



## **PRESS RELEASE**

October 8, 2014

### **BVB AND EY ROMANIA HOSTED TWO WORKSHOPS TO PROMOTE AMONG ENTREPRENEURS THE ADVANTAGES OF LISTING ON THE BUCHAREST STOCK EXCHANGE**

The Bucharest Stock Exchange (BVB) and EY Romania hosted two conferences, one in Bucharest and one in Cluj-Napoca, aiming to highlight among entrepreneurs the advantages of listing and financing on the stock exchange.

The conferences were attended by a good number of entrepreneurs and top management from SMEs across various industries.

During the presentations and ensuing discussions, entrepreneurs were informed about the BVB project of re-shaping and re-launching the ATS under the name of AeRO, which will be an attractive market for early stage and pre-IPO private placement investments in SMEs and start-ups, companies with growth and future development potential and which are in a quest for financing. AeRO will be a market complementary to the regulated market, but with risk and reward typical for both of them.

AeRO will provide investors the possibility to diversify even more their portfolio by investing in new companies in early stage of development, from different sectors. Companies listed on AeRO could promote to BVBs' Main Market when they will meet the requirements for this regulated market.

AeRO will be available for entrepreneurs, Authorized Advisors and investors by the end of the year, the launch date being subject to the approval of its rulebook by the Financial Supervisory Authority.

“By implementing some changes to how currently the Exchange presents itself to investors, we can get a total new quality and total new efficiency when attracting businesses, private listings to this market. The AeRO market will be significantly better than what we have now, there will be different requirements to those we impose now to issuers. The new architecture will include, also, Authorized Advisors, authorized by BVB, and which will look for issuers that could be listed and will be in permanent contact with the issuers even after the listing”, stated Ludwik Sobolewski, BVB CEO.

The concept of the Authorized Advisor will be firstly available on the AeRO market. The Authorized Advisor is a legal entity authorized by BVB for assisting a company with its application for listing and attesting, jointly with the company, the accuracy of the information and documents. Authorized Advisors will continue to assist the company after listing with disclosure requirements.

Mihai Pop, Manager in the Transaction Advisory Services department of EY Romania (formerly Ernst & Young) mentioned that “Companies small and large are constantly pursuing solutions for accessing financial capital. EY is the largest global professional services firm that provides support to entrepreneurs. Through our Capital Agenda framework we relentlessly bring capital solutions to our clients, be that in the public markets or in private transactions. Our work positions us very close to successful entrepreneurs and we are excited to bring to Romania for the first time the widely recognized «Entrepreneur of the Year» competition, where the best entrepreneurs are being recognized by EY for their outstanding work.”

### **Among the benefits of a company being listed on AeRO**

- Access to the necessary capital for the organic growth and development of the market
- Increased visibility and awareness of the company at national and international level, among business partners and customers
- Setting a market value for the company
- Earning trust from customers and business partners and also attracting new partners due to the company's transparency
- Earning credit from the market for the management team
- Easier access to other financing resources
- Easier exit from the ownership compared to a non-listed company
- Enhanced visibility via the AeRO market index

### **BVB support for a company after its listing**

- Dedicated section for ATS on [www.bvb.ro](http://www.bvb.ro) website
- Dissemination of company's reports and trading info on BVB website
- Permanent helpdesk
- Maintain and update the list of Authorized Advisors and monitoring of their work and efficiency
- BVB will make sure of constant implementation of best practices in terms of both regulations and corporate governance principles
- BVB will develop an index for AeRO and other informative and investment tools
- The trading system Arena, with all the developments
- BVB Corporate Governance Institute's trainings on reporting and transparency
- Meeting with investors
- Investors Forum/Congress

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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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