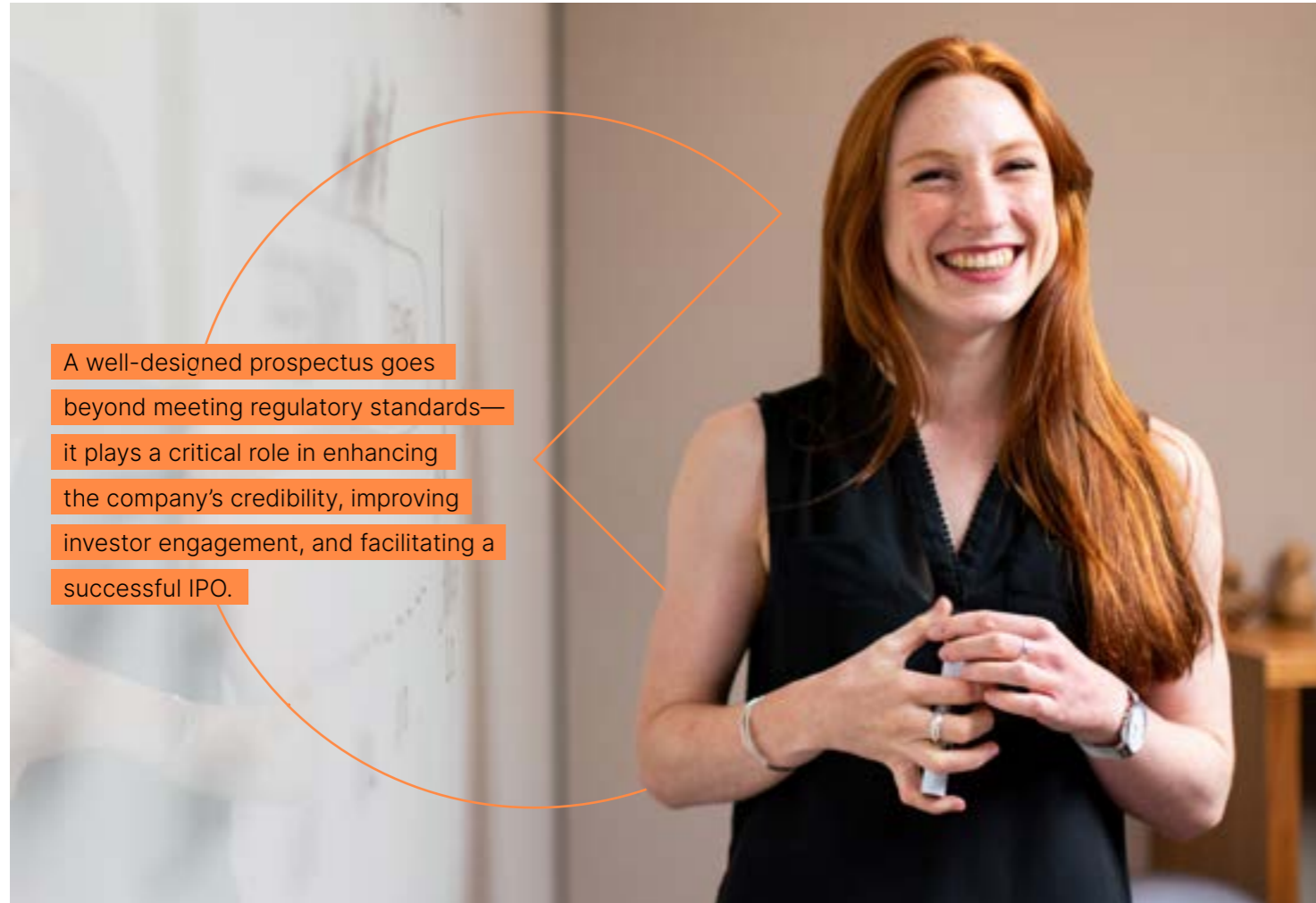


Importance of prospectus in the IPO process





A well-designed prospectus goes beyond meeting regulatory standards—it plays a critical role in enhancing the company's credibility, improving investor engagement, and facilitating a successful IPO.

The prospectus is a cornerstone of the Initial Public Offering (IPO) process, serving as the primary document through which companies communicate essential information to potential investors. It is a comprehensive disclosure document required by the Corporations Act 2001, the Australian Securities and Investments Commission (ASIC), and the ASX Listing Rules. Its preparation and accuracy are vital for building investor confidence and ensuring compliance with regulatory requirements.

