Accessing equity capital

Barclays · 2026-08-19 · English original

Successful equity issuance depends on more than robust market conditions. Boards must define why capital is needed, build credibility with investors, manage trade-offs and preserve flexibility. John Kolz, Global Head of Equity Capital Markets and Chad Czapla, MD, Corporate Finance Advisory, assess the key decisions that can help companies prepare for and execute a successful equity transaction.

Start with purpose: clearly define why capital is being raised and what success across deal execution looks like.

Build a compelling equity story: simplicity, future growth potential and clear use of proceeds drive investor support.

Earn credibility over time: investor confidence is earned through consistent engagement and execution with good aftermarket performance

Examine execution: balance current needs and future objectives against investor feedback and to determine pricing and issuance potenti

"The backdrop for equity issuance is highly constructive, but successful outcomes still require thoughtful execution."

"In a risk-on market, sustainable growth is priority one, two and three. Investors will pay a premium for companies that can deliver."

Global Head of Equity Capital Markets John Kolz is Global Head of Equity Capital Markets at Barclays. With over 25 years of experience advising issuers and investors on equity financings and strategic transactions, John joined Barclays in 2025 from RBC Capital Markets where he served as Co-Head of Equity Capital Markets. Prior, he served as Co-Head of Americas ECM Origination at Credit Suisse, following senior leadership positions at Goldman Sachs, including Co-Head of Equity Syndicate.

Managing Director, Corporate Finance Advisory

Chad Czapla is a Managing Director, Corporate Finance Advisory within the Mergers & Acquisitions team at Barclays Investment Bank. He leads a group that advises corporate clients on issues related to valuation, strategic capital allocation, leverage/liquidity targeting and financial risk management. Chad joined the firm in 2005 after spending nine years at Salomon Brothers' / Citigroup's Investment Bank. With nearly three decades of deal experience across the corporate spectrum, Chad and his creative team rank among the most trusted analytical advisory partners on Wall Street. Chad earned his B.A. in Mathematics at Columbia University and did his postgraduate work at Stanford's Graduate School of Business.

Source: https://www.ib.barclays/our-insights/accessing-equity-capital-the-decisions-that-matter.html