

Firing up  
private  
market  
investing



# Welcome to Syndex

We know Founders. They're visionaries. They don't build companies to spend their time in the back office, managing admin such as unit registry and reporting. They want that pain point gone. Their passion is building out their dream while having peace of mind that the rest is taken care of.

As the backbone of our economies we are big supporters of private businesses. We acknowledge the importance of this opportunity to fire up smart, well-positioned, experienced and innovative companies that are primed for growth. If we can raise their status and earnings, then we all stand to benefit from a healthy and productive economy.

## What we do

Syndex is an investment management solution that supports the growth and professionalism of private companies, co-operatives, market issuers, their shareholders, investors and intermediaries.

## Our system provides

- ✓ Registry management
- ✓ Reporting and communications to fund members, shareholders and/or clients
- ✓ Digital investor relations management
- ✓ Online trading market opportunities
- ✓ Employee share scheme management and trading
- ✓ Investor portfolio portal

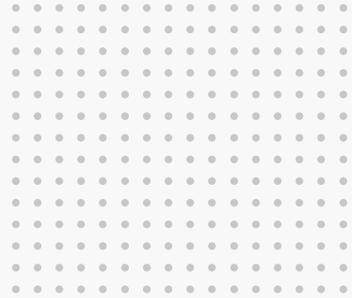




## The problems we solve

If you are preparing to raise capital, or even IPO your business, the way you report and communicate to your investors, clients and or shareholders has never been more important.

Syndex takes day-to-day essential, but often manual processes, that are prone to error and migrates them along with your proprietary information across to an easy-to-use software solution. We then enable your team to retain control of your relationships, rather than handing them over to a third-party provider.



### Investor relations management and reporting

Syndex is an ideal solution for growing businesses in need of professionalising their operations, client communications and reporting management systems.



### Investing

Syndex has over 2,000 investors who actively invest via our platform in interesting private market opportunities and proportionally-owned assets they are unlikely to find elsewhere.



### Capital raising

If you are looking for a new way to raise capital from private markets, Syndex offers a proven platform to do so. Since 2018 we have helped almost 100 businesses, across many sectors such as property, horticulture, private equity and technology, facilitate raising more than \$100m from individuals investing into private markets.



### Unit registry

Syndex can help you manage your capital table and unit registry requirements, whether yours is a privately owned business with few existing investors and shareholders, or you're a publicly listed company paying dividends and issuing unit statements to hundreds or even thousands of investors.



### Secondary markets

Are you a co-operative with a number of members, a private company with numerous investors or a start-up with employee share options? We offer you the ability to run a market that provides liquidity and enables your members, shareholders or employees to trade amongst themselves.



### AML / KYC Compliance

Syndex provides one of the most reliable customer due diligence processes that includes an intuitive biometric smartphone application, with a face matching error rate of less than 0.04%, coupled with an electronic identity verification engine that works across many OECD jurisdictions. What sets the Syndex process apart from the crowd, is that it has both ISO and SOC internationally recognised certifications.





## The Syndex eco-system

We offer an independent, cloud-based platform enabling investors, business-owners and syndicators to issue, invest, manage and trade their private or alternative assets.

Our three core modules work together (or as stand-alone options) to enable business growth, through efficiencies, ease of scalability and connection to capital.

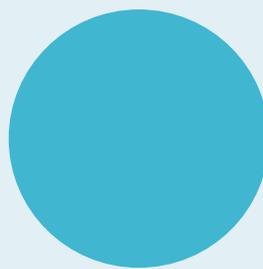
See the modules below and in more detail on subsequent pages.



### Investment management

Registry management, plus regulatory support, customer relationship management, centralised documentation management, analytics, bid management and reporting.

[Read more](#)



### Investor Portal

Where it's easy to access & gather information on investments held (financial and operational, trading history) and to support new investment decisions.

[Read more](#)



### Marketplace

For Issuers to raise capital and investors to trade or access new opportunities, including a direct-trading secondary market offering liquidity.