Purpose of the prospectus

A prospectus provides potential investors with the information they need to make an informed decision about investing in the company. It includes:

- The company's financial position, assets and liabilities, profits and losses, and future prospects.
- The rights and liabilities associated with the securities being offered.
- Detailed information about the offer, including terms, conditions, and risks.
- An overview of the industry, market share, and growth projections.
- ESG disclosures highlighting the company's sustainability and governance practices.

This information must be presented clearly, accurately, and transparently. Misleading or incomplete disclosures can result in penalties, reputational damage, and delayed listings. Regulatory compliance with the Corporations Act, ASIC guidelines, and ASX Listing Rules is non-negotiable, with rigorous verification processes ensuring all statements are supported by evidence.

The importance of a well-designed prospectus

1

Creates a strong first impression

- The design of the prospectus reflects the professionalism and credibility of the company.
- High-quality layouts, typography, and visual elements demonstrate attention to detail, building confidence among investors and ensuring alignment with regulatory standards.

2

Enhances readability and understanding

- Effective use of charts, tables, infographics, and structured layouts simplifies complex financial and operational data.
- A well-organised prospectus ensures that key information, such as financial disclosures and risk factors, is easy to navigate and comprehend.

3

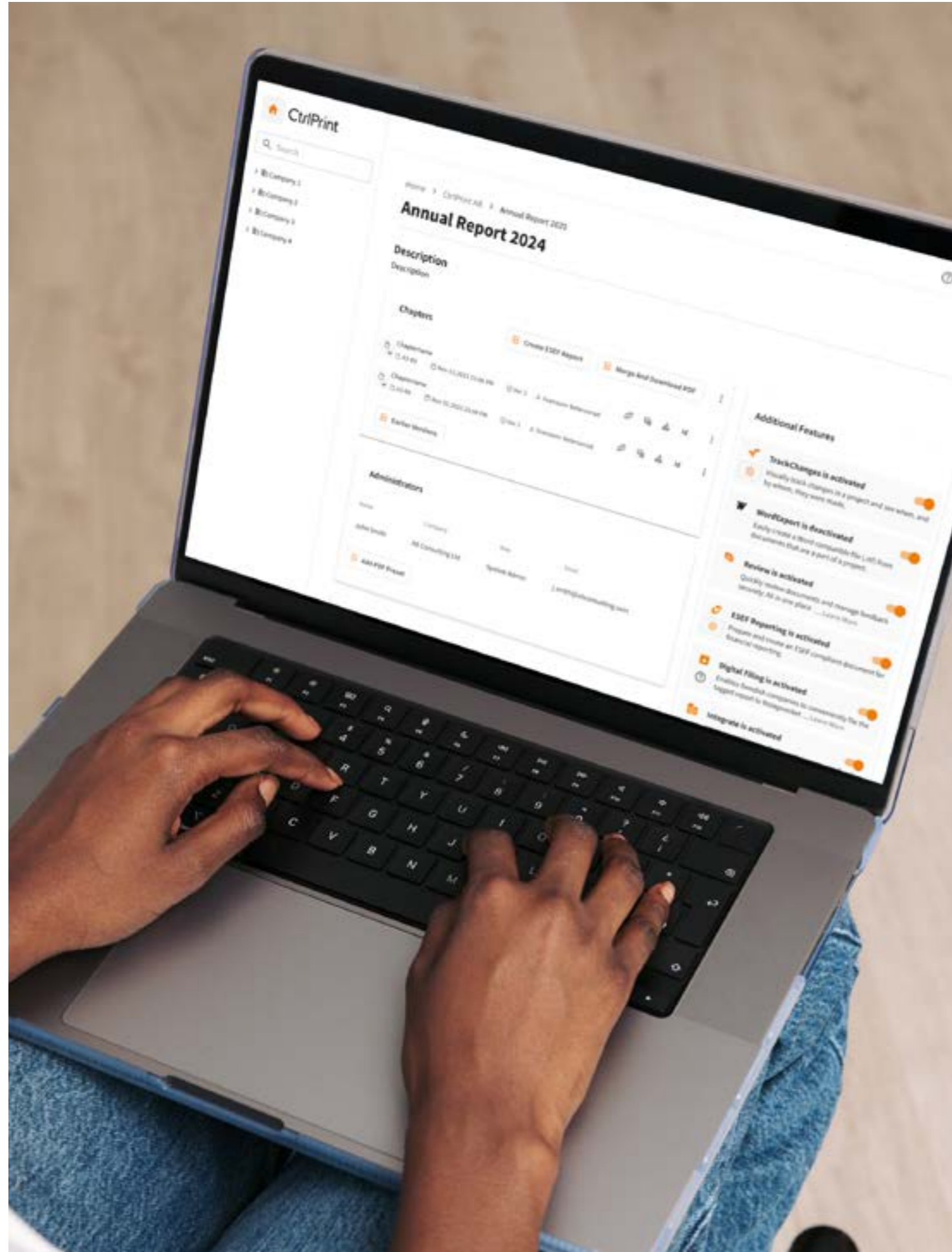
Strengthens branding

- The prospectus should align with the company's overall branding, reinforcing its identity and vision.
- Consistency in visual elements like colours, fonts, and imagery bolsters the company's market appeal and credibility.

