



Leading the Narrative for Your IPO



Maximize your brand's valuation by giving investors and stakeholders a clear picture of your brand, value prop and competitive differentiators



Key forces which can impact your valuation



Finite capital



**Showcasing value to
investors**



Polarizing press

Force #1:

Finite capital

“The issue is the capacity of the
buy side to absorb all
this issuance.”

Renaissance
Capital

Force #2:

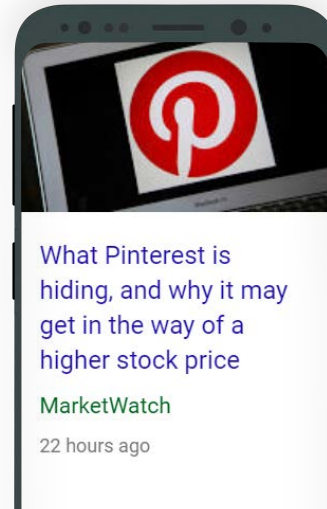
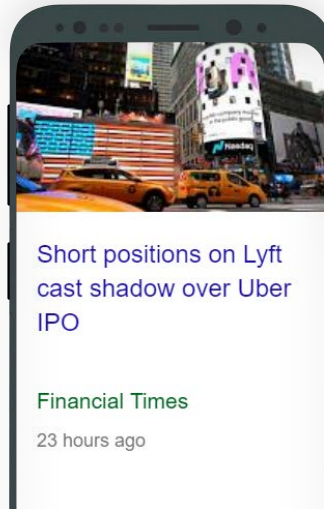
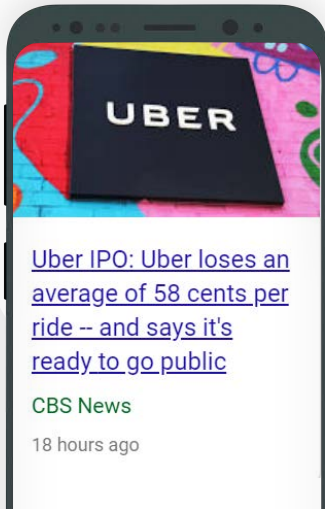
Showcasing value to investors

“Institutional investors will rarely visit the companies they invest in, preferring instead to rely on information presented at the road show meetings and other sources.”



Force #3:

IPOs spark polarizing press

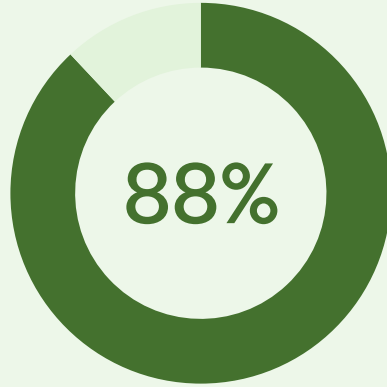


LinkedIn is uniquely
positioned to
address these
challenges

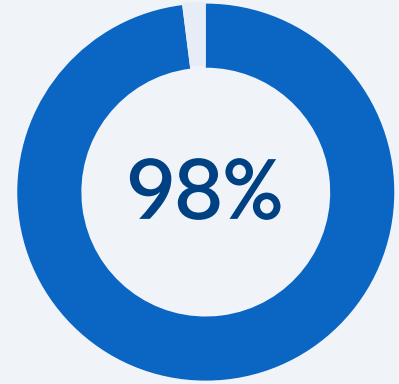


Digital media is ingrained in how **investors conduct their research** and make **investment decisions**

