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Equity Distribution, Syndication, and Promotion Strategies

UBS
Equity valuation challenges in volatile markets - strategies for 2011

Source: UBS Investment Bank
Prospects for Equity Syndication in 2011 and analysis of successful distribution and marketing strategies in the future

• Lessons learnt from 2010

• Valuation methodology

• Adapting to larger syndicates

• Interfacing with third party IPO advisors

• Anchor Investors / Cornerstoning

• Knowledge of asset flows

• Understanding investor requirements

• Syndication of rights issue sub-underwriting
Executing Accelerated Bookbuilds in the current markets

- Identifying liquidity seekers
- Market windows and Risk-on / Risk-off
- Risk bids are commonplace
- Binary demand in some stocks
- Overhangs / flagged stocks
- Compliant environment