4

Builds investor trust

- Accurate presentation of key metrics, risks, and opportunities ensures investors can make informed decisions confidently.
- Forward-looking statements and financial forecasts must be based on reasonable grounds, as required by ASIC guidelines, to avoid being deemed misleading.



Collaborative effort to prepare the prospectus

Preparing a prospectus is a collaborative effort that involves multiple stakeholders working together to ensure the document's accuracy, completeness, and compliance. Key stakeholders include:



Internal stakeholders

- **Management Team:** Drafts core sections of the prospectus and oversees its preparation.
- **Board Members:** Provide strategic oversight and final approval.



External stakeholders

- **Legal Counsel:** Ensures compliance with the Corporations Act, ASIC guidance, and ASX Listing Rules while overseeing the verification process.
- **Lead Manager:** Coordinates inputs from all parties and ensures timely completion.
- **Investigating Accountant:** Prepares independent reports on financial performance and forecasts, ensuring all financial disclosures meet the highest standards of accuracy.
- **Industry Experts:** Provide specialist insights on technical or market-specific matters.
- **Design Team:** Develop a visually compelling and professionally branded prospectus.

Significant volume of data and financial disclosures

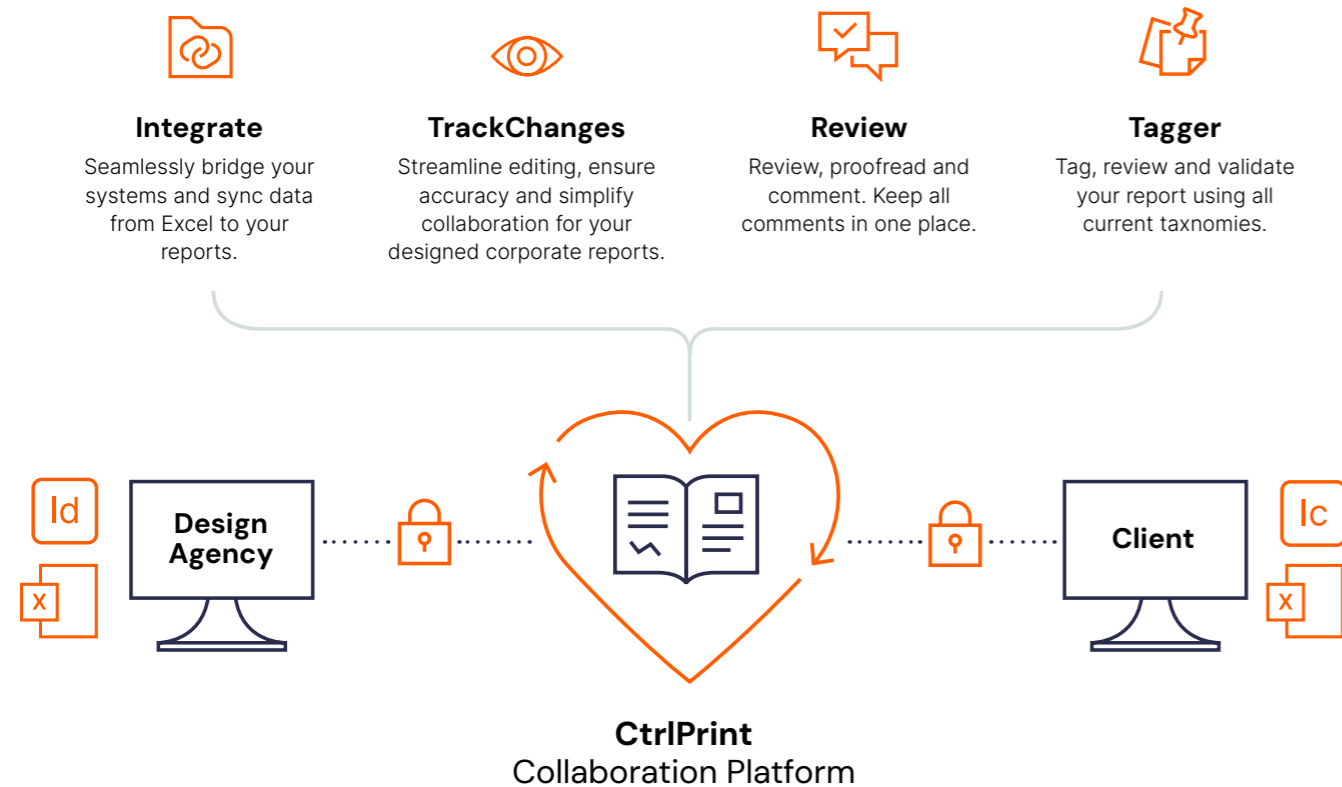
The prospectus contains a vast amount of data and financial disclosures critical to investor decision-making. This includes:

