



The European Stock Exchange | How It Works

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What is the European Stock Exchange?

Almost 100,000 companies and projects have been successfully funded using crowdfunding equity and debt-based platforms in the past 5 years.

But what then?

After crowdfunding where does a company go for:

Another round of financing?

A structured exit strategy?

More sophisticated investors?

Expert help?

Access to capital markets?

A listing on a regulated stock exchange?



The **European Stock Exchange** is unique.

It's the bridge between crowd funding and a regulated exchange where companies can get access to financing and support from collaborators & executives, and investors can get access to exciting companies while they build themselves up.



That's Right. The European Stock Exchange is an exchange that doesn't trade stock.

So what does that mean?

ESE registered investors buy stock direct from **ESE** listed companies but no investor-to-investor platform exists. Investors are therefore investors who believe in the company and offer long-term support rather than traders for whom the stock is just a commodity to be bought and sold.

This is crucial in protecting these fledging companies from destabilizing influences on their stock price while they gain experience and strengthen their business without the regulatory burden.

For the investor this protects the value of their investment. **ESE** registered investors buy shares in our **ESE** listed companies via Crest. The value of these shares as can be seen as Quoted Private Equity and the investor can feel safe in the knowledge that trader mentality cannot affect the value of the investment as it may on a regulated exchange.

Features for listed companies:

Share your Story.

- Publish a Project or a Company Profile on our site We provide pointers to gain the best response
- Your own “back office” account login allowing you to update and amend your profile and store documents keeping you in full control at all times
- Staged feeding of information means that your sensitive data is not released except to registered investors who sign Non Disclosure Agreements prior to viewing
- Your profile can link directly to all your social media accounts
- Targeted mail-out initiated on listing
- Public news release announces your listing on **ESE** and draws people to your story
- Introductions to potential joint venture partners, advisers, consultants, employees, service providers and collaborators, where applicable



Investors.

- Targeted reach out to **ESE's** financing partners, member investors and database of 150,000 sophisticated investors plus a growing list of global private Equity Funds
- All investors must register with **ESE** & Anti Money Laundering and other checks are made by **ESE** and its partners to ensure they meet the criteria to invest in your firm
- Communications with investors via **ESE** website or direct
- Any funds raised are paid directly to your company, not held by **ESE**. (Although our partner registrar may provide escrow in some circumstances)
- General information on common structures for financing as well as more bespoke ideas are published on the site. No fees are charged by **ESE** when funding is raised and no advice given regarding any particular investment.

Free Tools

- Easy business plan writing using MaximumOne template that moves from snapshot to in-depth information at a click
- Easy to use non-disclosure agreement signing and document storage
- Access to a pool of mentors and non-executive directors to build your business team
- Access to a pool of potential collaborators to assist and enhance your offering
- Mobile App (coming soon)

Prepare to go public

- ISIN number provided
- Trading Certificate where applicable
- Checking of Articles of Association
- Checking of accounting, corporate and other requirements to comply with general listed company rules
- Advice on announcements on significant business activities as well as regular corporate events
- Ensuring the company is properly constituted to allow investment
- Assistance with accounting requirements and valuations

Safety

- Secure site
- Data protection
- Non Disclosure Agreements to keep your sensitive information safe
- **ESE** is not regulated however we have checks in place to ensure your dealings are secure

Services provided through partner

(may be at additional cost)

- Registrar Services - Keeping statutory books and shareholder register
- Provision of legal documentation required to accept investments such as Share Purchase Agreement, Board minutes and - Resolutions, Certificate to do Business and Trade and any others as applicable.
- Assistance with revision of Articles of Association if required and shareholder voting requirements
- Anti-Money Laundering checks on investors
- Full regulatory support
- New shareholding calculation
- Issuance of Share Certificates
- Crest share transfer capability (and DVP)



Information required from Company.

- Contact details
- Directors
- Constitution of company at present (articles, shareholders etc)
- Activities and plans
- Products/services
- Financial information - accounts, projections
- Funding requirements and use of proceeds
- Market and competition - why are you different?

Features for the Investor.

- Easy registration and self certification/Anti Money Laundering process
- Full details on the company and its business plan available on site
- Direct contact with the company
- Investments made via DVP/Crest
- Full registrar services for easy confirmation of shareholding and issuance of certificates or CREST transfers.
- Full company secretarial support ensuring company properly constituted for investment and all statutory documents, resolutions and filings are in place
- Payment of investment direct to company (Or via escrow under some circumstances)

Stock exchange Seats.

This is an old tradition brought back to life by **ESE**. A small number of seats are available on The European Stock Exchange for Private Equity Funds who have multiple investments in companies they may want to list on **ESE**. This provides a trading platform for PE Firms to find new deals, participate in a larger number of deals and as partial or complete exit strategies in the future.

These seats allow owners access to deal flow first; by getting information on companies before the listing is complete (like a pre IPO) 5 free listings per annum for staged exit strategies and discounts on additional listings.

We believe these seats will give rise to a greater number of investment as well as spreading risk and providing vital "mass" feedback on their deals. This values the seat itself as a solid investment for any Private Equity Fund with an eye on the future.

Find out more, email:

seats@europeanstockexchange.com



www.weinc.co.uk

Partnerships

ESE has multiple partnerships with a series of Private Equity Groups.

Our feature partnership is with INCTM – a leading European Incubator and accelerator. The philosophy at INCTM is that they Incorporate, Incubate and Increase. They do this for start-ups already, and work with many established and growing businesses handling the entire accelerator and incubator process model. Their motto is simple: 'We INCTM ' Companies, therefore, that are listing on ESE that need help in all other areas of a growing idea or business can get all this in one place.

INCTM in association with **ESE** have created the concept of Reverse Private Equity (RPE)

Executives from private equity and venture capital firms have spent years listening to business ideas. They understand the process and have seen it all. Executives often have their own ideas, which would make great investments, and RPE sits Private Equity executives on the other side of the table.

Pitch those ideas to us and with the world of resource at INCTM's fingertips we can work out if these ideas are workable. If they are, then RPE/INCTM and **ESE** will devise a plan to create that business for the Private Equity fund in reverse. We collate all the resources to create the business and roll it out. The Private Equity fund agrees the budget to build it and takes a majority stake.

Find out more or to pitch, email pitch@weinc.co.uk



The European Stock Exchange. It's Time to Think Different.

For more information, please email:

info@europeanstockexchange.com

To List with us, email: listings@europeanstockexchange.com

To Partner with us: partners@europeanstockexchange.com