

sharemark:

Introducing Sharemark



# sharemark:

- Contents
  - What is Sharemark?
  - Service Features
  - Dual Trading
  - Is suited to companies...
  - The Share Centre
  - Testimonials
  - Contact Us

# sharemark:

- What is Sharemark?
  - Sharemark is a stock market for smaller listed and non-listed companies
  - A visible online trading mechanism
  - A Multilateral Trading Facility (MTF) within the meaning of the Markets in Financial Instruments Directive (MiFID)
  - [www.sharemark.com](http://www.sharemark.com)

# sharemark:

- Service Features
  - Simplicity
  - Flexibility
  - Low cost
  - Approachability
  - Order driven market without bid offer spreads
  - Assistance with investor relations



# sharemark:

- Simplicity
  - Simple admission process
  - Simple ongoing requirements
  - Simple dealing for shareholders
  - Lots of help available

# sharemark:

- Flexibility
  - Open market
  - Monitored market
  - Closed market
  - Dual trading
  - Tailored services
  - Trading of shares, loan stock, bonds and warrants
  - Plcs, Limited Companies or Mutuals
  - Crest or non-Crest settleable

# sharemark:

- Low Cost

- Cost to Company

- £1500 admission charge
    - £1250 per quarter

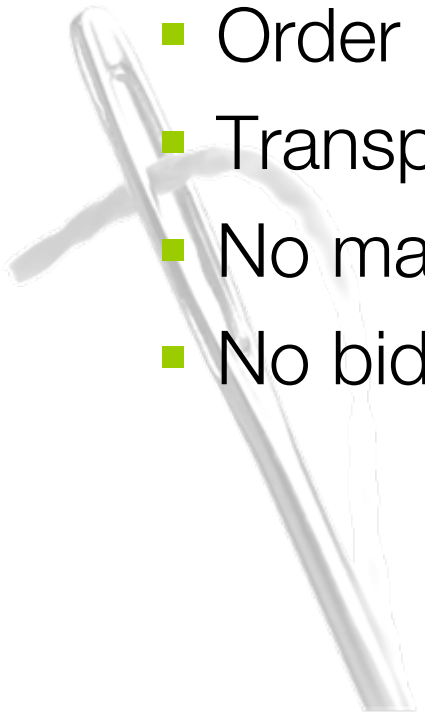
- Cost to shareholders/investors

- Broker dependent
    - Using The Share Centre - 1% commission, minimum £7.50
    - Stamp Duty on purchases



# sharemark:

- Order Driven Market
  - Shares sold through regular auctions
  - Price determined by supply and demand
  - Order books accessible online to all
  - Transparency of price setting
  - No market makers
  - No bid offer spreads



- Overview
- Price
  - Price summary
  - [View orders](#)
  - Last auction orders
  - View historic filled orders
  - Price screen help guide
- Market data
- Report & accounts
- Announcements
- Contacts
- Charts
- Return to Traded Company Information

