



Case Study: Spheria Emerging Companies Limited utilises Automic’s advanced online IPO technologies to support their \$130 million ASX listing.

Who is Spheria Emerging Companies Limited?

Spheria Emerging Companies Limited (“the Company” “Spheria”), (ASX: SEC) is a Listed Investment Company (“LIC”) that provides investors with access to an actively managed, Australian and New Zealand small and micro companies portfolio, designed for investors seeking capital growth and portfolio diversification.



What were they trying to achieve?

Spheria undertook an Initial Public Offering (IPO) to raise at least \$100 million via the issuance of 50,000,000 Shares at an Issue price of \$2.00 per share.

The Spheria IPO structure was multifaceted, consisting of broker firm, retail public and a series of priority offers. Due to the nature of the offer it was particularly important to Spheria to have real-time information and a simple and fast online application experience for their investors. Automated processing and reconciliation were important to ensure the information flow to Spheria and their IPO teams. This would

enable Spheria to be informed and make fast and accurate decisions.

Being an LIC, Spheria's investors are also their customers. Spheria were clear in their requirement that their investors must receive a first-class experience. Spheria wanted to ensure that this initial point of contact was a positive experience for their investors.

How did they do it?

Spheria engaged Automic as their chosen Registry to support them with their IPO.

Automic provided online application portals for Spheria's General Public offer and four Priority Offer categories. The online application portals were specifically setup to capture investor information that was important for Spheria. This included, identifying investor types as well as tracking how general retail investors came to hear about the offer. This enabled Spheria to measure the success of their various marketing campaigns'.

The application portals provided investors with a fast and simple method of applying and provided them with the flexibility to make electronic payment, both through BPay and EFT. When an Investor completed an application, they were automatically sent an email communication confirming the details of their application and re-confirming the payment options that they had available to them. A series of email reminders were also automatically sent to investors reminding them to complete their payment to avoid missed opportunities.

Spheria, themselves benefited from having access to real-time IPO intelligence. Through the Automic Issuer Portal, Spheria were provided with a live IPO dashboard which gave the Spheria team key analytics on how the offer was advancing through the various offer channels. Through the portal,

Spheria also had access to a range of other features such as on demand IPO reports and full access to search and view all applicant details.

What was the outcome?

The offer was a success with Spheria achieving new levels of IPO automation. The offer closed on the 28th of November 2017, reaching its raising targets, raising circa \$132 million. Trading of Fully Paid Ordinary Shares commenced on the ASX on the 5th of December 2017.

Further Information

For more information about the services that Automic offer, please Contact Nicky Guirguis on +61 426 377 266 or visit <http://automic.com.au>.

Spheria Emerging Companies Limited aims to maximise shareholder return through both capital growth and income in fully franked dividends. Over each investment cycle (typically three to five years), the Company portfolio will look to generate a return in excess of the S&P/ASX Small Ordinaries Index. For further information on SEC, please visit:

<http://www.spheria.com.au/>

