



Interview Shortlisted Company – European Small and Mid-Cap Awards 2024

(MAX 100 words per response – Please return this document in word format)

Name of the company
STIF
What are the key qualities your company has?
<ul style="list-style-type: none">• Worldwide sales & industrial footprint (90% of sales out of France, 4 factories in France/China/Texas),• Innovative & taylor-made technical solutions through an active R&D dpt,• Automation early adopters.• Ability to forge fruitful partnerships with key players, in the long run.
What prompted your company to go public?
Need to fund high rate growth while keeping our independence.
What were the main challenges along the road to becoming public?
<ul style="list-style-type: none">• Overcome the plumpy documentation to be provided and obey the regulation,• Endeavour in never-seen before practices such as semestrial consolidated accounts, alignment of all WW subsidiaries,• manage the communication of a group that was not used to it beforehand.• Accept an IPO market value below our expectations.
What have been the key benefits (for your company) of going public?
<ul style="list-style-type: none">• Raise money to fund projects,• Modernise the company management through a structuring approach,• Develop our visibility and seriousness towards business relationships,• Keep our independence,
After going public, what reactions have you had from investors, customers, employees, etc.?
<p>Given the massive over-underwriting at IPO, they all seemed to be pleased !</p> <p>The overall market has been since quite happy :</p> <p>A limited turnover of funds and a numerous retail market are very good signs for us.</p> <p>Employees had voluntarily & massively invested at IPO and have all been since granted free stock, enhancing a very positive mindset.</p> <p>We mention the fact that in the eyes of many business relationships, being floated is a proof of credibility.</p>
What experience/advice would you want to share with companies that are thinking of going public?



Do not fear the regulatory burden, it's worth it !

Where do you see yourselves in 5 years?

We have quite a comprehensive development plan in every geography.
We hope to be more global, having enlarged our product base, through internal R&D and potential targeted acquisitions.

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

Not that we are aware of.

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?

Going public is a fantastic adventure and a true source of opportunities for many companies.

Too few endeavour in for various reasons but 1st and foremost by fear of the administrative & regulatory burden.

Lightening the documentation load would really encourage.