

# ✓ Why Go Public?

---

Why would socialize.com's owners want to take the company public?



## Finance Growth

IPO proceeds can be used in order to finance the company's growth



## Liquidity

An IPO would allow shareholders to monetize their current success



## Visibility

Everyone wants to work with a public company because of its transparency and enhanced reporting

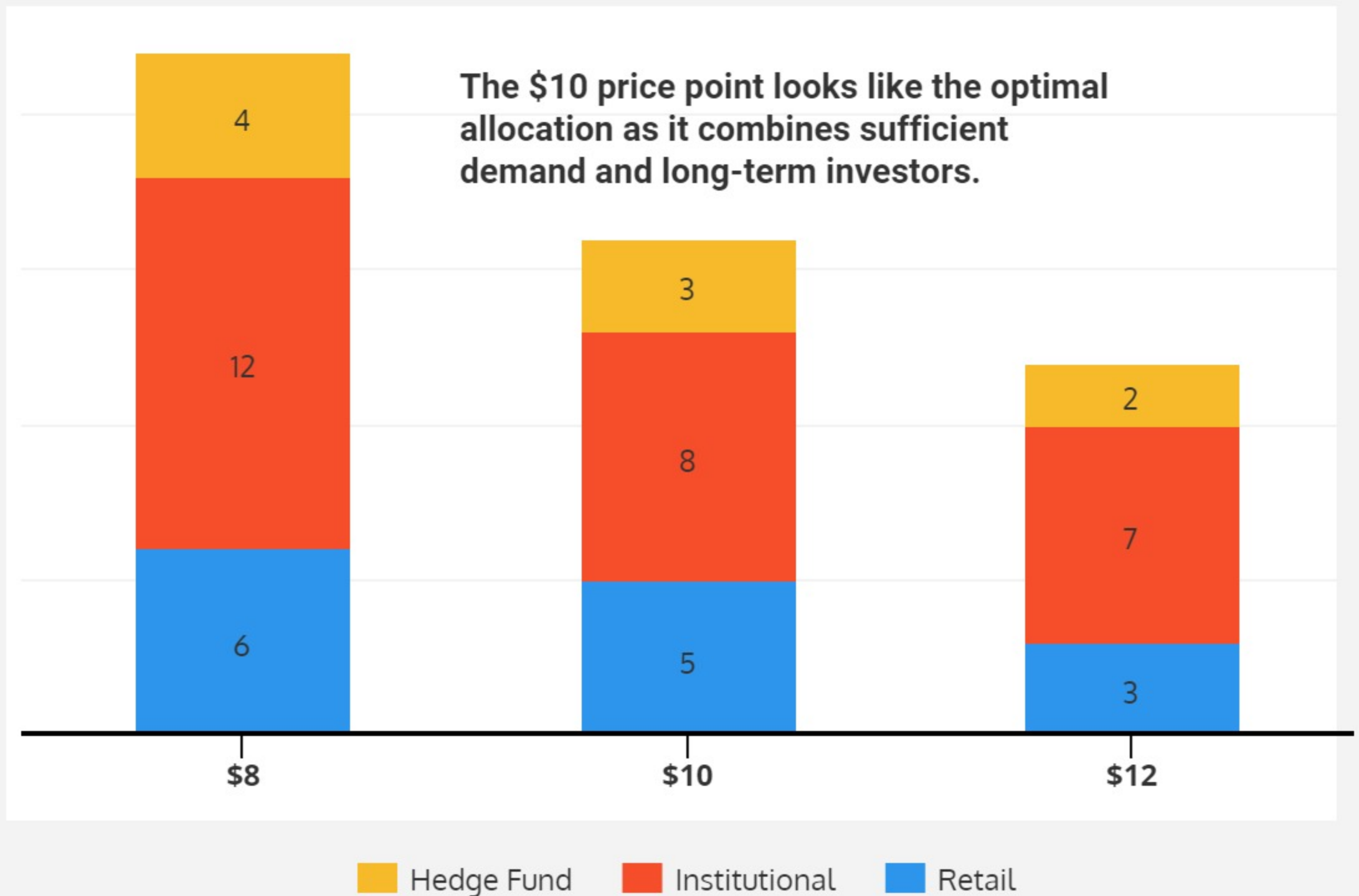


## M&A

After the IPO the company can use its shares as a valuable M&A currency

# INVESTOR DEMAND

Below you can see the different demand that investors have at different price points. Which is the optimal combination if the firm wants to issue 12 million shares?







# Socialize.com

>> What would make Socialize.com a great IPO opportunity? <<

## Solid User Base

Socialize.com is uniquely positioned as the #1 social network for professionals in the world. Its user base surpassed 450m people

## Solid Management

Companies with solid management are investors' preferred choice

## Interesting Valuation

Most investors expect to buy the IPOd stock at a discount and profit immediately after its listing