

# Firing up private market investing

Australia

**syndex.**  
making private markets investible



# 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.

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. We then enable your team to retain control of your relationships, rather than handing them over to a third-party provider.

## 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.

It's time to partner with Syndex and shift your Excel onto an automated platform.

This will support you in:

- Disclosure reporting
- Governance
- Investor communications
- AML/KYC adherence
- Capital raising
- Offering liquidity
- Scaling up

### Professionalising your business

You're now in full swing with managing your unit registry and capital table stewardship. 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...





## The Syndex ecosystem

Our ecosystem aggregates capital raising, liquidity solutions, registry share management and investor communications under one unified system, offering a comprehensive and unmatched investment management solution.



“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.”



## Investor portal

Empower your clients and reduce administration demands all in one go. The portal provides investors with a centralised view of all their private investments, offering easy access to documents, communications and market opportunities – available 24/7 for maximum convenience. Investors self-manage their files, statements, certification and trade history, meaning you don't have to!

The screenshot shows the Syndex investor portal interface. At the top, there's a navigation bar with 'syndex.' logo, 'Dashboard', 'My Investments', 'My Accounts', and 'Markets'. The user is identified as 'Richard'. The main content area is divided into several sections:

- My Market Activity:** Includes a 'Live: Click here to Join' button, a 'Trading Event' (Closing in 5 hours, 39 minutes), and two trade entries for 'Acme Investments' with prices of \$65.00 and quantities of 200 and 800.
- Live Markets:** Features a 'RETAIL' badge and an advertisement for 'Acme Investments Private Equity' with a 'MIN INVESTMENT: NZD 2,500'.
- Central Dashboard:** Greeting 'Hello Richard' for '31 Oct 2024'. A 'Breakdown of Investment Amount' chart shows a total of '\$1,841,000.00 NZD' split among 'Richard & Alex Karetu', 'Karetu Trust', and 'Richard Karetu'.
- Notifications:** Includes a 'New Continuous Market' update and an 'Announcement' about the new investor portal look.
- Messages:** A list of messages from 'Acme Investments' dated '31 Oct 2024', each stating 'A buy order has been...'.





## Capital raising and the Syndex marketplace

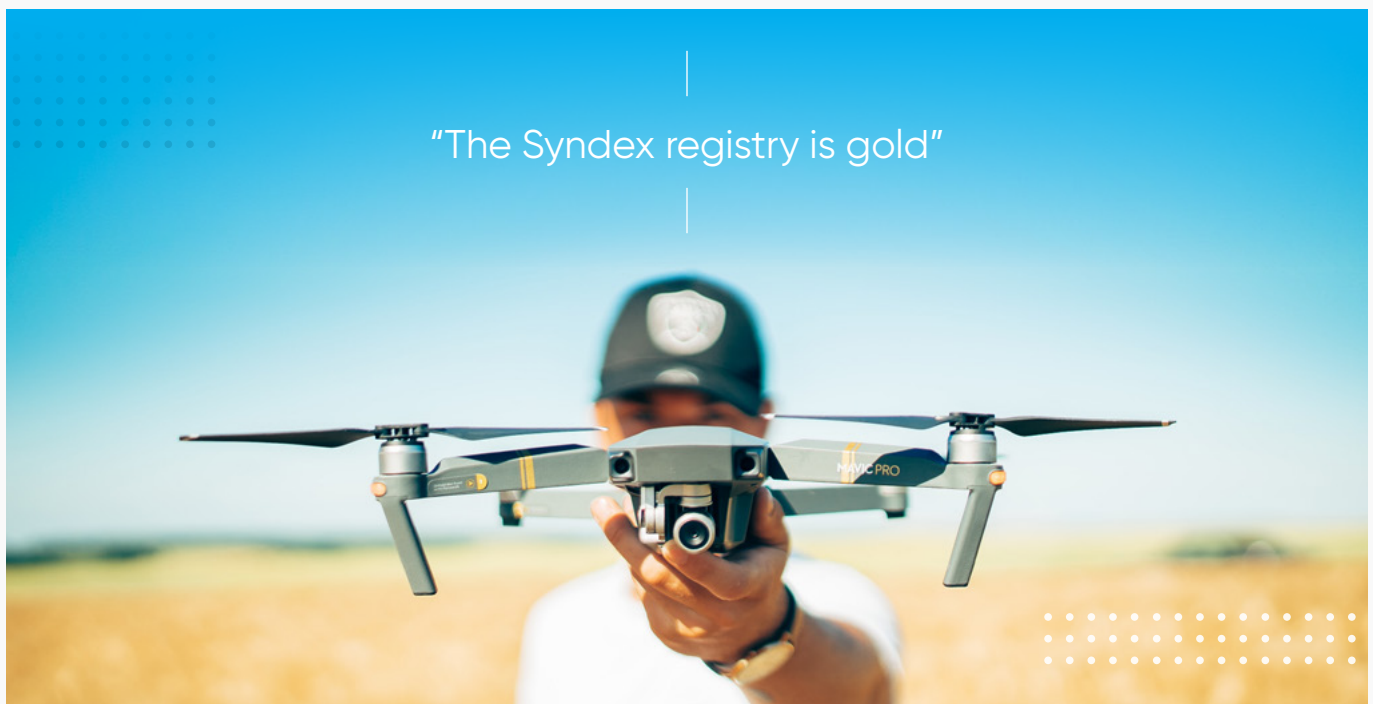
Businesses are connecting with our investment-ready community for an easier way to raise capital on the private markets.

