

A background network diagram consisting of interconnected nodes and lines in shades of brown, orange, and grey, creating a complex web-like structure.

Fi-Fintech Initial Public Offering Readiness Proposal

EY FINANCIAL ACCOUNTING
ADVISORY SERVICES

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Executive Summary

Fi-Fintech, a fast-growing global fintech headquartered in the U.S. with strong operations in India, is preparing for its Initial Public Offering (IPO). With **\$75M annual revenue**, 0.5M customers across 70+ countries, and over **10M users** in India, **Fi-Fintech is poised to become a global leader in digital financial services**. EY FAAS proposes a structured readiness plan to address Fi-Fintech's challenges—including financial reporting, governance, ESG compliance, and investor communication—and guide it through each IPO milestone.

Business background

- Founded in 2018, headquartered in the U.S.
- Offices in U.S., Canada, France, Germany, U.K., and India
- Serves 0.5M customers globally and 10M+ users in India
- Annual revenue: \$75M, with aggressive plan to double revenue every 2 years via M&A
- Backed by global venture capital firms
- Preparing for IPO to expand operations, raise capital, and enhance brand credibility

Business challenges

- **Financial Reporting:** Transitioning to IFRS-compliant disclosures and ensuring accuracy
- **Governance:** Strengthening board independence, diversity, and audit committees
- **Internal Controls:** Establishing SOX-compliant systems
- **Valuation Readiness:** Aligning financials with investor expectations
- **Stakeholder Communication:** Building trust with regulators and investors
- **ESG Compliance:** Transparent sustainability and responsible reporting
- **Accounting Policy Alignment:** Adjusting methodologies to meet public company standards

Key IPO Milestones

Pre-IPO Planning

- Orientation, readiness assessment, financial audits, governance upgrades

Filing & Review

- Drafting prospectus, regulatory approvals (SEC/SEBI), accounting policy alignment

Marketing & Roadshow

- Investor presentations, ESG disclosures, pricing strategy, sentiment tracking

Listing & Post-IPO

- Market debut, ongoing reporting, analyst coverage, ESG compliance monitoring

How FAAS can help

- **IPO Readiness Assessment:** Gap analysis and roadmap creation
- **Financial Reporting Support:** IFRS conversion, audit preparation
- **Governance Advisory:** Board structure, diversity, committee setup
- **Internal Controls Design:** SOX framework implementation
- **Stakeholder Communication:** Investor materials, messaging strategy
- **ESG Reporting Guidance:** Compliance frameworks, disclosures, assurance
- **Accounting Policy Alignment:** Conforming to global standards

KPI Alignment & Success Metrics

KPI

Audit Completion

IFRS Transition

Governance Score

Investor Sentiment

IPO Timeline

ESG Reporting

Target Outcome

Within 90 days

100% compliance

Meets regulatory benchmarks

Positive feedback post-roadshow

On track with milestone delivery

Full compliance with global standards

Risk Assessment & Mitigation

Risk Area

Regulatory Delay

Financial Gaps

Governance Issues

Market Volatility

ESG Scrutiny

Mitigation Strategy

Early engagement with SEBI and advisors

Pre-audit and restatement support

Board training and policy upgrades

Flexible pricing and timing strategy

Transparent disclosures, third-party assurance

Stakeholder Communication Strategy

- **Internal:** Town halls, readiness updates, leadership alignment
- **External:** Investor briefings, ESG reports, media strategy, regulatory disclosures
- **Tools:** FAQs, pitch decks, press releases, sustainability reports

Glossary of Key Terms

- **IPO**: Initial Public Offering
- **IFRS**: International Financial Reporting Standards
- **SOX**: Sarbanes-Oxley Act (US compliance framework)
- **Prospectus**: Legal document for IPO filing
- **Roadshow**: Investor presentation tour
- **ESG**: Environmental, Social, and Governance reporting

IPO Readiness Project Overview

This project focuses on preparing Fi-Fintech for a successful Initial Public Offering (IPO) by addressing key readiness areas such as financial reporting, governance, internal controls, ESG compliance, valuation alignment, and stakeholder communication. The goal is to ensure compliance, build investor confidence, and streamline the IPO process through a structured roadmap and expert advisory support.