Investors that **use digital media to make an investment decision**



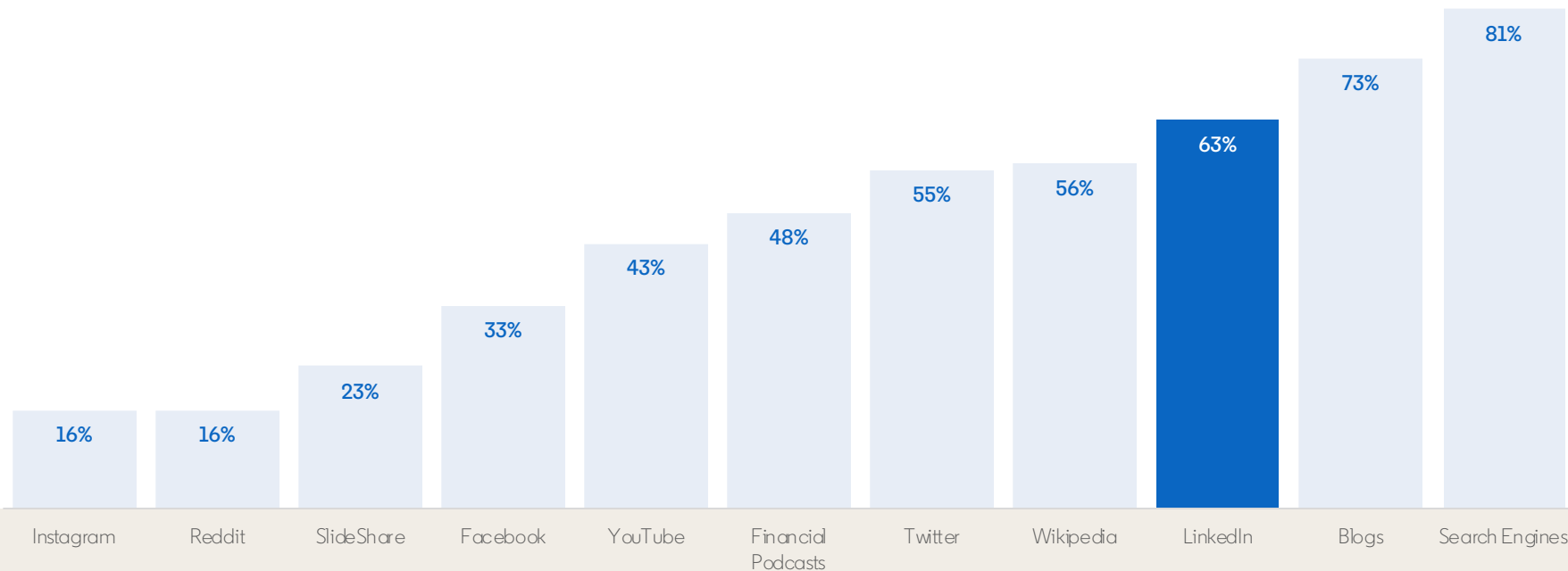
Investors that **use digital media to investigate an issue**



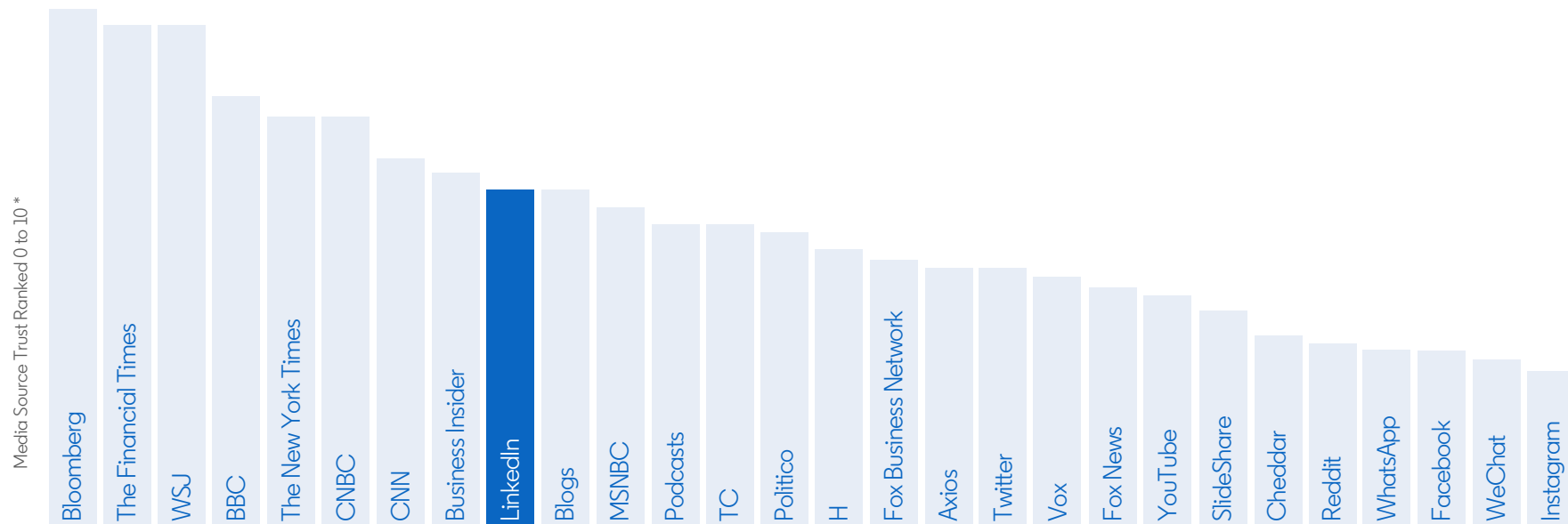
63% of investors use LinkedIn as a leading source for research

