

Corporate  INTL.

GLOBAL AWARDS

SETTING THE INDUSTRY STANDARD
FOR PRACTICE EXCELLENCE



2021

INITIAL PUBLIC OFFERINGS DEAL MAKER OF THE YEAR IN THE US



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Swiss Financiers, Inc.



Swiss Financiers, Inc. is a FinTech IPO lab that incubates and orchestrates IPOs from financing to listing. It is committed to innovative financing solutions – supporting companies that need it, rather than those who are already successful. They are dealmakers between incubated companies, industry leaders and executives worldwide, fast-tracking successful transactions with investment banks, institutional investors and debt lenders.

Collectively, the team came to the conclusion that business and investment banks' approaches were too complex and too expensive to correctly serve the majority of companies in need of support.

As a result, the firm's Unique Business Proposal consists of several patent pending methods, as well as decades of our team's experience in successfully accompanying companies through their Private Equity needs – and then listing their businesses on the public security markets. For its diverse client base, Swiss Financiers orchestrates the processes of going public and improves cost efficiency at all times.

To this end, the team has decades of experience under its belt in IPOs (170+ IPOs). One of its Founding Partners, Marc Deschenaux, recently wrote an article on IPO Financing Investments and was nominated in Who's Who Legal.

"We prioritise cost efficiency," noted Maxime Lagane, another Founding Partner at the firm. "We take the risk aside with our clients, notably through our Incremental Price Method that allows the financing of their IPO. This Elaborator structure is the foundation on which Swiss Financiers is built. The proprietary FinTech platform accompanies selected businesses by funding IPO costs through Mezzanine Debt and/or Equity Capital. Swiss Financiers offers an all-in service, covering the complex IPO process of quoting businesses on the securities market."

Very often, the key issues faced by Swiss Financiers clients are the unrealistic expectations clients have about IPOs. The team spends a lot of time with the client, understanding their needs as well as discussing vision and values

in order to align interest and ensure full transparency. Open discussions are encouraged. In addition, it is also the firm's role to debate and manage expectations, and create opportunities through its IPO listing services. With more than 170 IPOs now executed, the firm maintains a clear view on what their clients need, and how they can be assisted in reaching their bespoke goals.

Today, Swiss Financiers' typical client offers a potential for expanding internationally, a talented management team, a scalable business model and an innovative product and/or service and vision. However, clients don't always have the cash to finance their IPO – and so Swiss Financiers remains present to support and guide them through their IPO journey.

"Taking a company public is usually the crowning achievement for entrepreneurs lucky enough to build a successful business," said Mr Lagane, "but going public is not that easy – that is why we are here.

"We see the glass as half-full, and so we encourage the process of supporting entrepreneurs while proposing solutions to finance the real economy."

Furthermore, throughout the founding partners' decades of experience in listing private companies on the NASDAQ, its experts have developed an extensive international network, counting among its numbers: international financial institutions, licensed brokers, law firms, auditors and various additional stakeholders from around the globe.

Developing bridges across businesses, regions, people and cultures is one of the ingredients of Swiss Financier's "secret sauce"

These bridges are also one of the reasons the firm has offices based in the US and Switzerland. In the coming years, further expansion is planned within the Asian continent.

For the coming months, the firm has an active deal flow of several companies that are in the process of being ready to go public. Its ongoing aim is to orchestrate approximately four IPOs per year.

Swiss Financiers also aims to organise and implement its own listing on the NASDAQ in a 24-month period.

Mr Lagane concluded by commenting on the far-reaching effects of the ongoing COVID-19 pandemic. He stated: "As with most areas of business, we have been affected by the pandemic, but not necessarily in a negative way. Entrepreneurs are increasingly interested in exploring the route of the public security markets, as this crisis has only accelerated the amount of unprecedented liquidity.

"Consequently, this liquidity is eager to find new companies – and we position ourselves as one of the privileged routes of gaining access to the public markets. Therefore, the number of companies looking to engage with us has increased during the coronavirus pandemic."

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