



BUCHAREST STOCK EXCHANGE

PRESS RELEASE

April 7, 2015

GENERALCOM WILL DEBUT ON THE AeRO MARKET ON APRIL 8

Generalcom Bucuresti ([GECM](#)) will debut, on Wednesday, April 8, 2015 to the AeRO market, after the transfer from the RASDAQ market.

The brokerage house Swiss Capital is the Authorized Advisor that assisted Generalcom in the transfer process to AeRO and will continue to assist it for the subsequent 12 months after listing.

The transfer from RASDAQ to AeRO offers companies a new start on the capital market arena, in a clear and legitimate regulatory environment, by European standards.

By launching AeRO, the Bucharest Stock Exchange triggered a mechanism that targets long-term development of the market and a more effective promotion and marketing, and thus managed to attract the interest of both entrepreneurs and a significant number of companies from RASDAQ, convincing them to pass on this new market. AeRO is a new opportunity for companies that want to use the capital market for their benefit as well for investors, especially by attracting capital to support projects and to prepare for a future transition to a new level of transparency, listing on the regulated market.

AeRO 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.

With a history of 40 years, the company Generalcom is specialized in administrating its commercial spaces, on basis of rental agreements. The company was founded in 1975 and it was privatized in 1996.

At the end of H1 2014, Generalcom's total assets were almost RON 116mn, slightly lower than the value registered at the end of 2013. At the end of the year 2014, Generalcom had 61 rentable commercial spaces, with a total area of 16,693 square meters and an average occupancy of almost 92% in 2014. The main clients of the Generalcom are banks, with a weight of 33% in the company's turnover. Other clients are supermarkets, gambling operators and pharmacies. Company's main competitors are Practic Bucuresti, Universal, Meteor and Romarta, which together with Generalcom, have approx. 50% of the total street commercial spaces in Bucharest.

Generalcom registered for H1 2014 a turnover of RON 11mn (almost EUR 2.5mn), slightly over the value registered in H1 2013. The net profit raised by almost 5%, up to RON 5.3mn (EUR 1.2mn).

In February 11, 2015 the company had 739 shareholders. The most important shareholders Iberestate International, Luxembourg, with 45.6% of the shares, and Alain Louis Michel Emile Bonte, with 36.93%. The company's free-float is 17.47%.

Generalcom has a share capital of RON 32.2mn, divided in 322.6mn shares, with a nominal value of RON 0.1. Last year, investors traded almost 260,000 Generalcom shares, for almost RON 150,000 (over EUR 33,000). The most recent trade with Generalcom shares was on March 11, 2015 at the price of RON 0.49/share, price that lead the company's market capitalization to RON 158.1mn (EUR 35.8mn).



BUCHAREST STOCK EXCHANGE

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.



Follow us also on

For further information for media, please contact:

Stefan Musgociu, PR Specialist, +40.730.255.030, stefan.musgociu@bvb.ro