Leading Sources for Investors

Investigated an issue



LinkedIn ranks ahead of **majority news outlets** for investor trust

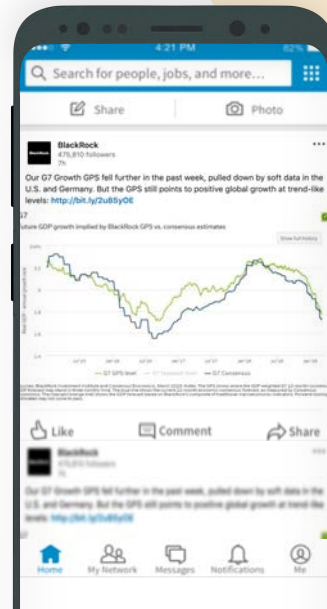


Question: how much do you trust the following media sources to give you accurate and useful information for your work?

Please rate the following sources on a 0 to 10 point scale, where 0 is the least trustworthy and 10 is the most trustworthy

Source: Brunswick Digital Investor Study, January 2019

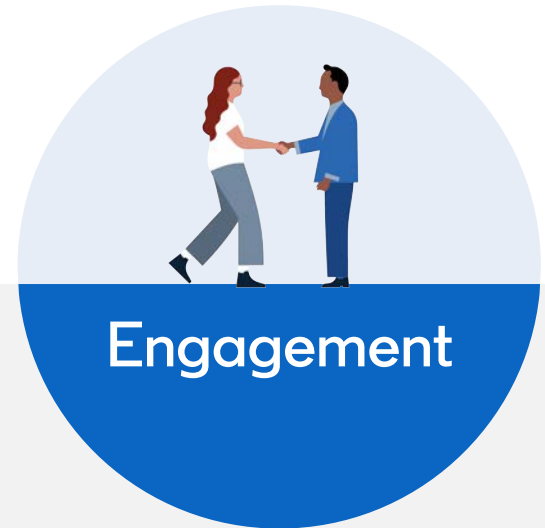
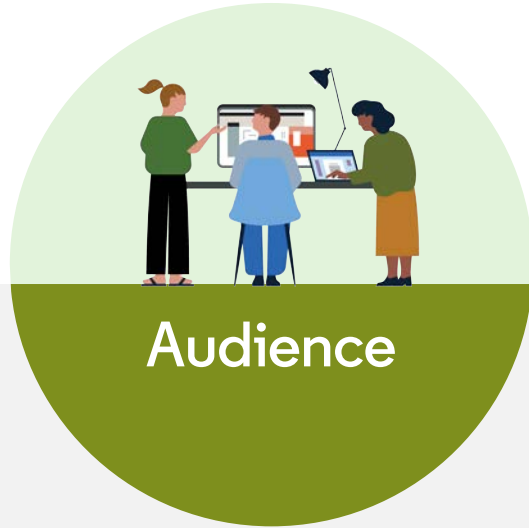
Investors are **6X** as likely to turn to LinkedIn versus other social sources for deep subject matter education