## Share plc

### View open orders

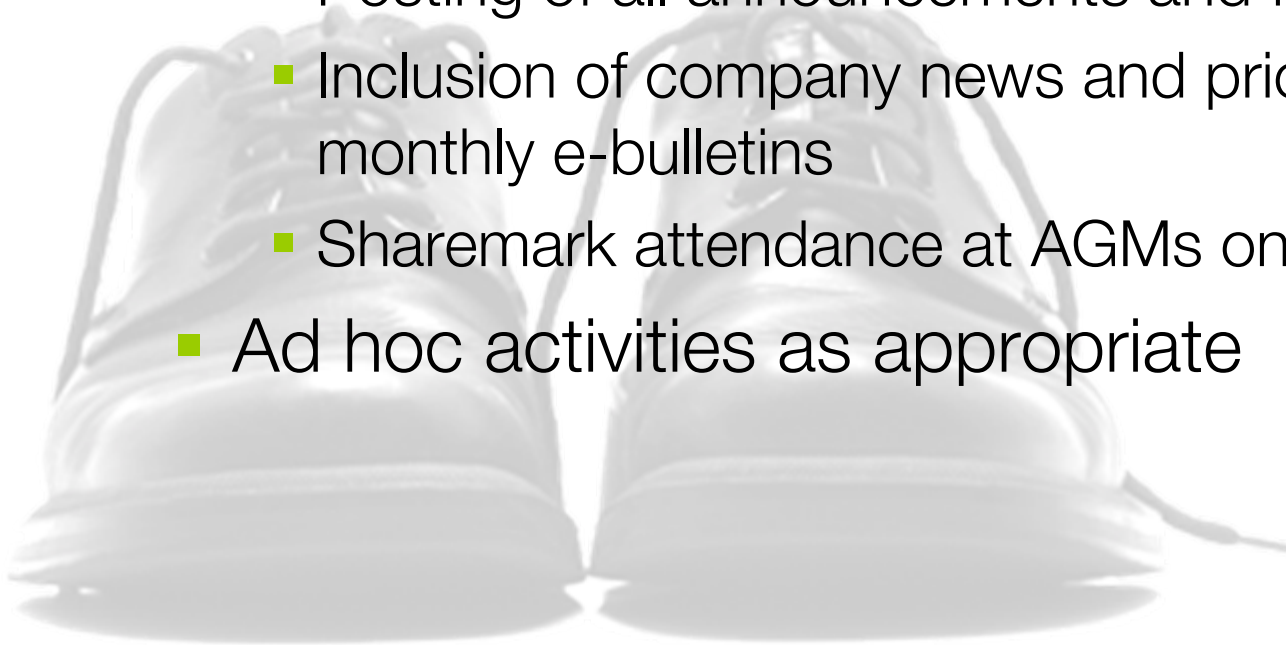
Purchase orders received	Purchase volume	Cumulative purchase volume	Price in pence	Cumulative sale volume	Sale volume	Sales orders received
1	158	52961	23.00	0	0	0
2	2795	51191	27.00	0	0	0
1	3518	48165	28.00	0	0	0
4	2584	44553	29.00	0	0	0
3	1860	41960	30.00	0	0	0
1	40000	40100	30.75	4552	4552	1
1	100	100	31.00	4552	0	0
0	0	0	35.00	4788	236	1
0	0	0	40.00	7288	2500	1

Indicative price - This is the price at which the auction would take place if it took place now. You may wish to use this as a guide when placing an order.

Sitemap

# sharemark:

- Assistance with Investor Relations
  - Additional service elements included in fees
    - Shareholder mailshot on admission
    - Posting of all announcements and financial reports
    - Inclusion of company news and price information in monthly e-bulletins
    - Sharemark attendance at AGMs on request
  - Ad hoc activities as appropriate



# sharemark:

- Dual Trading – An Overview
  - Service for Main List, AIM and PLUS Markets traded stocks
  - Order driven mechanism of Sharemark operates alongside the quote driven system
  - Liquidity pool
  - Price improvement mechanism
  - No normal market size restrictions
  - Additional platform and route to settlement

# sharemark:

- Dual Trading – Interaction with quoted markets
  - Limit orders are held in the Sharemark book
    - Continuously tested against the quoted market, where dealable, trade occurs
  - Market Makers can ‘arbitrage’
    - Can place deals or adjust AIM/PLUS quotes to pick up Sharemark orders
  - Where not executed, order tested against Sharemark auction
  - All auctions conducted after the close of LSE/PLUS

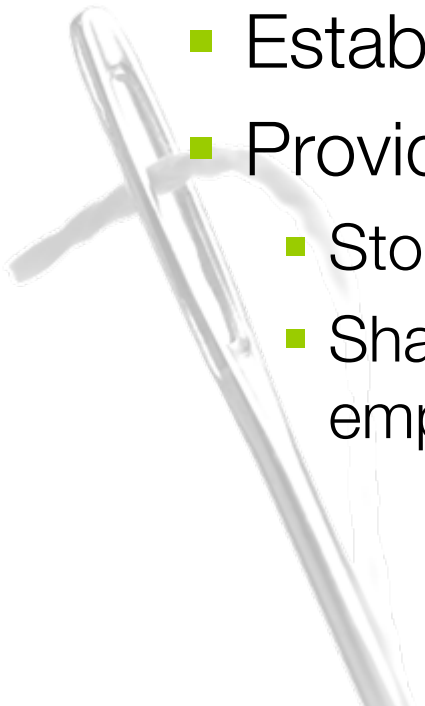
# sharemark:

