

# LISTING CHECKLIST

## START PREPARATIONS EARLY

IN PROGRESS

COMPLETE

Begin preparing several months to several years before the planned offering

## BEHAVE LIKE A PUBLIC COMPANY BY IMPLEMENTING PROCESSES AND SYSTEMS

IN PROGRESS

COMPLETE

Strategic planning

Accounting

Reporting

Investor Relations

Internal controls

Executive compensation

## CREATE A RELIABLE LISTING TEAM

IN PROGRESS

COMPLETE

Underwriters

Dedicated IR professional

Public-oriented auditors

Outside legal counsel

Transfer Agent

## HAVE A COMPELLING STORY TO TELL

IN PROGRESS

COMPLETE

Prepare a comprehensive business plan

Have strong growth prospects

Have a track record of financial and non-financial performance

Be in a position of competitive strength along both financial and non-financial measures

Have clear understanding of how company compares to peers

Map out and implement improvement initiatives and/or strategic transactions

Minimize window dressings

## **PAY CLOSE ATTENTION TO CORPORATE GOVERNANCE**

**IN PROGRESS**

**COMPLETE**

Address any questionable accounting policies

Ensure compliance with current regulations

## **BUILD MARKET AWARENESS AND INVESTOR COMMUNICATIONS FUNCTION AND STRATEGY**

**IN PROGRESS**

**COMPLETE**

Start publishing quarterly and annual financial reports implement broad and targeted outreach efforts:

Press releases

Website

Media coverage

Advertising

Target buy-side firms

Target sell-side firms

Conduct perception interviews with the sell-side

Attend brokerage-sponsored industry conferences

Comply with rules for communicating during listing process

## **PREPARE AN EFFECTIVE ROADSHOW**

**IN PROGRESS**

**COMPLETE**

Gear presentation to the audience

Invite institutions that are likely to be interested in your sector or technology

Track meeting attendance

Prepare for investor scrutiny during presentation

## **ASSESS MARKET CONDITIONS - IS IT THE RIGHT TIME?**

**IN PROGRESS**

**COMPLETE**

What are the markets doing?

What are your industry conditions like?

What are the frequency and size of current offerings?

What are the frequency and size of your industry offerings?

**FOR MORE INFORMATION, PLEASE VISIT [tsx.com/listings/listing-with-us/](https://tsx.com/listings/listing-with-us/) or email [businessdevelopment@tsx.com](mailto:businessdevelopment@tsx.com) if you have any inquiries about how to fill listing checklist.**