How to shape your IPO narrative with LinkedIn

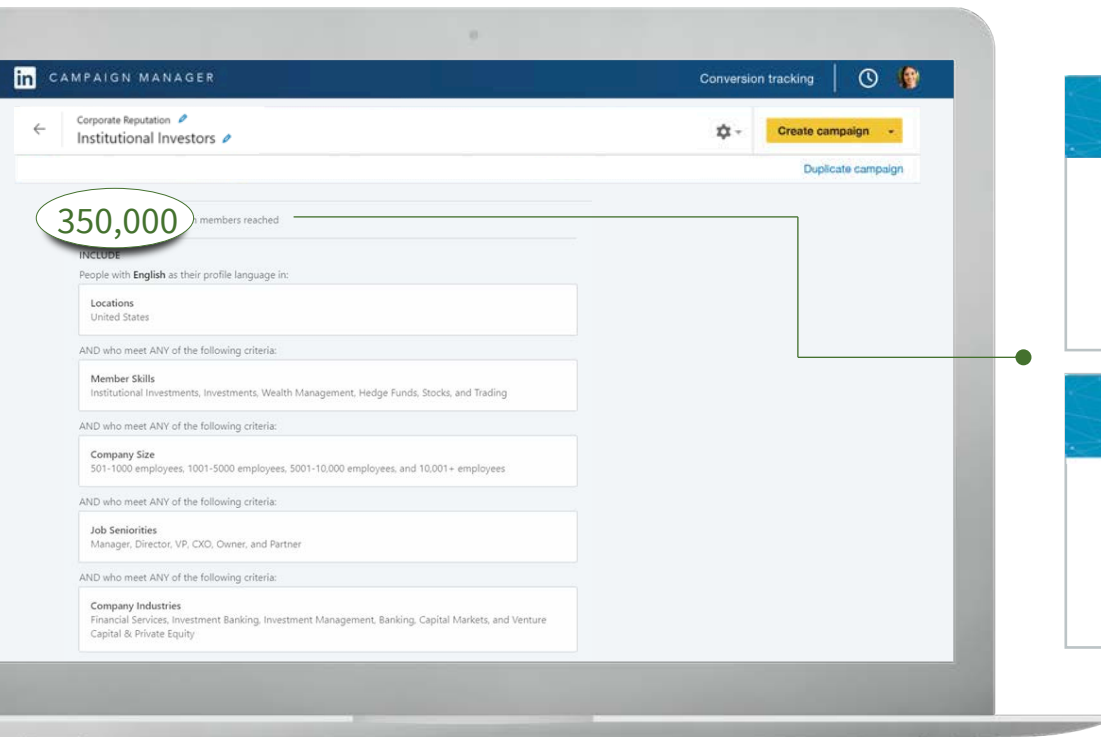


Opportunity in the sum of parts



Reach 350,000 institutional investors in the U.S.

Audience

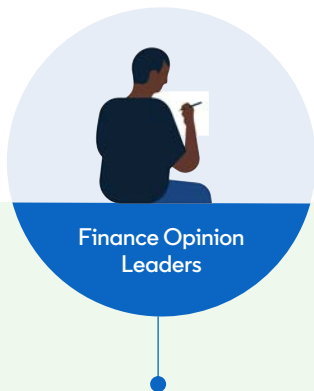


Stakeholder audience goes beyond investors

Audience



18M estimated
LinkedIn members



11M estimated
LinkedIn members



11M estimated
LinkedIn members



































11M estimated
LinkedIn members



41M estimated
LinkedIn members
with over **\$100k of**
investable assets

Leverage LinkedIn's trusted environment

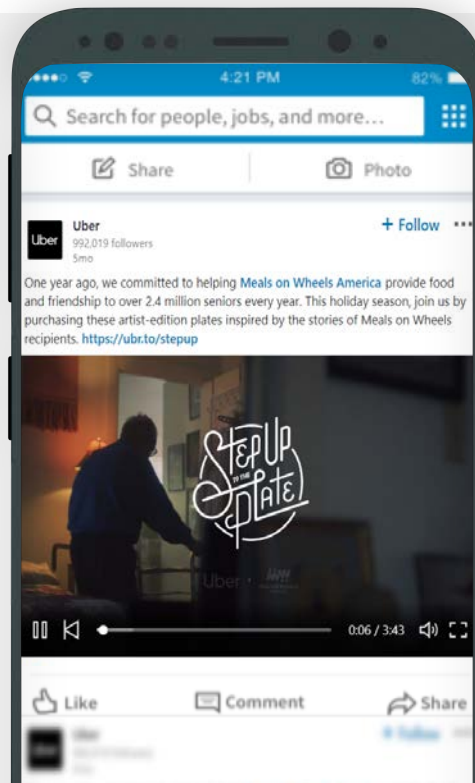
Environment

Overall	Security	Legitimacy	Community	User experience	Relevance
2017 2018	2017 2018	2017 2018	2017 2018	2017 2018	2018
 	 	 	 	 	
