

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Subject: Engagement Letter for Equity Story Formulation and Market Positioning Advisory

Dear [Client Contact Name],

This letter confirms the engagement of [Consultancy Name] to provide advisory services to [Client Name] regarding the formulation of your equity story and strategic market positioning in preparation for an Initial Public Offering (IPO).

1. Scope of Services

We will provide the following services:

- Review of historical financial performance and future growth drivers.
- Analysis of the competitive landscape and peer benchmarking.
- Development of a compelling investment thesis (The Equity Story).
- Strategic market positioning to differentiate the company for institutional investors.
- Review of key marketing materials, including the investor presentation and prospectus summary.

2. Deliverables

The engagement will result in the following:

- Strategic Equity Story Framework.
- Peer Universe Valuation and Positioning Report.
- Investor Messaging and FAQ Playbook.

3. Project Timeline

The advisory services are expected to commence on [Start Date] and conclude on [End Date/IPO Filing Date].

4. Fees and Expenses

In consideration for our services, [Client Name] agrees to pay a professional fee of [Amount/Retainer]. Any out-of-pocket expenses incurred will be billed at cost.

5. Confidentiality

Both parties agree to maintain the strict confidentiality of all non-public information shared during this engagement.

Please sign below to indicate your acceptance of these terms.

Sincerely,

[Name]

[Title]

[Consultancy Name]

Accepted and Agreed:

[Client Signature]

Date: [Date]