

Optimizing Global Financing Markets

DIRECTBOOKS IS STREAMLINING PRIMARY ISSUANCE COMMUNICATIONS WORKFLOWS

UNDERWRITERS CAN:

- Set up new deals with associated tranches
- Agree to terms with other syndicate members
- Send deal announcements and updates to investors
- Manage order & allocation messages
- Add deal documentation



INVESTORS CAN:

- View a centrally aggregated deal calendar of primary issuance
- Consume a standardized set of terms and documents for all transactions
- Get real-time update details including guidance and pricing in a single dashboard
- Improve order management via quick order entry and master order dashboard functionality
- Reallocate time from mechanics (manual input) to analysis

Primary issuance workflows have not adequately evolved over the past decade. Typical workflows have been too manual - negotiating deals, submitting orders, assessing investor demand, allocating issuance, and pricing deals – all communicated via telephone, email, and instant messaging with little standardization.

Until now...

DirectBooks is the leading primary markets communications platform for structured deal data, documentation and information exchange. Starting with investment grade fixed income, the platform delivers industry changing automation and standardization.

PRODUCT

- DirectBooks provides detailed communications through the issuance lifecycle including: streamlined workflows, structured deal data, and real-time updates.
- By bringing automation, standardization, and efficiency to the communications workflow, DirectBooks increases productivity, provides greater controls, and improves consistency.

COMMUNITY

- The DirectBooks community consists of institutional investors and underwriters involved in the primary issuance process.
- Participants access a single distribution point to view standardized deal information, communicate indications of interest, and receive allocations.

BofA SECURITIES

BARCLAYS

BNP PARIBAS

citi

Deutsche Bank

Goldman Sachs

J.P.Morgan

Morgan Stanley

WELLS FARGO

MIZUHO

usbank.

CREDIT SUISSE

KeyBanc
Capital Markets

RBC
Capital Markets

Fifth Third
Securities

Scotiabank.

NatWest

Rabo Securities

TD

Huntington CAPITAL MARKETS

LOOP CAPITAL

SMBC

SEELAUS
A WOMEN-OWNED
BUSINESS ENTERPRISE

SOCIETE GENERALE

CRÉDIT AGRICOLE
CORPORATE & INVESTMENT BANK

HSBC

Siebert
Williams
Shank
A SHAW WILMINS GROUP COMPANY

MUFG

BMO

Blaylock Van, LLC
CELEBRATING OVER 30 YEARS OF SERVICE

AMERICAN VETERANS GROUP
A Social Impact Focused Investment Bank



Interested in DirectBooks?

INVESTOR PROFILE:

- Currently active in investment grade or emerging markets primary new issuance
- Active relationships with underwriters on the DirectBooks platform
- Investors interested in joining the DirectBooks platform should complete the [qualification questionnaire](#).

ONBOARDING STEPS:

- Execute a User Agreement
- Complete Onboarding Form
- Enablements between investors and underwriters

If you're interested in joining the DirectBooks platform, [click here](#) to complete the questionnaire.