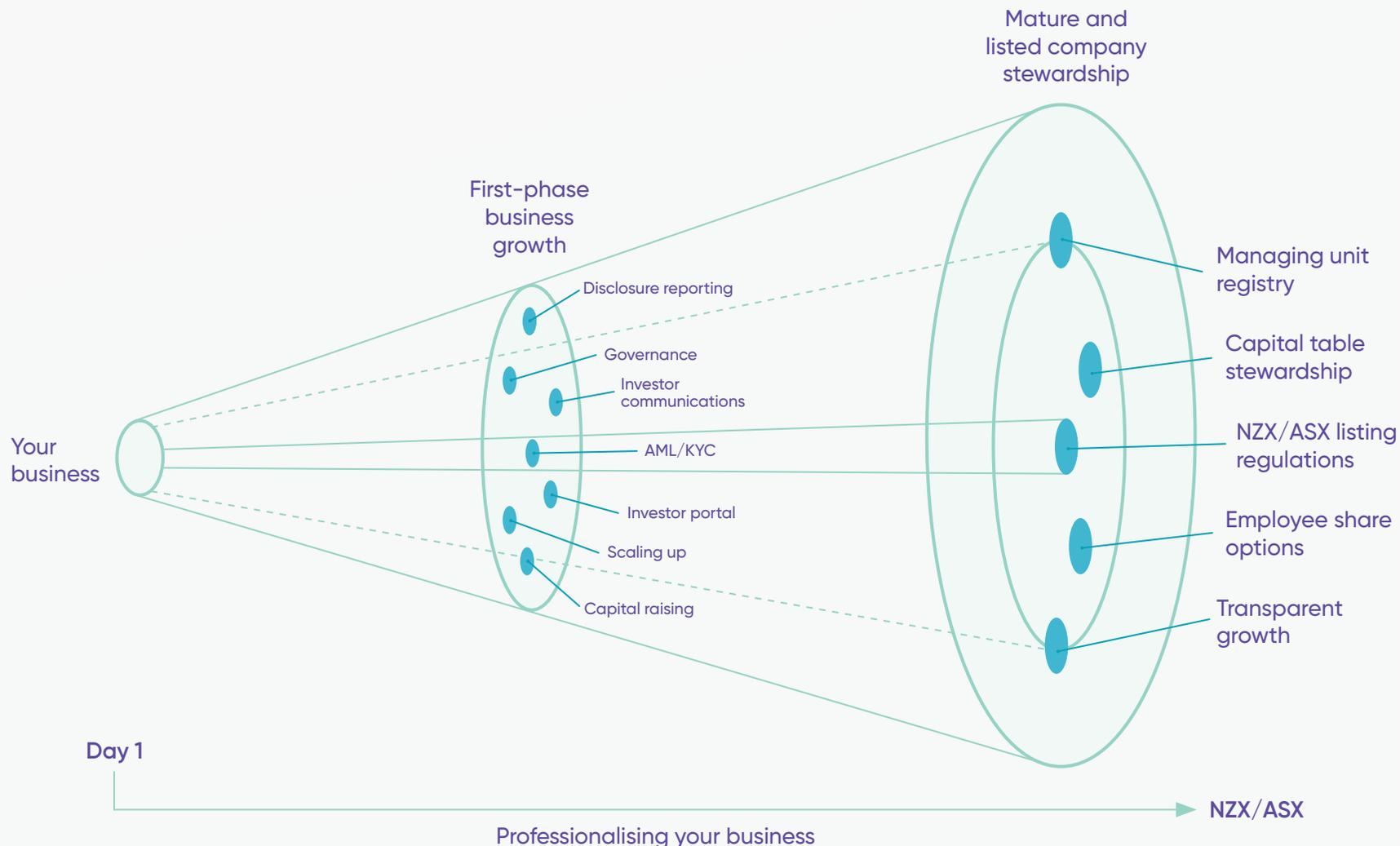
[Read more](#)

"The time-saving is significant - we've reduced administration by at least 60%. Since introducing the Syndex platform we've taken on nearly double our business, but with minimal impact on our administrative demands."