 	 	 	 	 	
 	 	 	 	 	
 	 	 	 	 	
  	 	 	 	 	
	 	 	 	 	

Maximize engagement and establish industry expertise

Engagement

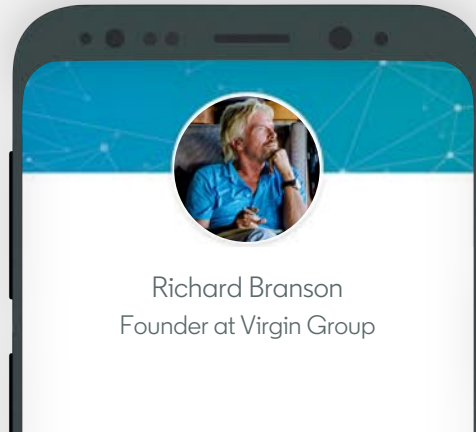
Corporate
communications



Maximize engagement and establish industry expertise

Engagement

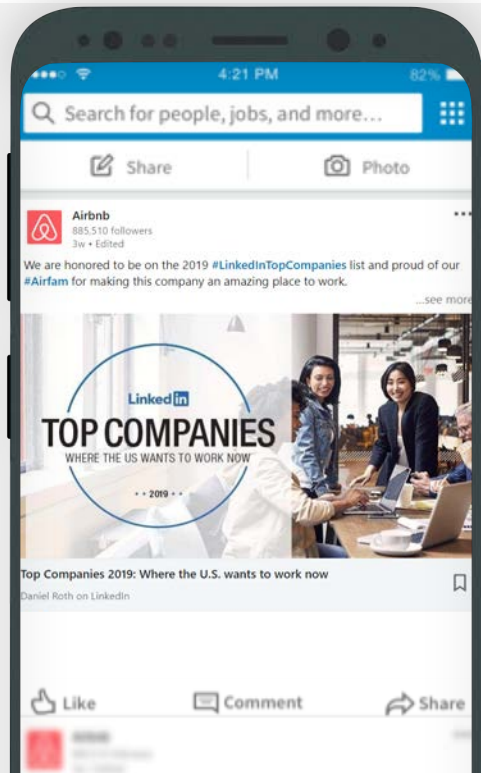
Executive
thought
leadership



Maximize engagement and establish industry expertise

Engagement

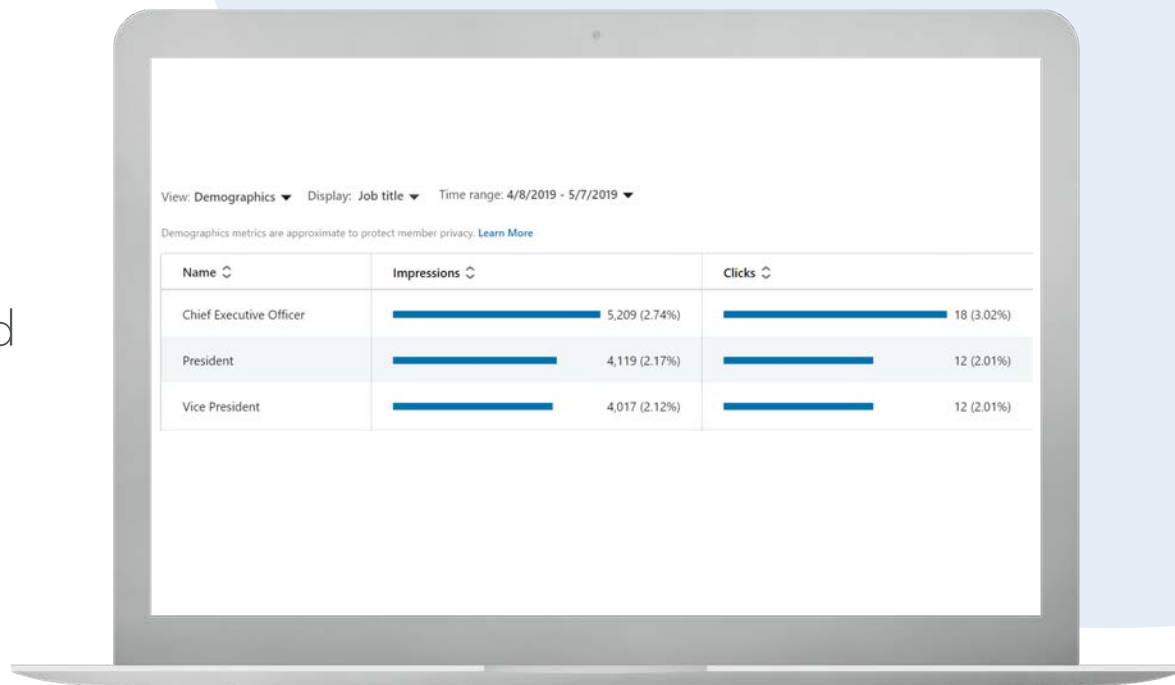
Amplify
third-party
content



Ensure Quality Engagement with LinkedIn Data

Evaluate the quality of engagement with LinkedIn
