world's largest capital market. You might choose to list via traditional Initial Public Offering ("IPO"), Special Purpose Acquisition Company ("SPAC"), or Direct Listing, or you might choose to be traded on the over-the-counter ("OTC") market before seeking an exchange listing. Whichever path you choose, GMAG can help you reach your goal.



### Why go public in the US?

Foreign Private Issuers ("FPIs") listing in the US tend to gain a competitive edge over local peers. Through their US listing, FPIs can leverage strategic advantages not generally available to peers that list only in their local markets.

1. World's deepest and most liquid capital market for growth capital.
2. World's most diversified pool of sophisticated investors for informed valuation.
3. Global prestige and visibility for brand enhancement.
4. Gold standard in governance, disclosure and financial reporting for global credibility.
5. Equity-based compensation for attracting and retaining local and international talent.
6. Acquisition currency for M&A financing flexibility.

## Why Global Markets Advisory Group?

GMAG team members are former senior executives at US exchanges and other well-known financial institutions. The team has industry experience averaging almost 30 years, and expertise in international and domestic pre-and-post listing matters, regulatory compliance, investor communications, market making and trading, and risk management.

GMAG will guide you through the listing process, help you prepare for your public debut, and provide ongoing post-listing support. Whether you choose an IPO, SPAC, Direct Listing, or an OTC quotation, GMAG can help you with:

- ✓ **Listing Project Team Formation:** GMAG will help assemble a strong listing project team of bankers, lawyers, and auditors.
- ✓ **Pre-and-Post Listing Preparation:** GMAG will help enhance governance, investor relations, compliance procedures and education, disclosures and financial reporting. Your company will be prepared to be transparent, regulatorily compliant, and an effective communicator starting from day one.
- ✓ **Listing Process Guidance:** GMAG will help you understand, prepare for, and navigate exchange listing qualification and SEC registration review processes.
- ✓ **Exchange Selection:** GMAG will help you select the Exchange that is best for your company, and help you secure all offers of support and services you are entitled to as a newly listed company. GMAG can also help get you up and running on the OTC market.
- ✓ **Post-listing support:** GMAG will provide ongoing support, including help in resolving compliance issues, enhancing investor relations, and strategic corporate action advice.



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## Global Markets Advisory Group

EXPERIENCED | TRUSTWORTHY | INDEPENDENT

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