# Investment Management

Old legacy, manual systems are replaced with automated operations that bring efficiencies and ease of scalability. The management toolbox has solutions for compliance, governance, corporate actions, investor engagement & registry administration.





## Paying distributions

Here's one example of an automated operation – paying distributions in a matter of clicks. Pay distributions to investors with ease via direct payments to bank files. Concise and quick reporting keep you in control.

View and execute distributions

### New Farm Fund : Distribution Metrics

[Generate Report](#)
[Complete Distribution Process](#)

Gross Distribution Amount	Distribution Amount Not Taxable	Distribution per unit per day	Tax Already Paid (\$)	Period Start	Period End
100,000	0	\$0.0476	0	1/02/2021	28/02/2021
Payment Date	Number Of Days	Consolidate by Account Holder			
1/03/2021	28	<input checked="" type="checkbox"/>			

[Download Bank File](#)

[Process Reinvestments](#)

[Download Reconciliation Report](#)

[Download IRD File](#)

[View Issue Performance](#)

[Send Email](#)

Investor Name	IRD Number	Total Distribution
Bob Thomas		\$20,000.00
John Peter Smith	116-672-995	\$26,666.67
Peter Johnson		\$40,000.00
Test Trust	123-456-789	\$5,333.33
Trading Holdings Limited		\$8,000.00

Pay distributions direct to bank file

### New Farm Fund : Distribution Metrics

[Edit Details](#)
[Complete Distribution Process](#)

Gross Distribution Amount	Distribution Amount Not Taxable	Distribution per unit per day	Tax Already Paid (\$)	Period Start	Period End
\$100,000.00	50.00	\$0.0476	\$0.00	1/02/2021	28/02/2021
Payment Date	Number Of Days	Consolidate by Account Holder			
1/03/2021	28	<input checked="" type="checkbox"/>			

### Reconciliation Report

[Download Reconciliation Report](#)

Investor Name	Unit No	Quantity	Payment Preference	Period Start	Period End	NZ Bank Account Name	NZ Bank Account No.	#Days	Gross Distribution Amount
Bob Thomas	ACME-U-010145	15000		2021-02-01	2021-02-28	Bob Thomas	01-0008-0100081-000	28	\$20,000.00
John Peter Smith	ACME-U-010144	20000		2021-02-01	2021-02-28	John Peter Smith	01-0004-0100041-000	28	\$26,666.67
Peter Johnson	ACME-U-010146	30000		2021-02-01	2021-02-28	Peter Johnson	01-0001-0100011-000	28	\$40,000.00
Test Trust	ACME-U-010149	4000	Cash	2021-02-01	2021-02-28	Test Trust	02-0002-0100022-000	28	\$5,333.33
Trading Holdings Limited	ACME-U-010142	6000		2021-02-01	2021-02-28	Trading Holdings Limited	01-0009-0100091-000	28	\$8,000.00
									\$100,000.00



# Investor Portal

Empower your clients and reduce administration demands in one go. The portal displays all an investors private investments; a centralised view with easy document storage, communications and access to markets 24/7. Investors self-manage their files, statements and trade history, meaning you don't have to!

### Portfolio Snapshot

**\$10,008,000** Total Portfolio (Amount Invested)

**\$508,000** Personal Account Portfolio  
**\$9,500,000** Other Accounts Portfolio

### My Portfolio

Investment	Percentage
Kaimai Limited	30%
St James Nominees Limited	55%
Karetu Family Trust	10%
Richard Karetu	5%

### My Messages

NZ EG - Ordinary Shares 1 *Mon 3 May 21 at 11:55AM*  
 Good morning, please find enclosed...

NZ EG - Ordinary Shares (L-1771) *Mon 3 may at 10:26 AM*  
 The listing owner has accepted the hi...

NZ EG - Ordinary Shares (L-1771) *Mon 3 may at 10:26 AM*  
 The listing owner has accepted the hi...