- **Statutory and pro-forma financial information:** Historical data and adjustments reflecting the company's operational structure as though it had been listed historically.
- **Financial forecasts:** Projections may be prepared in compliance with ASIC guidance, accompanied by reasonable assumptions.
- **Risk factors:** A detailed analysis of risks associated with the business and its operations.
- **Business model and strategy:** A clear explanation of the company's operations and growth plans.

Ensuring this information is presented transparently and with regulatory accuracy is crucial. Investors and regulators alike expect the highest standards of disclosure to assess the company's viability and compliance with laws and guidelines.



How CtrlPrint supports the process



CtrlPrint's collaboration platform plays a critical role in simplifying the creation of accurate, compliant, and visually compelling prospectuses. As a cloud-based SaaS (Software as a Service) solution, it empowers your company to efficiently manage the complexities of prospectus preparation while ensuring the highest standards of data security and operational efficiency.

1. Streamlined Collaboration

- **Centralised platform:** All stakeholders work within a secure, unified environment to draft, review, and finalise the prospectus, ensuring everyone has access to the correct version of the document.
- **Permission management and version control:** Get an overview of the project's development and ensure the right people are working on the right document. With complete version control and a full audit trail, you can minimise confusion and maintain organisation.
- **CtrlPrint Review:** Invite stakeholders to review, proofread, and comment on the layout and content of a document in a web browser, eliminating loose notes, emails, or text messages. With Review, each commenter can create and assign tasks in the master document with a full audit trail.
- **TrackChanges:** Download a PDF version of the document with tracked changes, making it easy to share updates with stakeholders such as board members or auditors. The ability to compare versions by specific users or timeframes streamlines the review process and ensures clarity.
- **Flexible workflows:** As a cloud-based SaaS solution, CtrlPrint allows you to work on your report anywhere, anytime. Reports can be divided into chapters so stakeholders can focus on their areas of expertise.

2. Ensuring Accuracy and Compliance

- **Data integration:** Import data directly from Excel using CtrlPrint Integrate, ensuring a single source of truth and reducing the risk of inconsistencies or errors.
- **Review process control:** CtrlPrint puts clients in control of their data and review processes, providing clear visibility and management of content.

3. Professional Design Integration

- **Seamless integration with Adobe InDesign:** Ensure your prospectus is accurate, consistent, and aligned with your corporate branding by using Adobe InDesign.

4. Robust Data Security

- **Market-sensitive data protection:** CtrlPrint is ISO 27001-certified and SOC 1 Type I & II compliant, safeguarding your sensitive data.
- **Strict access controls:** Sensitive data is protected with rigorous access permissions, ensuring only authorised personnel can view or edit the prospectus.

5. Optimised Review and Proofing Tools

- **Enhanced collaboration tools:** CtrlPrint Review enables stakeholders to create and assign tasks in the master document with a full audit trail, making the process more efficient and ensuring quality proofreading for all internal and external parties.

With CtrlPrint, teams have the tools to efficiently collaborate, ensure accuracy and compliance, maintain professional design, and protect sensitive data, all within a secure and centralised platform.

The prospectus is far more than a regulatory requirement—it is a vital tool for attracting investment, building trust, and ensuring compliance. A well-prepared and professionally designed prospectus reflects the company's commitment to transparency and professionalism, setting it apart in the competitive market.

CtrlPrint's platform supports companies in creating high-quality, compliant, and visually compelling prospectuses efficiently. By streamlining collaboration, ensuring data accuracy, integrating professional design tools, and maintaining rigorous security standards, CtrlPrint empowers companies to confidently present their best case to investors and meet the highest standards of quality and regulatory compliance.

Please contact Aileen at aileen@ctrlprint.net to discuss your upcoming IPO prospectus.