



ROLE OF A FINANCIAL PRINTER

David McGuire
Partner

310-601-7637 – USA Office
310-709-8521 – USA Mobile
dmcguire@publicease.com
www.publicease.com

Los Angeles – San Diego – Atlanta



Publicease has served the industry for over 10 years representing in excess of 250 publicly traded companies and funds/institutions. Publicease Financial Printing is a fully integrated financial & commercial printing company, providing composition, filing, publishing, printing, and distribution services to financial, legal, and corporate clients.

CORE AREAS OF EXPERTISE

- **EDGAR/XBRL (Filing with regulatory agencies)**
- **TYPESET SERVICES**
- **FULL SERVICE FINANCIAL PRINTING**

**PUBLICease IS RANKED BY THE SEC AS ONE OF
THE MOST ACTIVE FILING AGENTS FOR EDGAR GLOBALLY!**



THE ROLE OF A FINANCIAL PRINTER

- In addition to attorneys, investment bankers and accountants, your financial printer is a vital partner in making your IPO move forward as quickly, smoothly and comfortably as possible.
- Your relationship with the financial printer then continues as you fulfill annual U.S disclosure requirements and access debt and equity capital to support your company's growth.
- Your financial printer helps you create, manage, produce and distribute documents and regulatory filings in the style and formats necessary to satisfy U.S financial regulations and meet the information needs of your investors.



WHY FINANCIAL PRINTING?

- Financial printing is just not about press time and print runs – it is about providing regulatory expertise, capabilities and services that span the entire range of your specific transaction and compliance needs.
- A commercial printer strives to maximize press usage and accomplishes this by scheduling clients on a tight schedule. On the financial printing side, there is no schedule as press capacity must be available as and when it is required.
- A commercial printer strives to maximize press usage and accomplishes this by scheduling clients on a tight schedule. On the financial printing side, there is no schedule as press capacity must be available as and when it is required. The financial printer creates something from nothing. There is no pre-designed magazine, book or brochure simply delivered for print.
- Financial printers create documents that come directly from the discussions and the due diligence information occurring between you, the investment bankers, the legal team and the accountants. They are composed as they happen and put into the format required by the United States Securities and Exchange Commission (SEC).
- As opposed to commercial printers, for financial printers, printing is what ultimately happens. Printing, typically falling in the “11th hour” of process, is the result of the financial printer’s major role- deal management worldwide financial document expertise, document composition and electronic solutions that speed the process. The financial printer’s ability to react quickly is the one of the keys to getting a deal completed successfully.
- The SEC requires that some portions of IPO along with the subsequent annual and periodic reporting requirements – be filed electronically through their EDGAR (Electronic Data Gathering, Analysis, and Retrieval System). Financial printers are EDGAR experts; a commercial printer would need to outsource this vital part of transaction, as well as ongoing compliance requirements.



WORKING WITH A FINANCIAL PRINTER

- The financial printer assists attorneys with the submission of a number of confidential filings related to the Registration Statement to the SEC examiner.
- The financial printer assumes responsibility for processing changes to the Registration Statement as it gets closer to the final draft. They “EDGARIZE” and submit the final document to the SEC.
- The Preliminary and Final Prospectus are in print; all others are filed with the SEC in electronic format. Early print and electronic copies can be distributed to key audience targets if that is appropriate to the overall marketing plan.
- Over a period of up to several months, the SEC comments and, as required, changes will be made to the document until the SEC examiner indicates that the document is acceptable and is ready to file “ Publicly” with the SEC.



PRELIMINARY TO FINAL PROSPECTUS

- Following the Investor Road show with the Preliminary Prospectus, the issuer returns to the financial printer to complete the Final Prospectus and any other electronic filings required by the SEC, The financial printer then prints and distributes the Final Prospectus to all required parties worldwide.
- When a company partners with a financial printer for all its annual compliance and future transaction needs, it can save significant time because its data is already in the system for reuse and a relationship will already have been established with the deal management team.
- The choice of a financial printer for a listing in the U.S. usually marks the beginning of a partnership.



SUMMARY OF SERVICES THAT NEED TO BE PROVIDED BY A FINANCIAL PRINTER

1. Typeset/conversion of word processing documenting into appropriate style;
2. Hosting work group sessions (if needed), providing the client 24/7 access to their account managers;
3. Document management, including author alterations and proof distribution throughout the process;
4. EDGARIZATION of documents for filing with the S.E.C., if required by the transaction;
5. Electronic transmission via EDGAR to the S.E.C. of documents, if required by the transaction;
6. Printing of documents and distribution; and
7. Electronic conversion of documents to HTML/PDF-formatted files for distribution by the underwriters and electronic posting to the company's website, if required by the particular transaction.



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- DELTA AIRWAYS
- NORTHWEST AIRWAYS
- UBS SECURITIES
- MELLON BANK



WE LOOK FORWARD TO WORKING WITH YOU!

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