[View all my messages](#)

### My Listings

Issue	Amount	Status
Rototo Park Scheme	NZD 1,275,000.00	Selling

### My Bids

You have no existing bids

### Reports and Documents

Kaimai Doc1

Kaimai Doc2

Kaimai Doc3

Kaimai Doc4

Kaimai Doc5

Kaimai Doc6

Kaimai Doc7

Kaimai Doc8

Kaimai Doc9

Kaimai Doc10



"Formerly (administrative) tasks were handled by 1 person working 20 hours per week, now it takes 1 person 2 hours per month."





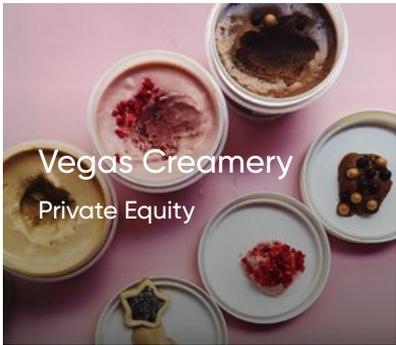
# Marketplace

Businesses are connecting with our investment-ready community for an easier way to raise capital on the private markets

Present and promote your share proposal to a database of interested investors within the Primary Market or Expressions of Interest Market. The secondary market adds price discovery and enhanced liquidity.

## Markets

OPPORTUNITIES :: PRIMARY SECONDARY



**Vegas Creamery**  
Private Equity

MIN INVESTMENT: NZD 45,000

Find out more



**MISSION POINT**  
**Mission Point Properties LP**  
Commercial Property

MIN INVESTMENT: NZD 100,000

Find out more



**WHOLESALE**  
**Wairau River Vineyard**  
Horticulture

MIN INVESTMENT: NZD 50,000

Find out more



**WHOLESALE**  
**HORT VALLEY FUNDS MANAGEMENT**  
Register your interest in Wairau Valley Vineyard  
Horticulture

Thanks for your interest in this investment.

Email

Register your interest



## Liquidity - the next dimension of the private markets

Our liquidity options contribute to a fair, orderly and transparent market, which is central to investor confidence and the creation of deeper capital markets.

Investors will consider many variables in their investment decision, but increasingly, to stay ahead of the competition you need to add liquidity to your offering. Whether it is to attract investors in a funding campaign, keep shareholders engaged or strike a competitive edge in the war for talent with your employee benefits package, a liquidity or exit option will make a difference.

Syndex offers **Secondary Market functionality** for private markets where Investors can buy or sell units in either a **Continuous** or **Periodic Market**.

### >> Continuous Market

Peer-to-peer trading in a self-service model; participants bid and sell when they like, based on market demand. Issuers support this facility by providing disclosure information to the market.

### << Periodic Market

This market operates as a trading event or auction. These events open, and then close, within a defined period. Customisable, this market is suitable for shares, units, commodities or other proportional investments. It has a range of configurable parameters that ensures a liquidity event is right for the stage in the business cycle or a specific style of managed investment scheme. Parameters you can adjust include price floor/ceiling, timing of bids/asks, seller eligibility, existing/new buyers and intervals.

The screenshot displays the Syndex trading interface. At the top, there are summary statistics for Buy Side, Clearing Price, Clearing Volume, and Sell Side. Below this is a 'MARKET DEPTH' table showing bid and ask orders. The main area is split into two sections: 'David Scott' (Holdings: 25,000) and 'Acme Ltd Q1 Auction' (Remaining Quantity: 24,450). The 'Acme Ltd Q1 Auction' section includes a dropdown menu for the user (David Scott), radio buttons for 'Buy' and 'Sell', and input fields for Quantity (810), Price (7.50), and Principal (6,075). A 'Place Order' button is visible at the bottom right of the auction section. On the far right, there is an 'OPEN ORDERS' table with columns for QTY, PRICE, SIDE, STATUS, TIME, and ACTIONS.

