



Issuer Name  
**FALCON MEDIA HOUSE**

Listed On  
**LSE MAIN BOARD**

Listing Date  
**Q1 2017**

*"Issufy is an excellent example of how fintech has the ability to make our lives easier – saving time and providing structure. We thoroughly enjoyed working with the Issufy team – who were always available and very proactive – and we believe we now have a strong platform to support our future transactions."*

**Anthony Rowland,**  
CEO of Nuovo Capital

## NUOVO CAPITAL

*Written by Anthony Rowland, CEO of Nuovo Capital*

### Background Information

In June 2016, through one of its subsidiaries, Nuovo Capital LLP, the Group received authorisation from the FCA to undertake corporate finance and corporate broking operations in the UK. The first transaction involved a fundraise and the admission of Falcon Media House's shares to trading on the London Stock Exchange through a Standard Listing. Being a new broker with limited resource but a desire to leverage technology, partnering with Issufy was the ideal solution for Nuovo Capital.

### Benefits of using the Issufy platform

We see several benefits from using the Issufy platform:

- A central point of control for the deal process;
- It provides a simple way to ensure that only compliance approved documents are released to clients – with a clear log of who has what and when they received it;
- Insight into investor decision making and transparency for us and our client; and
- Improved compliance for the requirements around MIFID II.

### Maximising value with the Issufy platform

We had already started the fundraise for Falcon and engaged with potential investors off-line prior to starting to work with Issufy and we found that this made it difficult to migrate investors onto the Issufy platform for the placing. However, having seen the Issufy platform used on a real transaction, we are now even more excited about the possibilities presented by its scope and feature set. The key is to build the platform into the deal from the start and use it to drive communication with potential participants.

For our next transaction, we will put all investor documentation (including the teaser, presentation and research) onto the Issufy platform, which will enable investors, using their Issufy logins, to view and provide feedback through the platform. In addition, Issufy have implemented an update that will insert a watermark into all documents uploaded onto the platform – this will eliminate the need for us to number copies of documents and provide us with a clear record of who has looked at each document.

Once potential investors have logged on to get the presentation, we will use the system for the core book-build process and to then distribute the prospectus and placing letters – giving us a clear log, at all times, of what communication has taken place as well as acting as the central CRM tool for the transaction.

The ability to collect detailed and specific feedback directly from asset managers is a differentiating characteristic and could help us in creating a framework to help with our allocation policies in the run up to MIFID II implementation."