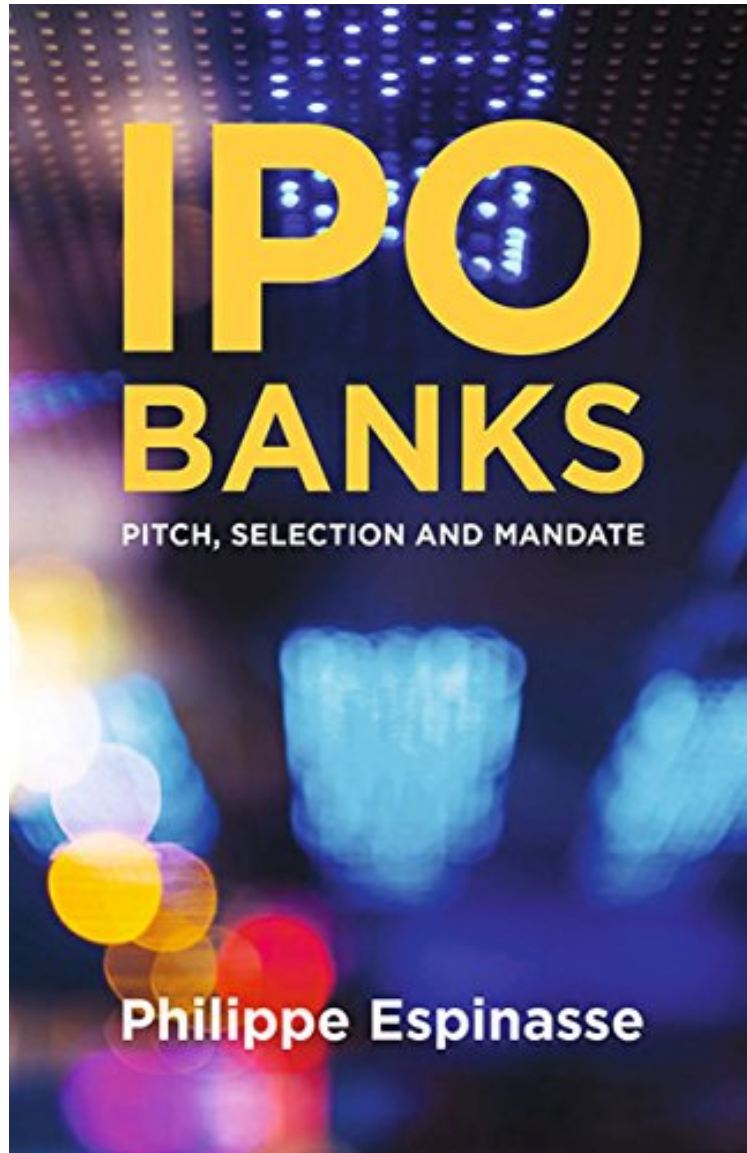


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IPO Banks: Pitch, Selection and Mandate

Philippe Espinasse

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Philippe Espinasse : IPO Banks: Pitch, Selection and Mandate before purchasing it in order to gauge whether or not it would be worth my time, and all praised IPO Banks: Pitch, Selection and Mandate:

Former banker Philippe Espinasse, offers advice for the interview, selection and appointment of lead banks, as well as for the execution of an IPO. The book includes case studies from around the world and explains negotiation techniques through which issuers can save considerable time, effort and costs, and also limit their potential liabilities.

Praise for IPO Banks: "Philippe knows the IPO process inside out. Just as importantly, he explains complex concepts in clear and simple prose." - Robert Cookson, Financial Times "Philippe Espinasse is Mr IPO. There is no greater authority on the Asian new listings market." - Jasper Moiseiwitsch, South China Morning Post "...an easy-to-read insider guide, packed with sample correspondence and documents... Good read for new practitioners." - Shuli Ren, Emerging Markets Columnist, Barron's "When, what and how to talk to an investment banker to safeguard your interests (over theirs) and avoid common pitfalls, 'Mr IPO' has outdone himself with this rare, honest and meticulous 'self-help' book for companies/issuers planning to traverse the multi-faceted and complex IPO route." - Anita Gabriel, Senior Correspondent, The Straits Times "Philippe, an ex-banker, is an expert on Asia's initial public offering scene, and has incisive thoughts on a dynamic and fast-moving sector that for many banks was the main revenue source for years. He has seen the market shift from being dominated by a few local brokerages, especially in Hong Kong, to one where foreign banks from Wall Street and European banks held sway, to the increasing role of Chinese players in the market. Philippe's book with real-life examples on the behind-the-scenes IPO process will be a useful guide for banks and companies navigating one of the world's most dynamic regions for raising capital" - Nisha Gopalan, Financial Journalist

