

# Increase Your Share of the IPO Market

## Evaluate with IPO Vital Signs

**IPO Vital Signs is the unique system that answers critical questions facing IPO professionals and executives of pre-IPO companies.**

### Comprehensive

- Over 200 individual data points on IPOs dating back to 1998 are gathered, analyzed and stored in IPO Vital Signs.
- Each IPO Vital Sign is designed to provide IPO professionals and prospective IPO issuers with essential data and exclusive perspectives on issues critical to the process of going public.
- **NEW!** Four new IPO Vital Signs help you track emerging growth IPOs and IPOs that are backed by Private Equity or Venture Capital Investments! These new reports will help you surface relationships or spot trends as they relate to type of investment backing and emerging issuer status.

### Intuitive

- Tabular results are easy to read and navigate and can be ranked by up to three factors for greater control.
- Navigate to related information through related vital signs.
- Drilldown on key statistics for greater detail.
- Comprehensive profile provides extensive information about an IPO issuer.
- Export to Excel enables further data customization.

### Mobile

- Updated daily — available anytime, anywhere, on any device.

**Know. Right. Now.**

[ipovitalsigns.com](http://ipovitalsigns.com)

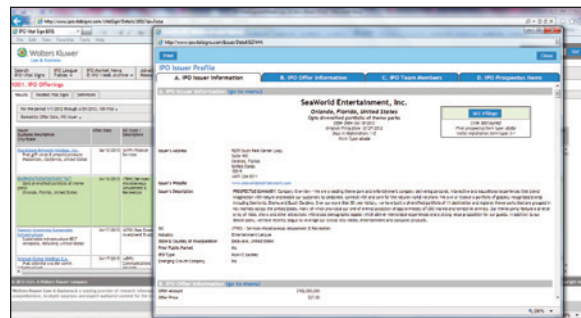
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# IPO Vital Signs

## Analyze IPO Issuers

IPO Vital Signs answers a broad range of questions concerning past IPO issuers.

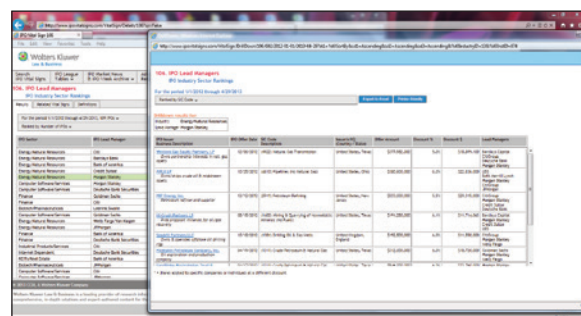
- Sort through IPOs by industry type, size of offer, fees paid and scores of other criteria.
- Zero in on specific data to make comparisons and even retrieve the actual language of the final prospectus.



## Quantify IPO Market Dynamics

Use the IPO League Tables to evaluate IPO professionals and benchmark your firm's practice against peers.

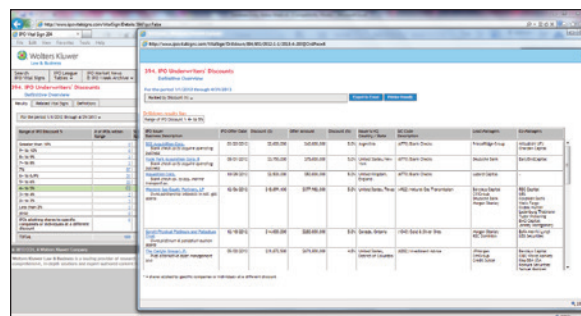
- Download IPO Industry Sector Rankings to determine which IPO professionals are active in which industries.
- Consider IPO Working Group Relationships to select the IPO team or obtain sourcing referrals.
- Breakdown IPO fees and expenses by accessing definitive overviews pertaining to law firms, auditors, transfer agents and more.



## Negotiate the IPO Deal

IPO Vital Signs provides objective guidance on many key issues in IPO deal negotiation. Get answers to tough questions such as:

- What should the IPO offering amount be?
- What is the underwriting discount history of IPO lead managers?
- What is the final vs. initial filing pricing record of your proposed lead manager?



## Draft the IPO Prospectus

The IPO Prospectus Writer is a powerful workflow tool for drafting a wide range of IPO documents.

- Section-by-section comparison of IPO prospectus language by industry or other criteria.
- Save time with IPO Prospectus Writer when drafting the initial registration or when responding to SEC comment letters.

