



# BURSA DE VALORI BUCUREȘTI S.A.

## PRESS RELEASE

February 18, 2015

### **SEVEN COMPANIES INTERESTED IN THE PRESENCE ON THE ROMANIAN CAPITAL MARKET MET INVESTORS DURING THE SECOND EVENT INVESTORS DAY, HOSTED BY BVB**

The Bucharest Stock Exchange (BVB) continues the events series Investors Day with a new meeting between investors and companies interested in the presence on the capital market. The second meeting of this series was on Wednesday, February 18, 2015, and got the attention of a larger number of participants than the first event of this kind, hosted last week.

Thus, approximately 140 persons participated at the Wednesday meeting, this event being considered as a good opportunity for companies that are looking to the Romanian capital market to meet and discuss with investors, individual, institutional, but also intermediaries, Authorized Advisors and mass media representatives.

The companies Zitec Com, Atelierele Pegas, Freedom Mask - The Pole Society, Intelligent IT - Smart Bill, Tudor Tailor Invest, PBX Telecom and Fabrica de bere buna – Zaganu presented their businesses, the steps they made on the ambitious journey and growing stories as well as shared some of their development plans.

Alexandru Lapusan, CEO and Founding partner of one of the main online apps developer Zitec Com, told the company's story and how some employees received shares in the company, becoming thus partners.

“We hope that AeRO would mean for us more transparency, to prove that a company can have a healthy growth and that the Romanian IT means more than foreign companies that open offices here. Not the least, we hope that it would be a good way for financing for us, as well as an element to motivate our colleagues, so they can be part of a loyalty plan and, at the same time, to have a place where they can easily monetize they shares. We wait to see what this instrument means from the financing point of view, to see if it would fit for us and how we could use it”, stated Alexandru Lapusan.

The story of the Romanian brand Pegas revival was told by the entrepreneurs Andrei Botescu și Alexandru Căpățână, who started the business from zero and designed and adapted the models to the new urban generation. They said that they think of entering on the AeRO market, to finance their development plan so that Pegas would get known in Europe.

Participants heard from Bogdan Savonea, CEO of Freedom Mask, about the outdoor advertising market in which the company operates and about the marketing services offered to customers by the company. Freedom Mask operates The Pole Society brand.

Radu Hasan, Co-founder & CEO of Intelligent IT, explained why companies should start using electronic bills and reminded that there is an initiative at European level regarding eliminating using of paper, so that all the documents and bills to be in electronic format. The company operates the Smart Bill brand and intends to expand abroad. He mentioned that the stock market is one of the options considered for attracting financing.

Marius Dan, founder of Tudor Tailor Invest, presented the story of Tudor Tailor brand and explained



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that the company is looking for financing from partners with vision, so they together can make Tudor Tailor a Romanian brand known also in Europe.

Razvan Orlando Matei, one of the founders of PBX Telecom, told participants about the TV streaming platform for mobile and web operated by the company he founded, whereby live TV channels can be accessed from any computer or mobile device. He explained his company needs financing to extend regionally its business, development based on adding content and strengthen the team.

Alexandru Geamanu, Co-founder of Fabrica de Bere Buna, told the story of the craft beer Zaganu, which is a prepared in an independent micro-brewery in Prahova County. The company started from zero and, at the present, the owners intend to expand to more Romanian cities.

The next Investors Day meeting will be on **Tuesday, March 3, 2015**, when other companies interested in the capital market will present their stories to investors.

### **Disclaimer:**

The events hosted by the Bucharest Stock Exchange under the name Investors Day are meant to bring closer companies and investors and they are not an investment consultancy or promotion of a public offering.

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, will be launched on February 25, 2015.

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](http://www.bvb.ro).

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[From left to right: Alexandru Manda (Atelierele Pegas), Marius Dan (Tudor Tailor), Radu Hasan (Smart Bill), Alexandru Lăpușan (Zitec), Alexandru Geamănu (Zăganu), Bogdan Savonea (The Pole Society), Andrei Botescu (Atelierele Pegas), Răzvan Matei (PBX Telecom)]

