



**CityLinkers**  
連城集團 Group

# Hong Kong Initial Public Offer (IPO)

How CityLinkers can help

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Going public is a major challenge for any company and there are many decisions that will need to be taken prior to an IPO. Management will need to steer the company through a complicated and often time-consuming process in order to be ready for an IPO. Planning and good preparation are crucial for a successful flotation. It's not simply a question of appointing advisors but about ensuring that the company is ready to be listed on the public markets and that it is able to meet the challenges that such a listing brings. If you are planning on listing, there will be many questions you will want to ask.

***These are just some of the questions we will be able to help you find answers to:***

- ✓ What is an appropriate valuation for my business?
- ✓ What does being a public company really mean?
- ✓ How long will it take to complete an IPO?
- ✓ Do we have the right resources?
- ✓ Are my people ready?
- ✓ How to implement a stock based compensation plan?
- ✓ Do we have an attractive story for potential investors?
- ✓ What is the best way to articulate our strategy?
- ✓ What are the corporate governance issues we need to address?
- ✓ What are the internal control procedures we need to implement?
- ✓ How many non-affiliated/independence directors should we have on the board?
- ✓ How do our accounting policies compare with other companies in the sector?
- ✓ Is my finance function ready?
- ✓ Are my operations run and managed effectively?
- ✓ What additional disclosures will we need to provide as a public company?
- ✓ Will it be a problem if one of our subsidiaries has a modified audit opinion?
- ✓ Do we need to restate our track record for recent acquisitions and disposals?
- ✓ How will an IPO affect our existing incentive arrangements?
- ✓ Any other possible listing venues?
- ✓ Have we assessed and disclosed our environmental, social and governance (ESG) practices and issues?

### Contact Us



Company Website: <http://www.citylinkers.com.hk>



Email: [info@citylinkers.com.hk](mailto:info@citylinkers.com.hk)



WhatsApp Number: (852) 6816 8938



WeChat Page: CityLinkersGroup