Feature in our public marketplace, under license or via our specialist partner, or run your own private market with ease.

**Markets**

OPPORTUNITIES    :: PRIMARY    SECONDARY

Opportunity Name	Category	Min Investment (NZD)
Vegas Creamery Private Equity	Private Equity	45,000
Mission Point Properties LP Commercial Property	Commercial Property	100,000
Wairau River Vineyard Horticulture	Horticulture	50,000







## Liquidity – the next dimension of the private markets

Incorporating liquidity solutions into your investment structure, addresses the evolving demands of investors and enhances the opportunity and investor-centric nature of your fund.

Syndex offers digital Secondary Market functionality for Private Markets where investors can buy or sell shares in a Periodic Secondary Market.

### Periodic Market



ESOP  
Trading



Periodic  
Market

**This market operates as a trading event or auction** that opens, and closes, within a defined period. Controlled by the Fund Manager, this market is customisable and suitable for ESOPs, shares, units, commodities or other proportional investments.

- *“Our switch to Syndex for our employee share programme is a switch from manual admin-heavy auctions to automated events, with trading in real-time. It’s been a step-change in the level of transparency it provides our employees and we’ve been able to invite a wider pool of employees into the event.”*

### Highlights:

- ✓ Fully interactive marketplace via a digital platform and self-service, secure account holder portal
- ✓ A market you control – frequency, participants, price ~ floor/ceiling, proxy orders, timing
- ✓ Low administration – automation of participant communication and documentation
- ✓ Dual-view – switch seamlessly between a simple layout and a more in-depth view

### Working example

In a challenging economic environment, Syndex clients have recognised that the needs of some of their investors have changed as increasing requests for redemptions of units come through.

As a result, they have begun employing the use of periodic trading events, where investors can buy or sell their fund units at monthly intervals.

In doing so, the fund managers are able to meet the needs of those investors looking for cash with a reduced need to sell assets, but also ensure the investors with a longer-term view who want to retain or increase their holding are happy too.





## How does Syndex differ from other service providers?



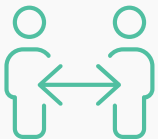
### Liquidity mechanisms

We offer a decentralised secondary market where investors can trade directly with one another (peer-to-peer), removing the need for intermediaries or a centralised exchange. Unique in the market, our periodic market features real-time algorithmic trading.



### The Syndex ecosystem

We are a one-stop-shop. We don't just offer unit registry and/or basic accounting software, and/or communications. We provide a self-service platform that allows you to manage everything from unit registry, employee share options trading, group-wide communications, a first-class CRM system, an investor portal, a capital raising platform, liquidity provisions and more.



### Our team

The Syndex team brings extensive industry expertise and experience, having held senior executive roles in commercial banking, technology, governance, business development, professional services, and funds administration. This deep knowledge enhances our platform's design and development, enriches our support and training, and ensures a deep understanding of our customers' needs.



### Your market

We've created a platform that puts you in control, providing the tools to manage your own private market. Unlike outsourced models, which can be inefficient and costly, Syndex allows you to keep all your data in-house and operate seamlessly.





## 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. We're working with NZX to make sure businesses have all the growth options available to them.

The Syndex platform offers a seamless transition between private and public

markets, supporting businesses through their entire lifecycle— from initial capital raise to public listing— while maintaining continuity in infrastructure. This collaboration enhances the capital markets ecosystem and provides sustainable growth options as debt financing becomes less attractive.



## 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 \$7.3 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.**

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