



Interview Shortlisted Company – European Small and Mid-Cap Awards 2021

Name of the company
Pexip
What are the key qualities your company has?
Pexip provides a flexible, scalable video conference platform that enables interoperability between video conference solutions. With a focus on privacy and data security, Pexip is the platform of choice for large companies and public sector organizations. Pexip can be customized to meet customers' unique needs and existing infrastructure, providing a solution for traditional video meetings but also a platform for business to consumer applications such as telehealth, remote court hearings and financial services consultations.
What prompted your company to go public?
We had already experienced solid growth with sound financial results, but we chose to go public to generate increased funding to accelerate growth in the global market.
What were the main challenges along the road to becoming public?
We decided to start the IPO process about six months before the Covid 19 pandemic hit Europe, and we were just about to start the investor roadshow when the world went into lockdown. At that point, we weren't sure if anyone would be interested in investing in anything. But we ran the first fully virtual IPO with a 100 per cent positive response from the investors we met one-on-one, on video. The IPO was 12 times oversubscribed and we successfully went public on Oslo Børs on 14 May 2020, raising USD 100 million for further investments in the company.
What have been the key benefits (for your company) of going public?
The IPO and going public have given us the opportunity to grow and scale much faster than it would have been possible otherwise. Being a public company also gives us more public attention – in a positive way.
After going public, what reactions have you had from investors, customers, employees, etc.?
All in all, very positive. Being a public company also makes it easier to trade company shares. This is relevant for both long tail investors and employees owning shares.
What experience/advice would you want to share with companies that are thinking of going public?
Find financial advisers and partners that understand your goals and your business, and make sure you have the preparations in place for the work that also comes after going public.

Where do you see yourselves in 5 years?

Pexip aspires to be a leader in the video collaboration industry, with a significantly higher top-line, serving the needs of large organizations.

Have you had any assistance from the European Union, e.g. funding projects, etc.

Not from the EU, but the Norwegian Innovation Norway has contributed with initial seed funding and loans. However, the vast majority of the financing of Pexip has been raised from private investors.

If you had 3 wishes: What should the EU be doing to encourage more SMEs to go public? What should the EU be doing to provide ongoing support for listed companies?

Consider if all disclosure requirements are needed versus a softer recommendation. As public disclosures expand from financials to other topics, they grow in size and can be a material investment for SMEs to prepare.

The EU can make a meaningful impact by preferring EU SME listed companies as vendors, as it encourages transparency and innovation.

Most SMEs go public in order to raise capital, so anything that makes it easier for investors to invest in Europe will help, e.g., harmonize stock holding platforms and trading platforms to allow investors to easily trade across Europe.