

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

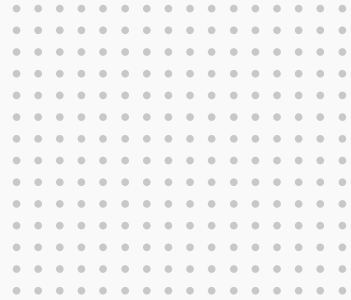




The problems we solve

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.

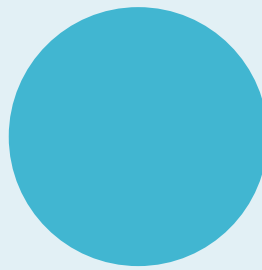
See the modules below and in more detail on subsequent pages.



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.

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
- Scaling up

Professionalising your business

Your 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...



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.

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.





Paying distributions

Here’s an 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 keeps 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

\$0.0476

Tax Already Paid (\$)

Period Start

Period End

Payment Date

Number Of Days

28

Consolidate by Account Holder

[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

\$100,000.00

Distribution Amount Not Taxable

\$0.00

Distribution per unit per day

\$0.0476

Tax Already Paid (\$)

\$0.00

Period Start

1/02/2021

Period End

28/02/2021

Payment Date

1/03/2021

Number Of Days

28

Consolidate by Account Holder

[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!

The screenshot shows the Syndex investor portal interface. At the top, there are navigation tabs: Dashboard, My Investments, Markets, and Communications. The main content area is titled 'Hello Jordan' and shows a portfolio overview with a total value of \$361,459.28 NZD. The portfolio is broken down into three categories: Best Family Trust, Jordan Best, and Jordan & Alex Best. On the left, there are sections for Market Activity, Auctions, Applications, and Listings. On the right, there are sections for Notifications and Messages. The interface is clean and modern, with a light blue and white color scheme.

Event	Starting In	Launch
2022 Quarter 4 Trading	Ongoing	🔗

Name	Quantity	Amount	Created Date
Sweet 100s LP (A-024539)	10	\$ 100,000.00	13/06/22

Name	Listing Price	Highest Bid	Expiry Date
5 High Street LP (L-3843)	\$ 100,000.00	\$ 0.00	13/09/23

\$ 361,459.28 NZD

- Best Family Trust
- Jordan Best
- Jordan & Alex Best

View Portfolio





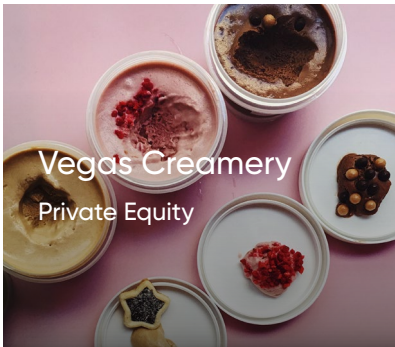
Marketplace

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




WHOLESALE

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

We offer a decentralised secondary market where investors trade directly with each other without the need for intermediaries or a centralised exchange. Opening 24/7/365, it allows investors to trade at any time, irrespective of their geographical location, offering global reach and liquidity.

Our liquidity options contribute to a fair, orderly and transparent market where investors (or employees) 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 continuous disclosure information to the market.

<< Periodic Market

Operating as a trading event or auction, these events open, and then close, within a defined period. This market is customisable for shares, units, commodities or other proportional investments. There are various adjustable parameters, including price floor/ceiling, timing of bids/offers, seller eligibility, existing/new buyers and intervals.

The Syndex platform is used for all stages of the auction from the set-up, pre-auction and open, through to the blind close, matching and settlement.

The final touches include simultaneous execution, allocation and scaling, sending settlement instructions, generating reports and completing the transfer of ownership*. The trading results are immediately presented to market participants in their portal.

This market is quick to set up; upgrade to the *Pro* version to synchronise the market with the share registry, investor portal and investor communications system.

*Pro version

The screenshot displays the Syndex trading interface with the following components:

- Market Summary:**
 - BUY SIDE:** ORDERS: 4, VOLUME: 800, LAST: 150, LAST PRICE: 8.10, LOW: 8.10, HIGH: 8.14
 - CLEARING PRICE:** 8.10
 - CLEARING VOLUME:** 400
 - SELL SIDE:** ORDERS: 5, VOLUME: 1,250, LAST: 350, LAST PRICE: 8.12, LOW: 8.10, HIGH: 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
O-12345	150	8.10	8.12	350	D-12345
		8.14		250	D-12345
- Trading Controls:**
 - David Scott:** Holdings: 25,000, Currency: NZD, Quantity In Market: 550
 - Acme Ltd Q1 Auction:** Remaining Quantity: 24,450
 - Buy/Sell toggle: **Sell** is selected.
 - Quantity: 810
 - Price: 7.50
 - Principal: 6,075
 - Buttons: Clear, Place Order
- OPEN ORDERS:**

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]



FACT FILE

Onboarding

We enjoy meeting our new partners. Our team have the opportunity of getting to know a new business; how it works, its structure, its teams, visions and goals.

Each new company has its differences and this extends to how the onboarding progresses and is accomplished. Here we run through this vital part of welcoming our newest partners.



Onboarding with Syndex – what’s it like?

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

The registry management module is the biggest component and the prerequisite to having the investor portal and access to markets. Our onboarding process aims

to move through a number of roll-out phases ending with our partner being confident and comfortable with using the platform. We 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 great service to their investing customers.

What are the phases?

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.

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’.



How long does the process take?

This is subject to a number of factors, but somewhere around 5-10 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 ongoing support do you offer?

Support is never far away! We’ve built a comprehensive help centre with over 100 articles, with a search function that quickly gets you the help you are looking for. For technical queries there is a group email monitored by our operations team and for other queries, such as platform add-ons, our partners contact their dedicated account manager. We send quarterly newsletters to update users on platform enhancements and new features.

“The data gathering and uploading can be painstaking, but by phase 3 I’m the office saviour – giving admin hours back with ‘click-of-a-button’ functionality” – Syndex team member



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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