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## **COX IPO: EVALUATING THE POTENTIAL FOR LONG-TERM VALUE CREATION**

### **1. OBJECTIVES**

The main purpose of this study is to explore the IPO process of Cox and understand its strategic significance in the context of the Spanish stock market. This would be achieved through the following objectives:

- **Analyse the IPO process and strategy:** Identify and understand the steps and strategic decisions involved in Cox's recent IPO. This includes exploring the motives behind the IPO, the timing, the pricing strategies, and the overall market conditions that influenced the process.
- **Examine key factors influencing the success of the IPO:** Explore the financial, economic, and regulatory factors that shaped the outcome of Cox's IPO. This includes factors such as investor sentiment, economic conditions, and the performance of comparable companies.
- **Assess the role of key participants and stakeholders:** Through interviews, gain insights from key participants such as underwriters, company executives, investors, and regulatory authorities. Understand their perspectives on the challenges and opportunities faced during the IPO process.
- **Evaluate the impact of the IPO on the company's valuation and market performance:** Conduct a post-IPO analysis to understand how Cox's IPO influenced its stock performance, investor perception, and overall market positioning in the Spanish stock market.
- **Explore the broader implications of the IPO for the industry and market:** Analyse how Cox's IPO might set a precedent or reflect broader trends in the real estate sector or within the Spanish stock market, especially in the context of fluctuating economic conditions like inflation.

### **2. METHODOLOGY**

This thesis will adopt a two-part methodology to assess the potential for long-term value creation stemming from the Cox IPO.

First, a comprehensive review of relevant academic and industry literature will be conducted. This review will establish a theoretical framework focused on Initial Public Offerings (IPOs) and the key factors that contribute to long-term value creation. We will analyse existing research on the determinants of successful IPOs, investor perceptions, and the performance trajectory of companies following their public offerings. Additionally, the review will provide an overview of Cox's historical and current market position, utilizing information from official reports, industry publications, and regulatory documents.

Second, we will conduct in-depth interviews with key stakeholders involved in the Cox IPO process. These stakeholders will include company executives, financial analysts, and institutional investors. The interviews will be designed as guided conversations to gather insights on their experiences and views regarding the IPO. A structured questionnaire will be developed in advance to ensure that the information collected is systematic and comparable across different participants.

After gathering the interview data, we will analyse the results and compare them with findings from previous studies. This analysis aims to draw meaningful conclusions about the potential for long-term value creation from the Cox IPO and to provide insights into broader trends within the industry.

### **3. PROVISIONAL INDEX**

#### **1. Introduction**

- 1.1) Justification of the Research Interest
- 1.2) Objectives of the Study
- 1.3) Methodology
- 1.4) Structure of the Thesis

#### **2. Theoretical Framework**

- 2.1) Concepts of Initial Public Offerings (IPOs) and Long-Term Value Creation
- 2.2) Key Theoretical Contributions

#### **3. Context of IPOs in the Industry**

- 3.1) Historical Evolution of IPOs
- 3.2) Current State of the IPO Market

#### **4. Empirical Analysis of the Cox IPO**

- 4.1) Fundraising and Investor Relations
- 4.2) Investment Operations
- 4.3) Post-IPO Performance Management
- 4.4) Financial Engineering Considerations
- 4.5) Co-Investment Strategies
- 4.6) Exit Strategies

#### **5. Conclusions**

#### **6. Bibliography**

### **4. BIBLIOGRAPHY**

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