



THE PHILIPPINE STOCK EXCHANGE, INC.

GOING PUBLIC: RAISING CAPITAL THROUGH THE EXCHANGE

23 May 2013
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Marketing Services Department

Presentation Outline

- I. Why Do Companies Go Public?**
- II. Key Parties to an IPO**
- III. Going Public**
- IV. Who has Gone Public?**

Why do Companies Go Public?

Cost Effective way of raising capital

Save cash reserves

Improve Credit Ratings

Return to the Market Anytime to raise funds

Why do Companies Go Public?

Advantages of Going Public

**Expands Access
to Capital**



**Enhances
Corporate
Image**



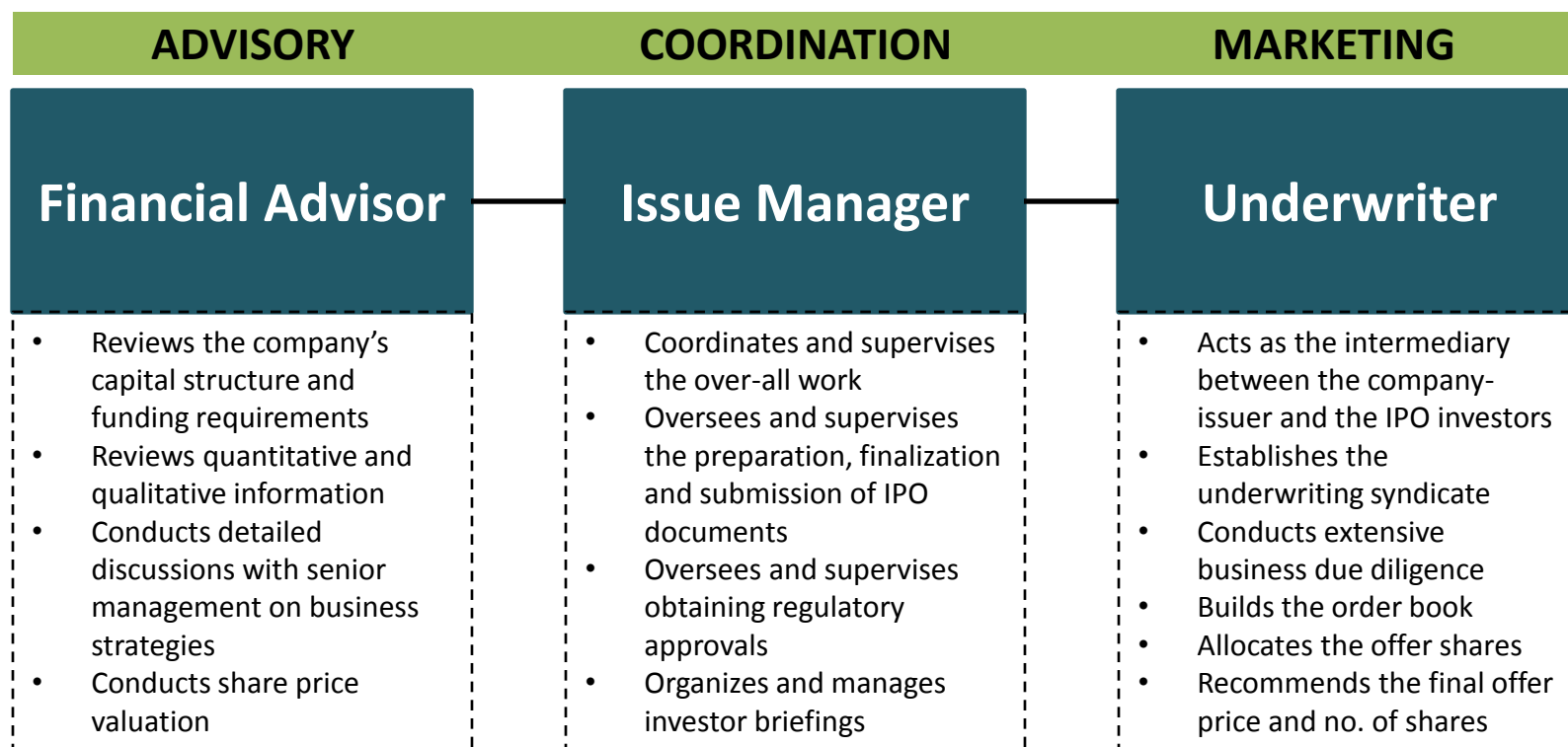
**Expands
Business
Relationships**



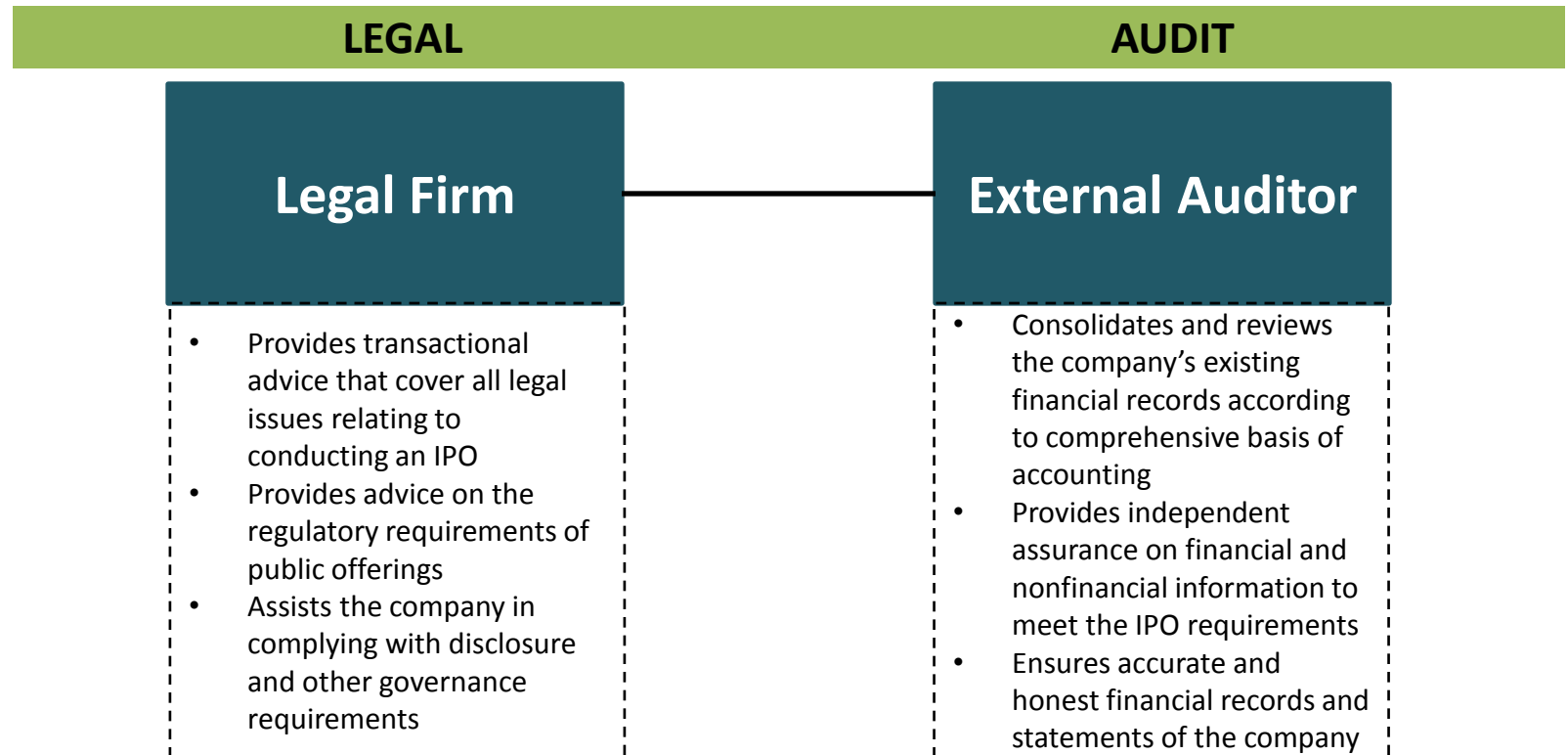
**Stock Option
Plan
&
Financial
Planning**



