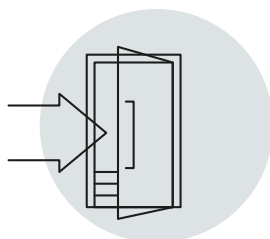


direct market plus

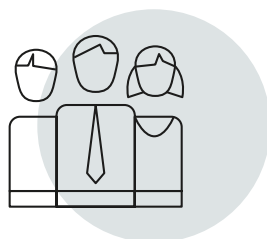
The easy way to the capital market



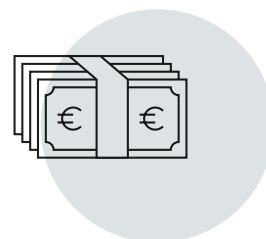
direct market plus: Benefit from easy access to the capital market



**Easy & Fast
Access**



**Tradable & Visible
for Investors**



**Low
Costs**

You are joint-stock company with several shareholders on board and are looking for a place to trade your stocks? As a small or medium-sized business you want to organize your succession and make sure your company stays in business. Or has your company come out of the founding and expansion phase, and is now looking forward to the growth phase?

We offer two segments – “direct market” and “direct market plus” – to give you fast, inexpensive and easy access to the capital market. Your stocks are tradable on the Vienna Stock Exchange and it is easy for investors to buy and sell shares in the company. National and international trading members trust our trading system, Xetra® T7, and contribute to the high quality of trading on the Austrian stock market.

Compared to EU-regulated markets, the admission requirements and ongoing obligations are not as stringent, which makes access to the stock market easier. Additionally, a Capital Market Coach is there to provide assistance and help you comply with requirements.

The fast track to the stock market

Joining the Vienna Stock Exchange increases the visibility of your company and opens the door to the capital market at low costs. You gain access to new capital, new investor classes and new perspectives.

Low stock exchange fees

- One-time fee for inclusion: min. EUR 5,000 plus 5 bps of market capitalization, max. EUR 10,000
- Annual fee: EUR 3,000

Legal admission

1

Official Market
 EU-regulated market

Market segments for shares

prime market

standard market

2

Vienna MTF
 Exchange-regulated market

direct market plus

direct market

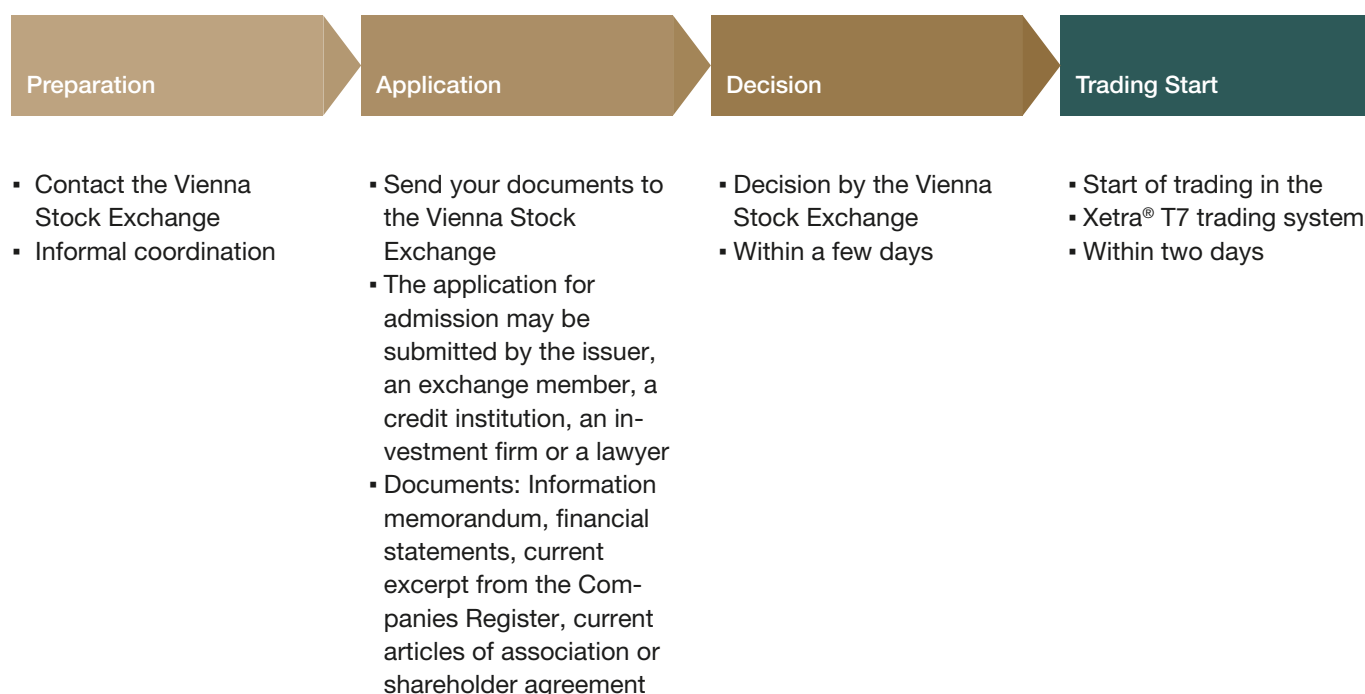
global market

The inclusion of shares in the segment direct market plus, direct market and global market is regulated by the General Terms and Conditions of Business of Wiener Börse AG.

The fast track to the Vienna Stock Exchange

You want your stocks to start trading on the Vienna Stock Exchange quickly and inexpensively? direct market and direct market plus are the solution. They create the foundation for the next step: the initial public offering on an EU-regulated market. Inclusion in one of these markets is

your stepping stone to more capital and growth. The Vienna Stock Exchange will gladly answer any questions you may have. Personal advice and one-on-one talks provide you with the information you need to plan and reach the right decision.



Benefits for your company

No listing prospectus required*

No minimum period of existence on direct market

No minimum size on direct market

No minimum requirements for market capitalization on direct market

No minimum requirements for placement volume

* Listing prospectus required only for public placement, otherwise information memorandum.

← „If we had not decided to go public as a small Tyrolean SME, we would not be where we are today.”

Dr. Peter Werth
CEO, Wolfbank Group

Key requirements

	direct market plus	direct market
Minimum period of existence	1 year	-
Minimum capitalization	EUR 10 mn	-
Free float	Sufficient share diversification: at least 20 shareholders	Sufficient number of different shareholders required
Information memorandum (prospectus only in the case of public offerings)	✓	✓
Ad hoc disclosure	✓	✓
Maintain list of insiders purs. to MAR	✓	✓
Managers' transactions purs. to MAR	✓	✓
Financial statements	Publication within 5 months	-
Interim report for first half-year	Publication within 3 months	-
Video/audio interview	"direct talk" and/or "Börsenradio" (1x/year)	-
Financial calendar	✓	-
Capital Market Coach (CMC)	Mandatory for 1 year	-

Our services on direct market plus

Greater transparency puts your company in the public eye

- Bell ringing ceremony at the first trading day
- Top presence on wienerboerse.at – the leading online financial market platform with approx. 1.5 million page hits per month.
- Use of issuer portal of the Vienna Stock Exchange with real-time price information and link to issuer's website for a more prominent presentation of the company
- Video "direct talk" and "Börsenradio" interview
- Social media marketing (LinkedIn, Twitter)
- Meet-up & workshop "Fit for the Capital Market" for employees
- Investment events with selected investors

Our experts will gladly advise you personally



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