

Automic IPO Advantage

Streamlining your path to a successful ASX listing

Maximise your IPO results

For many Australian businesses, an Initial Public Offering (IPO) on the ASX is a defining milestone—opening doors to heightened visibility, new growth opportunities, and access to significant capital.

However, the road to listing is complex, demanding meticulous coordination of financial, regulatory, and governance obligations while managing multiple service providers. Without a structured, expert-led approach, the process can quickly become overwhelming.

Automic Group addresses these challenges with a complete IPO solution, expertly designed to streamline the entire process and position you for long-term success. From initial preparation to post-listing management, we ensure a seamless and efficient transition to the public markets. Think of it as an 'IPO in a box' solution.

You're in safe hands

With Automic IPO Advantage, you gain trusted expertise, best-in-class technology, and a proven partner who has guided some of Australia's most successful IPOs.



Photo courtesy of AFR.

Common pitfalls in the IPO process

Navigating an IPO is a high-stakes journey, and many companies encounter roadblocks along the way. Here are some of the most common pitfalls that can derail your listing:

- ▶ **Lack of preparation:** Underestimating the complexity of the IPO process can lead to delays, compliance issues, and missed opportunities.
- ▶ **Regulatory complexity:** ASX listing requirements and corporate governance obligations are intricate, requiring expert navigation to avoid costly missteps.
- ▶ **Service provider overload:** Managing multiple advisors, legal teams, and financial partners can lead to inefficiencies, miscommunication, and increased costs.
- ▶ **Technology oversight:** Choosing the wrong technology provider can result in operational headaches, inefficient reporting, and a poor investor experience.
- ▶ **Inadequate investor engagement:** A weak investor relations strategy can impact market confidence, leading to reduced demand and pricing pressure.

What's included in Automic's IPO Advantage?

Automic's IPO Advantage offers a turnkey solution, ensuring businesses are well-prepared for listing with a suite of essential services, reducing the complexity and risk from the IPO process—so you can focus on growth and investor confidence. Beyond navigating the IPO process, we provide long-term support, ensuring your business thrives well beyond listing.

Essential technology

Component	Description	Value
Share Registry	A centralised platform to manage shareholder records and transactions.	Ensures compliance, transparency, and efficiency in managing investor relations.
Corporate Actions	Manages key shareholder events such as IPOs, dividends, mergers, and buybacks.	Ensures seamless execution, regulatory compliance, and accurate shareholder communications.
Registry Analytics	Provides real-time insights and reporting on shareholder activity.	Empowers better decision-making with accurate and timely data.
Employee Share Plans	Integrated platform for managing employee equity plans.	Enhances employee engagement and retention while ensuring compliance.

Professional services

Component	Description	Value
CFO Advisory	Provides expert financial guidance and ensures IPO readiness.	Helps structure financials, meet reporting obligations, and optimise valuation.
Investor and Media Relations	Engage existing investors while strategically attracting new investors to grow and strengthen the register.	Ensures seamless execution, regulatory compliance, and accurate shareholder communications.
ESG Services	Ensures sustainability and compliance with evolving ESG regulations.	Empowers better decision-making with accurate and timely data.
Company Secretarial	Manages governance, compliance, and ASX listing obligations.	Enhances employee engagement and retention while ensuring compliance.

"The technology solution of Automic was far superior to anything else that we'd used or seen in market. Our decision to partner with Automic continues to deliver efficiencies, a better shareholder and employee experience, and greater insights for our team."

GUZMAN Y GOMEZ

[Read the GYG IPO Story Now](#)

Steven Marks

Founder and Co-CEO, Guzman y Gomez

Why choose Automic?

Why are some of Australia's most exciting IPO prospects coming to Automic?

A more efficient, bundled approach

Managing multiple service providers adds complexity, increasing the risk of miscommunication, delays, and higher costs. Automic IPO Advantage consolidates every critical function under one expert team, eliminating inefficiencies and ensuring seamless coordination. By reducing operational friction and minimising regulatory risk, we keep your IPO on track, allowing you to focus on driving investor confidence and business growth.

Expertise + technology = success

Taking a company public requires deep expertise and the right technology to execute. With 65% of IPOs in FY24 completed with Automic, we bring unmatched experience to every stage of the listing process, ensuring compliance and seamless delivery. Our dedicated Capital Markets team is available beyond standard business hours, providing expert support to keep your IPO on track and mitigate delays.

Success in the public markets depends on strong investor engagement, and our in-house tools ensure clear, effective communication that builds shareholder confidence and enhances market positioning. Meanwhile, our real-time IPO dashboard delivers full transparency and data-driven insights, empowering you with the visibility needed to make informed, strategic decisions. With Automic IPO Advantage, you gain not just a service provider, but a trusted partner committed to making your IPO a success.

Transparent and cost-effective pricing

Transparent pricing ensures no hidden fees, helping you plan your IPO budget with confidence. Our streamlined technology and expert guidance reduce unnecessary costs, delivering an IPO solution that balances quality with efficiency. Speak to an Automic team today about how we can provide a bundled deal for your IPO.

Trusted by leading companies



In partnership with Automic, GYG successfully raised A\$335 million in its Initial Public Offering (IPO) in June 2024, reaching an impressive market capitalisation of A\$2.2 billion.

SiteMinder

SiteMinder, a global hotel commerce platform, successfully listed on the ASX in November 2021, raising A\$627 million and achieving a market capitalisation of A\$1.36 billion.

Airtasker

Airtasker, Australia's leading local services marketplace, debuted on the ASX in March 2021, raising A\$83.7 million at an issue price of A\$0.65 per share, with an initial market capitalisation of A\$255.4 million.

Plenti

Plenti, a fintech lender specialising in automotive, renewable energy, and personal loans, completed its IPO in September 2020, raising A\$55 million at an issue price of A\$1.66 per share, with an initial market capitalisation of A\$280 million.

Ready to get started?

Simplify your IPO journey with Automic Group. Contact us today to learn how we can help you achieve [IPO](#) success.

Have questions about your IPO journey? Our experts are here to help. Contact us for a [consultation](#) tailored to your specific needs.