



Ruth  
Palmon

# Going Public in International Markets

**Ruth Palmon – IPO Consultant**



# Our Agenda



The Dream



Why go public in an international stock exchange



Selecting the right stock exchange



What to Prepare



About me









A large crowd of people is seen from behind, gathered on a beach or waterfront, watching a massive fireworks display. The fireworks are exploding in the dark night sky, creating large, bright, starburst patterns in shades of white, green, and pink. The city lights of a coastal town are visible in the distance across the water. The scene is framed by red diagonal bars in the top-left and bottom-right corners.

# The DREAM

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# WHY Go Public in an International Stock Exchange

-  Access to funds, follow on fund raising
-  International Presence
-  Employees compensation using Options
-  Route to partial realization for executives & early investors
-  “Coin” to buy companies
-  “Flat” cap structure & no “deadline” enforced by funds



A photograph of three business professionals (two men and one woman) in a meeting. They are sitting on a light-colored sofa, looking at a tablet held by the woman. One man is pointing at the tablet with a pen, and another man is holding a notepad and pen. They are all dressed in business attire.

# Selecting the Right Stock Exchange



Investors flavors and preferences



Geography, time zone



Official minimal criteria, market criteria





# What to Prepare



Financial reports for a public company








Due Diligence for company and all  
Subsidiaries



Prospectus: Market, Company,  
Products, Competitors

# About me

-  Veteran Investment Banker
-  Worked in the high-tech industry for 10 years
-  Entrepreneur
-  Experienced in listing Israeli companies in foreign exchanges
-  Education: B.Sc., MBA



**A-Z ASX listing from initial interest all the way to successful Listing**

**Ruth  
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A dark blue silhouette of a city skyline with various skyscrapers and buildings, spanning the width of the image.

**Thank You**