BUY SIDE					CLEARING PRICE	CLEARING VOLUME	SELL SIDE				
ORDERS	VOLUME	LAST QTY	LAST PRICE	LOW HIGH			ORDERS	VOLUME	LAST QTY	LAST PRICE	LOW HIGH
4	800	150	8.10	8.10 8.14	8.10	400	5	1,250	350	8.12	8.10 8.14

MARKET DEPTH					
BUYER ID	QTY	BID ↓	ASK ↑	QTY	SELLER ID
D-12345	100	8.14	8.10	200	D-12345
D-12345	250	8.12	8.10	200	D-12345
D-12345	300	8.10	8.12	250	D-12345
D-12345	150	8.10	8.12	350	D-12345
		8.14	250	D-12345	

QTY	PRICE	SIDE	STATUS	TIME	ACTIONS
350	8.12	Sell	OTM	08/11/21 17:18:27	[Icon]
200	8.10	Sell	ITM	08/11/21 17:10:04	[Icon]

See how the two markets compare on our [website](#).

Our liquidity options work in conjunction with our investment management module and the investor portal. This integration offers efficiencies that reduce administration and errors, and enhances customer communication.



## Extending growth options for all businesses

### Our partnership with NZX

Connecting private enterprises with the right kind of investor is a powerful part of what we do and despite our allegiance to the private markets, sometimes the right kind of investor is in the public markets. So, we're working with NZX to make sure businesses have all the growth options available to them.

Syndex has long been disrupting the private markets, with efforts to make it more transparent, liquid and independent, bringing it closer in alignment with the public markets. Ultimately Syndex has made the private markets more interesting and accessible for investors and more efficient and advantageous for Issuers. These digital solutions now have a further reach into

the public markets. The Syndex platform is perfectly placed to offer a seamless transition from one market to the next.



This is an opportunity to support and nurture private companies through their full lifecycle; from the first capital raise all the way through to a public listing, with the full continuity in infrastructure.

This is a logical step for the capital markets ecosystem and offers alternative and sustainable growth narratives to businesses in a climate where debt structuring is becoming less desirable.

## Safe passage to the public markets

Don't let admin slow your businesses innovation and growth.

### Starting your business

Start a business, with low overheads:  
You likely manage your customers and targets on an Excel spreadsheet

### First phase business growth

Your business is growing and associated admin is getting more onerous:

- time to shift your Excel into an automated CRM and platform.
- partner with **Syndex**.

### Professionalising your business

Fast growth sees you eyeing a potential IPO.  
Running a listed or soon to be listed company requires timely, accurate and well managed communications and reporting to the indices, broader market and your shareholders. Syndex's platform can help you adhere to and in some cases automate this:

- set prompts, reminders.
- dividend payments.
- as a listed company, you have an auditable, clear history of all your corporate actions and communications.

### Mature & listed company stewardship

As you expand, raising alternate capital helps you go further; time to use more of Syndex's capability.  
Take advantage of the primary exchange in NZ to raise wholesale funds;  
Use the unit registry and capital table management functionality:

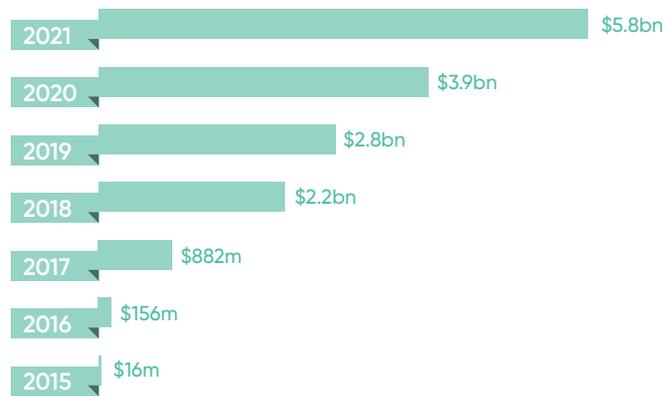
- automatically pay dividends.
- complete client reporting.
- empower your sales team with a central client and prospects management tool.
- manage KPIs.
- offer employee share options and manage them centrally.
- and more...



