

# Business Wire IPO Services

The key to a successful  
company launch



## MAKE YOUR FIRST EARNINGS DAY MORE PRONOUNCED WITH BUSINESS WIRE'S SUITE OF IPO SERVICES

We combine our Newsroom team with our unmatched, unique global partnerships and patented editorial technology to provide a full suite of services that fulfills all requirements of a newly listed company. Business Wire will help you reach your audience, and ensure easy, accurate filing.

## METICULOUS, SEAMLESS MATERIAL NEWS FULFILLMENT

Business Wire provides full-text delivery of your material news release, giving reporters, analysts, and consumers instant access to your IPO story. You can count on your important news to be delivered to:

- Editorial systems of newspapers, TV and radio station, and other media
- Global financial systems, including AP, Bloomberg, Dow Jones, Reuters, and Refinitiv
- Online audiences via Yahoo! Finance, Google News, Bing, and more
- Targeted industry and consumer media
- Business Wire subscribers, including a wide range of global media, analysts, and influencers
- Archival databases such as LexisNexis and Factiva

## ENHANCE DUAL-LISTINGS

Business Wire satisfies press release disclosure requirements in multiple markets, including Canada, the UK, Ireland, France, and several other European countries.

## ESTABLISH YOUR BRAND WITH COMPLIMENTARY BRAND BUILDING SERVICES

To add visual emphasis to your news, Business Wire offers a suite of complimentary tools to increase brand awareness of your newly public company.



**Tell Your Story:** Our corporate profile distribution tells media about your newly public company—in your own words—and is distributed across our national circuit for free.



**Increase Your Brand Value:** Our logo feature ensures every reporter, analyst, and consumer knows your company name and your company brand.

## DECREASE RISKS AND ERRORS

By using a single provider for news release and SEDAR filing services, you'll decrease risk and errors while saving time and resources. Our expert in-house filing team formats and files your required documents into Canadian SEDAR compliant submissions. And if you're using Workiva's secure collaborative system to build and house your financials, our exclusive integration within Workiva's platform allows you to upload press release documents to Business Wire directly and securely.



## EXTEND YOUR REACH TO INFLUENTIAL AUDIENCES

Extend the reach of your IPO story to influential Corporate Social Responsibility and Public Policy audiences with our add-on distribution options.

## INCREASE INFORMATION ADOPTION WITH VISUAL ENGAGEMENT

Today's media and consumer audiences rely heavily on visuals to tell complicated stories. Business Wire can help you increase the adoption of your news by adding visuals, PDFs, PPTs, and Multimedia presentations that enhance your company's story, product, or offering. Increase the impact of your IPO by adding the content stakeholders need to deepen their relationship with your newly public company.

### Q4 BUILD AND HOST AN INVESTOR RELATIONS WEBSITE

Business Wire's partnership with Q4 offers our clients the industry's top solution for building and hosting ADA-compliant investor relations websites and newsrooms. Q4 offers web hosting and design, webcasting, teleconferencing, intelligence, analytics, and investor engagement solutions designed to make deepening stakeholder engagement easy.

## MAXIMIZE OPPORTUNITY BY REVIEWING YOUR RESULTS

Each press release distribution includes a snapshot of audience views, user engagement, and more. All of which provides your team with awareness and engagement data surrounding your releases.

"I've been a satisfied customer of Business Wire for over 25 years. The level of service and quality of their work is hard to beat. I've talked to some of my colleagues with other companies who use other wire services and I think we agree, the quality of service is the primary differentiating factor. As long as I'm doing investor relations—and I've been doing it for a long time—I will use Business Wire."

Randy Burkhalter  
Vice President, Investor Relations  
Enterprise Products Partners



At Business Wire, we designed our suite of IPO communication services with one goal in mind—to increase your brand reach, awareness, and value within your target audiences. Contact us today to learn how we can help you best announce the launch of your company.



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