Key Parties to an IPO



Key Parties to an IPO

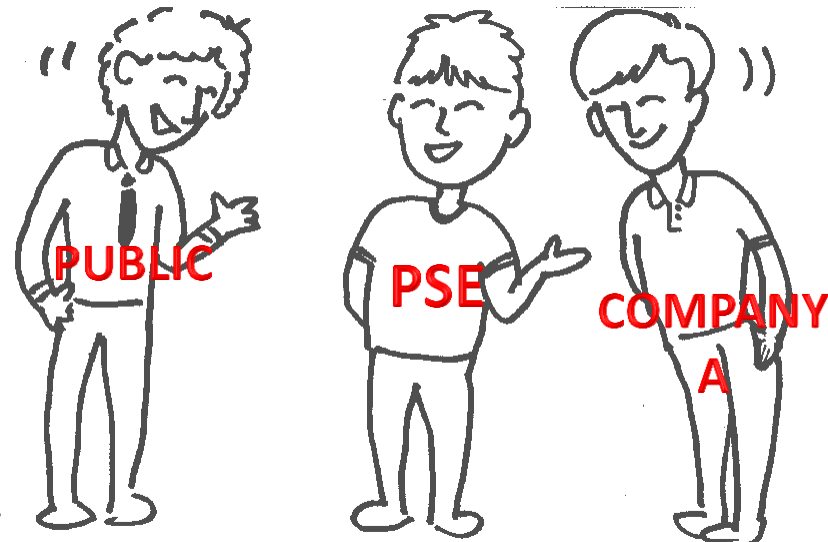


Ways to Go Public?

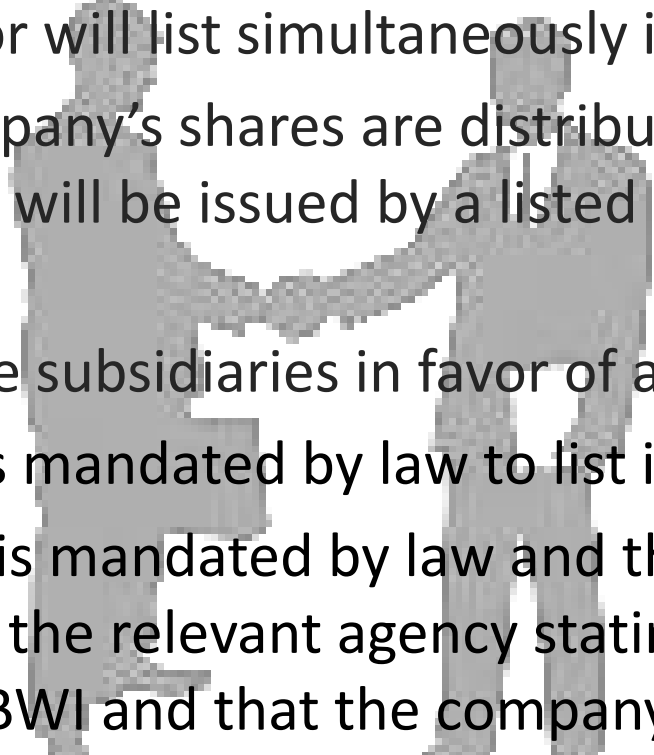


Listing by Way of Introduction

A listing by way of introduction is where no public offering is undertaken prior to the initial listing, because the marketability of the applicant's securities can already be assumed, or when listing in an exchange or public offering is mandated by law or regulation.