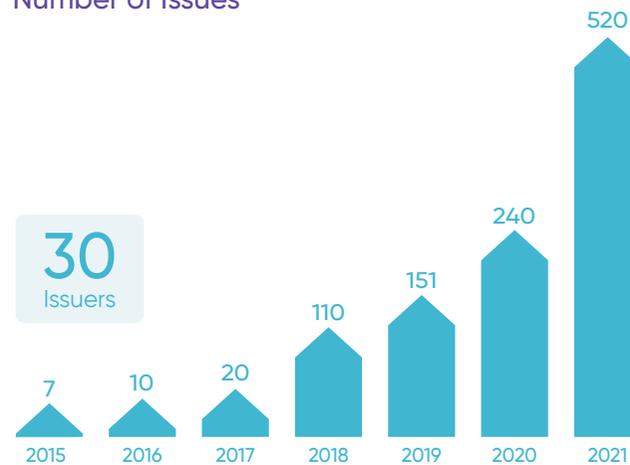
# Syndex – since 2014

2014/2015	2016/2017	2018	2019	2020	2021/2022
<p>The Registry Management module and Investor Portal 'go-live'.</p> <p>MyFarm joins Syndex, bringing 6 Issues in agri &amp; horticulture.</p>	<p>Silverfin Capital joins Syndex bringing a new sector of commercial property.</p>	<p>The platform's third and final module is launched: the Syndex Marketplace.</p>	<p>US broker partnership brings big-scale household names to the Markets: Airbnb, Impossible Foods, SpaceX etc.</p>	<p>Syndex joins forces with NZX to connect the private and public markets. NZ businesses now have more growth options.</p> <p>Australian presence begins.</p>	<p>Periodic market is launched boosting secondary market functionality.</p> <p>Our first AU customers join the platform.</p> <p><b>New strategic partnerships:</b></p> <ul style="list-style-type: none"> <li>✓ BCCM, offering support to co-operatives and mutuals in AU.</li> <li>✓ Angel Association (NZ) to further champion early-stage investment.</li> </ul>

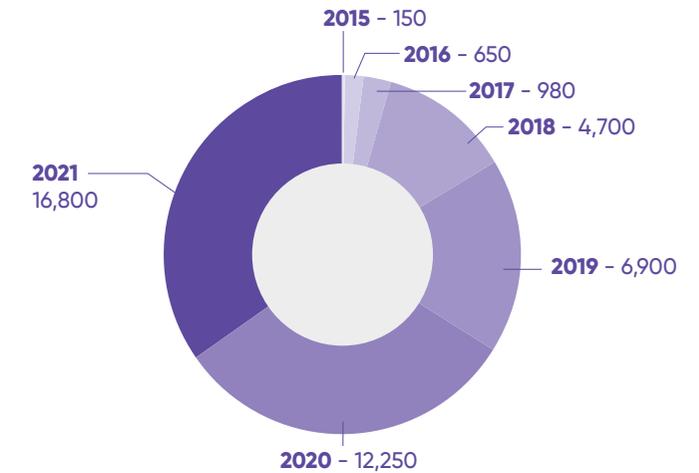
## Assets Under Administration



## Number of Issues



## Account Holders



**\$30m raised** on the marketplace for the private economy in 2019.

**Scaling up with ease:** a syndicate quadrupled their Issues in 2 years, up from 15 Issues to 61.

Our Opportunities Market saw nearly **600 investors** express interest in 2020.

Partnering with the best



Syndex powered by Salesforce  
Keeping data security a priority



syndex.



## Fact file: Onboarding



**Falesha Kidd**  
Syndex's Customer  
Experience Specialist

"There is a lot of back and forth throughout the process. We want everyone to have comfort, even at times of madness."

Falesha Kidd is Syndex's Customer Experience Specialist and has completed the platform's onboarding process with over 10 companies. As each new company that joins Syndex has its differences, we spoke to Falesha about how she views this important part of welcoming our newest partners.

### Onboarding with Syndex - what's it like?

Each onboarding experience is different and is dependent on a number of factors. Firstly, companies take on different parts of the platform, tailoring the product to their specific needs. The components, and their preparation for use, differ greatly.

The **registry management module** is often the biggest component. The aim with our onboarding process is to move through a number of roll-out phases ending with the customer being confident and comfortable with using the platform. We really believe in our product and want our users to get the most out of it, using all the functionalities and to appreciate the simplicity of what's been built. Ultimately it's the simplicity that will reduce their administrative time, and provide a great level of service to their investing customers.

