



BURSA DE VALORI BUCUREȘTI S.A.

PRESS RELEASE

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BVB PRESENTED THE OPPORTUNITIES OF THE AeRO MARKET TO ENTREPRENEURS FROM BRASOV

Bucharest Stock Exchange (BVB) presented to entrepreneurs and companies from Brașov County the importance of using capital market for companies' development as a real financing alternative and the newly launched AeRO market, dedicated to SMEs and start-ups. Also, AeRO provides new opportunities for investors to find companies with high growth potential, with promising projects still in early stage of development.

More than 170 entrepreneurs and companies representatives learned how to finance through the capital market, in the IMM ReStart event organized by Doingbusiness.

“We want that in the year when BVB marks 20 years from the reopening, the AeRO project to take shape, to draw attention of the local and external entrepreneurs wishing to develop their business by using the Romanian capital market for its main role: financing the business development. Our presence in the major cities primarily aims to promote the new project of BVB launched on February 25th, to become the first choice on the list of entrepreneurs' preferences. The increased interest from year to year, by the increasingly presence at the IMM ReStart events of a large number of representatives of local SMEs, is a good opportunity to promote the stock market and increase the capital market education on national level in order to attract new investors on the market”, stated Ileana Botez, BVB Communication Director.

AeRO was launched on February 25, 2015. It was established by the Bucharest Stock Exchange in order to provide a market with less reporting obligations for the listed companies, but at the same time with sufficient transparency for investors to motivate them to trade. This new market is setting bridges between entrepreneurs and the individual investors, private equity environment and investment funds. At the same time, AeRO is a gateway for a future upgrade to the regulated market for companies that at the present do not meet the requirements for the regulated market.

A company can become public if it has a predictable minimum value of EUR 250,000, the number of shares to be sold is at least 10% or the company has at least 30 shareholders.

As an innovative element on the Romanian capital market, AeRO introduces the best practices and rules relating to private placements. Thus companies can access financing through capital market by private placements in the process of entering the stock market stage. The important role of assisting a company before and during the listing process on AeRO, as well as after the listing, is performed by the Authorized Advisors, companies experienced in the field of company financings and are nominated by the Bucharest Stock Exchange.

Through a private placement in a start-up or SME, investors will be able to diversify their portfolios, with more risky assets classes, but from sectors with high potential, that were not available until now on the Romanian stock market. AeRO provides trading rules similar with the regulated market of BVB. Listed companies must act like public companies, they have to report and to implement the Principles of Corporate Governance approved by BVB.

“We started in Brasov the fifth year of IMM ReStart events, a series of conferences that over time drew a positive response and appreciation from the entrepreneurs, that we wish, in this way, to support and to help them to develop. Along with our traditional partners, and the new ones who have joined us this year, we want to offer small business the information, tools and solutions they need to discover

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their growth potential. We chose to start here because Brasov is an extremely powerful economic center, with outstanding prospects, and this year we will continue the caravan «IMM ReStart» in seven major business centers in the country”, stated Dumitru Ion, General Manager Doingbusiness.ro.



The AeRO market is the equity segment of the BVB’s alternative trading system. It is a market segment designed for listing of early stage companies, start-ups and SMEs, to finance their projects, growth stories, increase their visibility and contribute to the development of the business environment. Based on the BVB alternative trading system existing since 2010, the AeRO market, under its redesigned and reconstructed concept, was launched on February 25, 2015. More information about AeRO are available on BVBs’ e website, under the [AeRO section](#).

Bucharest Stock Exchange runs markets for shares, bonds and other instruments, through regulated platforms and alternative systems, and provides a wide range of services to participants of financial markets. Bucharest Stock Exchange is a public company, listed on its own market since 2010. For more information refer to www.bvb.ro.

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