Listing by Way of Introduction

- 
- Already listed or will list simultaneously in another Exchange.
 - Non-listed company's shares are distributed through a property dividend which will be issued by a listed company to its shareholders.
 - Delist 1 or more subsidiaries in favor of a holding company.
 - The company is mandated by law to list in an Exchange.
 - Public offering is mandated by law and the company secures a clearance from the relevant agency stating that it does not object to the LBWI and that the company is not a closely held corporation as defined under Sec. 127 of NIRC 1997.

Listing Process



**LISTINGS
DEPARTMENT**

**APPROVAL BY THE
BOARD OF
DIRECTORS**

20 – 45 Days
(depending on the quality of the
documents presented)

5 – 10 Days

5 – 14 Days

**REGISTRATION
STATEMENT**

**COMMISSION
EN BANC
(Pre-effective
Clearance)**

**APPROVAL BY
THE SEC**



SEC FORM 12-1



Book Building Process

Listing with the PSE



Listed Companies

SECTOR	SUBSECTOR	
Financial (31)	Banks (18)	Other Financial Institutions (13)
Industrial (66)	Food, Beverage, Tobacco (21)	Construction, Infrastructure, Allied Services (14)
	Electricity, Energy, Power (13)	Electrical Components & Equipment (5)
	Chemicals (8)	Other Industrials (5)
Holding Firms (40)		
Property (39)		
Services (51)	Media (4)	Telecommunications (4)
	Information Technology (11)	Transportation Services (7)
	Hotel and Leisure (4)	Education (3)
	Casinos and Gaming (8)	Retail (3)
	Other Services (7)	
Mining & Oil (24)	Mining (18)	Oil (6)
SMEs (2)		

✕ Listing in the PSE:

➤ Who has gone public?





PANCAKE HOUSE, INC.

Book value before listing

Php10.32 MILLION



Listed on December 15, 2000
Current Market Capitalization
= **Php 2.81 BILLION**





PUREGOLD PRICE CLUB, INC.

Consumer Goods
SERVICES SECTOR

Puregold Price Club, Inc.