Praise for IPO: A Global Guide: "A superb guide, from a master poacher turned gamekeeper." -David Charters, best-selling author of Trust me, I'm a Banker and The Ego Has Landed "Philippe Espinasse has written a first-class primer on the IPO market. Full of real-world examples, the book provides a comprehensive and detailed - but lively - view of the IPO process. A valuable introduction to the market." - EuroWeek "Philippe Espinasse reveals the intricate mechanics of listing and provides a rare global perspective to this process. For anyone who has a stake in selling, buying or executing an IPO, this is essential reading." - Jasper Moiseiwitsch, South China Morning Post "Philippe Espinasse breaks the trade into its component parts, explaining how the business works - and does not - in clear, compelling, easy-to-understand language. For anyone who wants to understand finance today, the book is a must-have." - Shu-Ching Jean Chen, Contributing Writer, Forbes Asia "Packed with the information that any practitioner - or would-be practitioner - needs to navigate their way through the cross-cutting complexities of getting an IPO up and running, right round the world." - Lord Freud, best-selling author of Freud in the City, Former Vice Chairman, UBS Investment Bank, UK Minister for Welfare Reform "Given his wealth of experience in the Asian IPO markets, Philippe is in a unique position to provide insight into the step-wise process of a successful listing in the region." - Herald van der Linde, Managing Director and Asia Equity Strategist, HSBC "Philippe Espinasse's book is a true encyclopaedia and also a remarkable reference publication on IPOs. It includes everything one needs to know about the strategy and conduct of an international IPO to achieve a successful offering in today's market." - Jacques-Henri David, Former Chairman of the Global Banking Division of Deutsche Bank AG "A most enjoyable and well-informed insider's guide that looks beyond the theory and examines in detail all aspects of conducting an international IPO." - Datuk Ganen Sarvananthan, Executive Director, Investments, Khazanah Nasional Berhad "Philippe has put together an impressively comprehensive compendium of all aspects of getting an IPO done. The book has revealed all the trade secrets and will serve as a useful introduction to novice, and guide to all, practitioners." - George Kwok Lung Hongchoy, Executive Director and Chief Executive Officer, The Link Management Limited "A complete approach to what an IPO exercise is all about, written by one of the most experienced professionals in the banking industry." - Jorge Calvet, Chairman and Chief Executive Officer, Gamesa Corporacio;n Tecnoloacute;gica "This book simplifies with clarity what has always been a complex subject and that is its great merit. All professionals involved in advising on or executing IPOs, finance and corporate management teams, investors and other market participants should welcome it." - Jeremy Stoupas, Partner, International Capital Markets, Allen and Overy "A sophisticated and detailed study that takes a major step forward in IPO research and analysis. It covers not just a topic but a whole territory. The new benchmark for all subsequent inquiries on the subject." - Takashi Kasagami and Charles Vacher, Pacific Financial Partners, LLC "As an experienced practitioner of the "dark arts" of equity capital markets, Philippe brings a wealth of knowledge to the study of this process that even market participants will find interesting, and neophytes will find fascinating and enriching." - Piers Higson Smith, Director, Head of Capital Markets, Platinum Securities "A well-written book for the user; clearly navigating the critical decisions faced by issuers in this otherwise opaque market " - Julian Proctor, Managing Director, Tiger Group Investments "Philippe Espinasse lays out a comprehensive, detailed, step-by-step approach for everyone from college graduates to CEOs to become familiar with IPOs." - Anthony Power, Chief Investment Officer, Emirates Investment and Development P.S.C. "Philippe's well-researched book is a valuable initiative. Coming from someone with direct experience of IPOs, it is also wholly objective and complete. A most positive and productive contribution." - Franccedil;ois de Carbonnel, Former Chairman of the Board, Thomson S.A., Director of Amgen Inc, Quilvest S.A and PagesJaunes Groupe "Espinasse writes with authority on one of the most high-profile but little understood sectors of the financial markets." - Julian Waldron, Chief Financial Officer, Technip "A unique and truly 'one stop shop' reference book for entrepreneurs and CFOs." - Juan Muro-Lara, Head of Corporate Development Acciona, S.A. "A treasure trove of information for family-owned groups; full of practical advice on the rocky road to a public flotation." - Maxime Holder, Chairman, Groupe Paul "Mr Espinasse has been able to produce the most comprehensive book on the topic- a real A to Z of what an IPO is really all about. The book is savvy, practical, insightful, current and, above all, offers a truly international analysis

that no one has ever offered before." - Laurence Borde, Executive Chairman, Media Tree Limited "Full of ideas for corporates, bankers and investors alike - and most particularly in the fast growing emerging capital markets." -Thierry Gougy, Partner and Country Managing Director, DFDK Mekong Vietnam

About the Author Philippe Espinasse spent more than 19 years working as a senior investment banker, including as a Managing Director, Head of Equity Corporate Finance and Head of Equity Capital Markets. Throughout his banking career, he has successfully completed more than 140 corporate finance transactions and has marketed to issuers, and / or executed, capital markets offerings across some 30 jurisdictions. He lives in Hong Kong, where he now writes and works as an independent consultant. He is also Honorary Lecturer at the Faculty of Law of the University of Hong Kong (Department of Professional Legal Education).