click demographic data

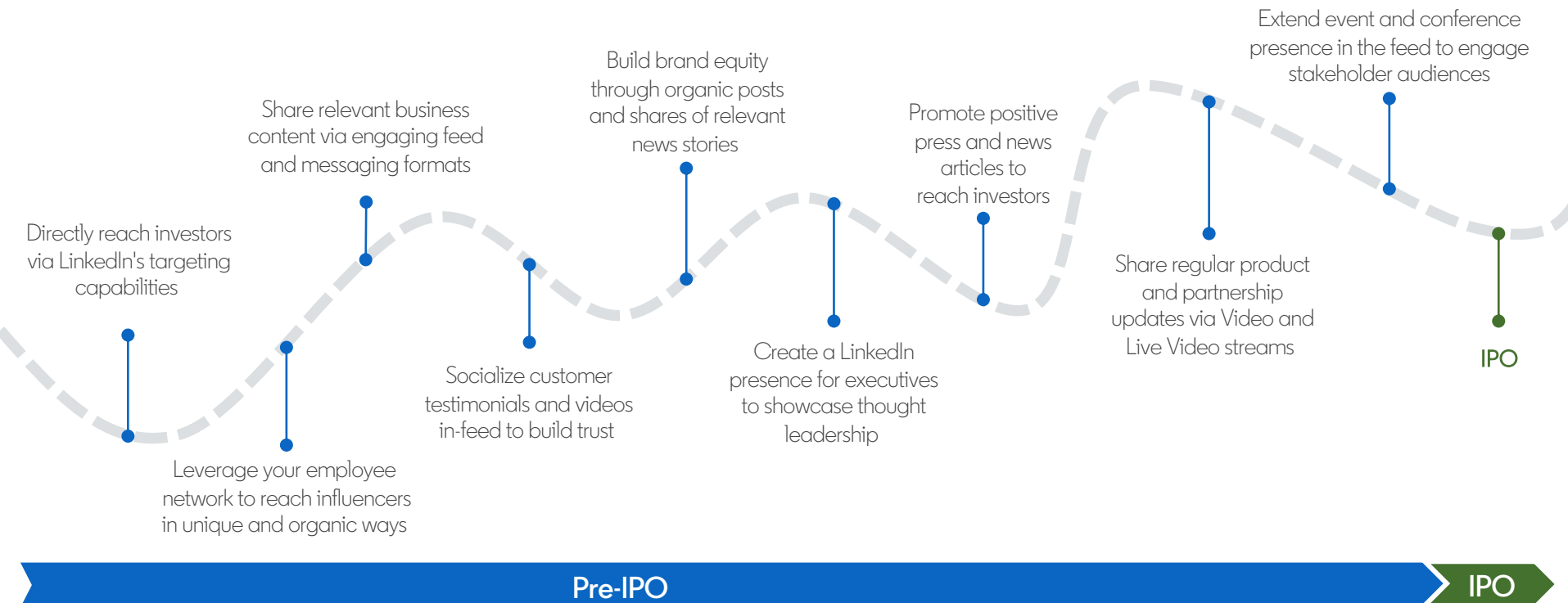
Optimize targeting toward
your highest value
and most engaged
audience segments



What does a pre-IPO/ Sale marketing strategy look like?



Comprehensive strategy leading into IPO



* LinkedIn cannot advise on communication rules and regulations governed by the SEC; recommend legal consultation.

Leading the IPO Narrative on LinkedIn

1

Identify key stakeholder audiences

2

Leverage our trusted environment

3

Maximize engagement with a diverse mix of content



Thank you