### What is the roll-out process?

We have 4 phases in the roll-out. Prior to these, contracts are signed and a new Salesforce environment unique to the new partner is created. This can take 2-3 weeks, inclusive of testing, and then the data-load can commence.

### How long does the process take?

This is subject to a number of factors, but somewhere around 8-10 weeks. It's obvious to state that the cleaner the data the quicker the upload, but bumps in the process are also ironed out quicker when the liaison person has a good knowledge of the data and their current business processes.

### What on-going support do you offer?

We are always available to our users for support. At any one time we could be helping newer users recalling how to send a report, to long time users who are interested to know what functionality they haven't yet taken advantage of. We are always working on building new functions so we could be showing these off to our user community. On occasions, we could answer a query with a video demo that displays the relevant functionality, that you can save for reference. We're busy building a library of content so users can search for answers or browse to see what else they could be accessing on the platform.

#### 1 › Introducing the data

Once we've discussed and gained a good understanding of the data and its sources, the crunching of data can commence. This is the most painful part of the process as data is recovered, reconciled, checked and double-checked. The timeline here depends on the number of Issues or schemes to be loaded, the quality of the data and the need for loading historical information and transactions.

#### 2 › Meet your new registry management system

At this stage, we get to introduce the user to their new unique space on the Syndex platform. We walk the user through the platform, pointing out basic navigation as well as some hidden gems. This session is easily done remotely and offers the opportunity for the user to ask questions and to some extent lead the 'tour' according to what is of most important to them. There is an option to record this session so the user can refer back to it.

#### 3 › Productivity begins

This is an exciting stage where the user gets their hands onto the keyboard and ownership journey begins. Reports can be run, new Issues loaded and business information and insights start to bubble to the surface. We might also be orchestrating the investor portal roll-out to investors. It's a brave new world, but with Syndex there to hand-hold as required.

#### 4 › Independence gained

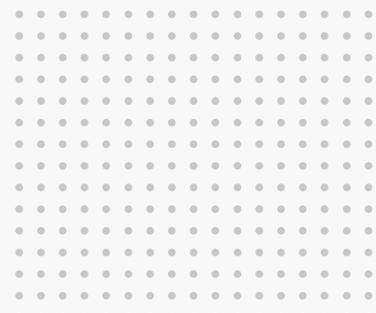
The final stage is where we witness our users taking full control of the system, with comfort and flair. We provide on-going support so we are never too far away, but ultimately this is the time we see our users 'go solo'.



## Where we win our most loyal customers

Any growing company knows that secure and comprehensive registry management is absolutely key to reaching the next leg of funding and growth. Our service includes things that may take a team of people in your business to develop and manage. They include:

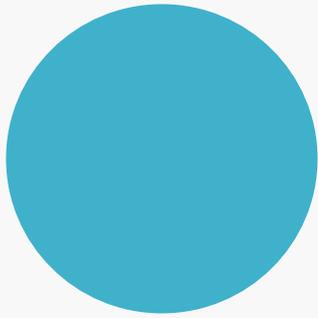
- ✓ Regulatory support
- ✓ Investor relations management
- ✓ Centralised documentation management
- ✓ Analytics
- ✓ Bid management and reporting



## Like what you see, but you only need one or two of our solutions?

We can tailor the platform to suit your business. This means you can select the solutions that allow you to continually offer a high level of client service and we price our offer accordingly.





## A bit about us

Syndex is a 100% privately owned and operated business, with origins in New Zealand, and now Australia. Since 2015 we've been connecting investors to private businesses and bringing digital efficiencies to the latter, staying with them as they grow, professionalise and sometimes IPO.

Our technology, together with our ongoing commitment to servicing our clients has helped us secure over \$6 billion in assets under administration. We think this is proof that our customers' satisfaction is everything to us.

**Please get in touch for more information on how we can help support your business.**

[Info@Syndex.Exchange](mailto:Info@Syndex.Exchange)

[Syndex.Exchange](https://Syndex.Exchange)