- Is suited to companies...
  - With 50+ shareholders and who aren't ready to move to a senior market
  - Who want to restrict trading
  - Who wish to provide a dual trading facility with the LSE/PLUS Markets
  - With employee share plans
  - Who are delisting from LSE/PLUS Markets



# sharemark:

- The Share Centre
  - Sharemark is a trading division of The Share Centre, part of the Share plc group
  - Established in 1990
  - Provides:
    - Stockbroking services for retail investors
    - Share-related services for companies, their employees and shareholders



# sharemark:

- The Share Centre
  - Over 50 major plc relationships
  - Over 183,000 accounts owned by c. 127,000 private customers
  - ‘White label’ services provided to M&G, Moneyextra and 0800 Shares
  - Authorised and regulated by the FSA

# sharemark:

“I was particularly attracted to Sharemark by the clever and visible auction process which will give our shareholders a transparent pricing and dealing mechanism”

Director of previously traded  
Sharemark company



# sharemark:

“Sharemark in conjunction with The Share Centre, offers more than just a market, & it’s partly due to this & to Sharemark’s flexibility, that they can run a closed market for us”

Andrew Herbert  
Managing Director\*  
Radio Taxis

\* At the time of admission to Sharemark

# sharemark:

“Sharemark is run by a friendly, pragmatic team and, in our view, provides companies and investors with a sophisticated matched-bargain service that promotes liquidity.”

Jonathan Garbett  
The Delphi Partnership



# sharemark:

“Sharemark is an excellent introduction to the increased visibility & accountability that going public entails, & we found the assistance provided by the Sharemark team to be first class. The process is much simpler & cheaper than seeking an AIM admission...”

Richard Cobb  
Bond Pearce

# sharemark:

- Further information
  - Sophie Douglas – Manager, Sharemark
    - 01296 439 432
    - 07738 936 362
    - [sophie.douglas@share.co.uk](mailto:sophie.douglas@share.co.uk)
  - Nikki Beale – Operations Assistant
    - 01296 439 435
    - [nikki.beale@share.co.uk](mailto:nikki.beale@share.co.uk)
  - [www.sharemark.com](http://www.sharemark.com)

# sharemark:

This presentation does not constitute investment advice and should not be relied upon for investment decisions. The information in this presentation is for private circulation only and is not an invitation, inducement or other solicitation for the purchase or sale of any investment. It was obtained from sources believed to be reliable but its accuracy or completeness cannot be guaranteed. Any opinions expressed are given in good faith but are subject to change without notice. This document is not intended for distribution to or use by Retail Clients as defined in the rules of the Financial Services Authority.

# sharemark:

Sharemark is a periodic auction-based dealing facility designed primarily for emerging or smaller companies to which a higher investment risk tends to be attached than to larger or more established companies. Shares traded on Sharemark may not be listed. It may be difficult for investors to buy and sell those shares and obtain reliable information about their value or the extent of the risks to which the share price is exposed. The share price of the shares traded on Sharemark may fluctuate and could fall against the investors' interest. The share price may be subject to sudden and large falls in value given the restricted marketability of the shares and the investors may get back less than their initial investment. Sharemark is not a recognised investment exchange, recognised clearing house or regulated market within the meaning of the Markets in Financial Instruments Directive. The Sharemark dealing facility constitutes a Multilateral Trading Facility.

# sharemark:

Sharemark works with The Share Centre to provide practical, plain speaking solutions to help traded companies and retail customers alike gain confidence in dealing with a stock market through:

- the right level of jargon-free clear information that helps to build understanding;
- clear processes and procedures to ensure consistency;
- a considerate approach that treats all customers and colleagues with fairness and respect;
- up-to-date, informed experts who take an interest in market developments, provide clear, useful advice, and share expertise for the benefit of all.