23-Apr-2013

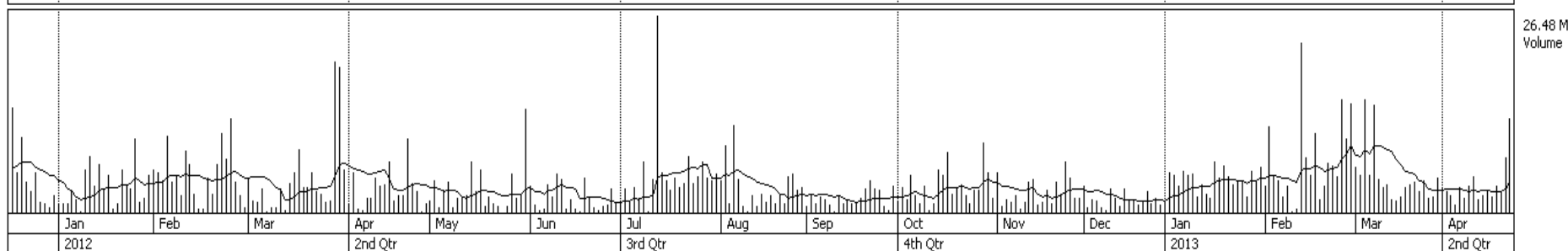
Book value before listing =

Php 2.9 BILLION

Listed on October 5, 2011

Current Market Capitalization =

Php 111.07 BILLION





aboitiz
Equity Ventures

ABOITIZ EQUITY VENTURES

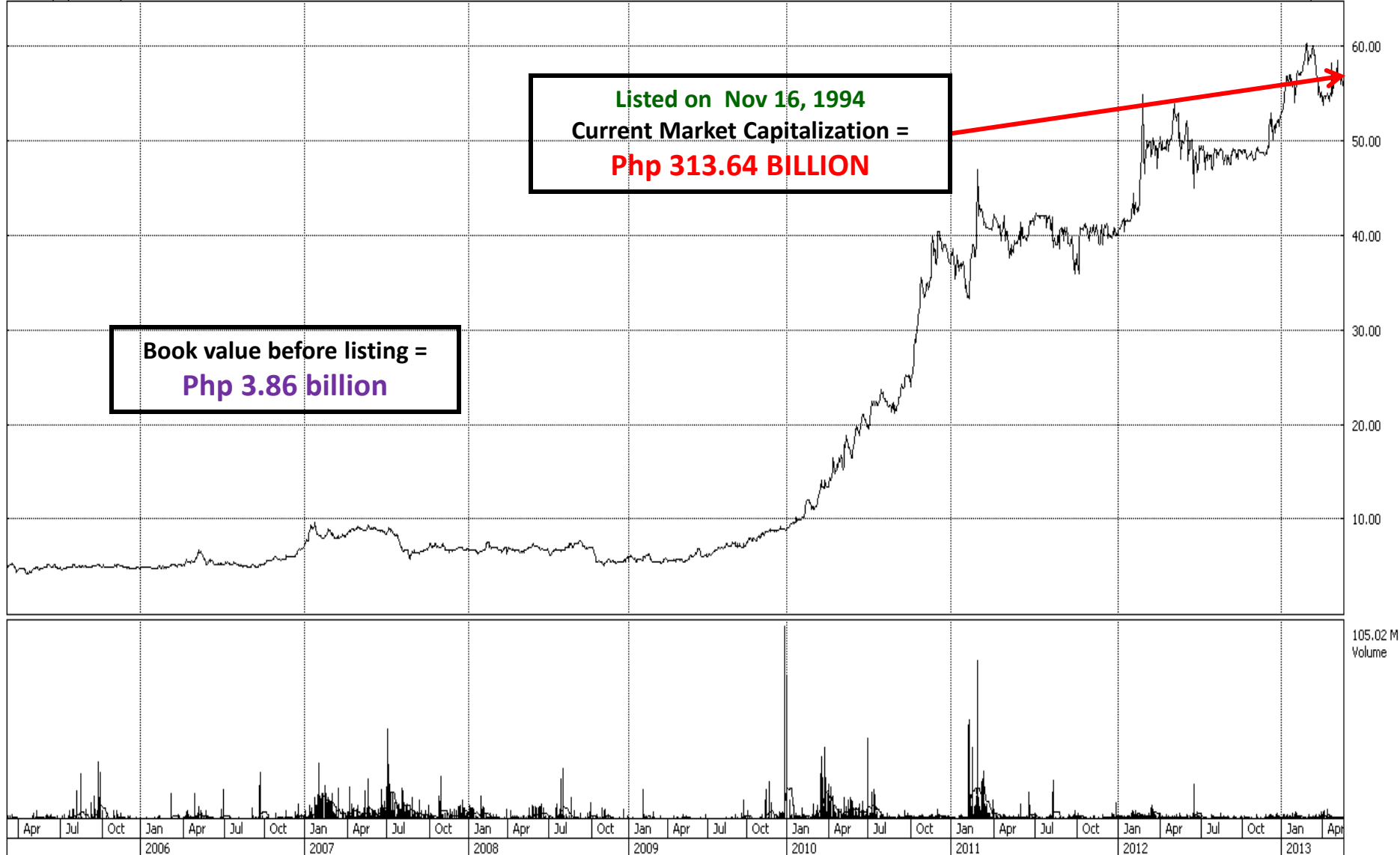
Holding Firm

Aboitiz Equity Ventures, Inc.

21-May-2013

Book value before listing =
Php 3.86 billion

Listed on Nov 16, 1994
Current Market Capitalization =
Php 313.64 BILLION



Thank You

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