

02 December 2009

Dear Bulletin Subscriber

### [Introducing the East London Bond](#)

Welcome to this special edition of the Sharemark bulletin in which we are pleased to announce that national charity Citylife has chosen Sharemark to support the promotion and future secondary market trading of the East London Bond.

Citylife is a national charitable organisation supporting causes that give people a better future. It started in 1999 with the launch of an innovative Bond mechanism to finance employment initiatives in Sheffield. Since then it has issued Charitable Bonds on behalf of a range of charities, providing a unique way to raise new funds for social benefit.

The East London Bond, opening for subscription later this month, is set to be the biggest Bond yet with over £1million already pledged. The Bond is being offered on behalf of the Bromley by Bow Centre and Community Links - two charities that are helping to turn around some of the most deprived communities in England. From youth clubs to start-up business support, these two nationally acclaimed organisations are changing lives and helping to lift communities out of poverty.

#### How it works

Citylife's Charitable Bonds work by providing a combination of grant funding and capital loans. When the offer period for the East London Bond closes at the end of April 2010, around 80% of the total raised will be loaned at a commercial rate to a not-for-profit housing provider who will use the loan as part of its business to create urgently needed affordable housing. The remaining 20% or so after costs is given as a tax exempt grant to the charities.

After 5 years, the housing provider repays the loan with interest - taking the fund to its original 100% level and the bondholders are repaid in full.

#### Investing now

The Charitable Bond offers a unique and effective way for both private and corporate investors to use their capital to support charity - without having to give it away. Subscription lists for the East London Bond are expected to open on Wednesday 9 December, although pledges are already being taken.

#### Secondary market trading

The East London Bond is a fixed term investment and is not generally suitable for those who may require access to their money before maturity. However, in the event that an investor requires their money back before the end of the 5 year term, the Bond will be tradeable in the secondary market on Sharemark. Trading will commence once the offer period has closed at the end of April 2010.

For more information about the East London Bond and to make a pledge, visit [www.eastlondonbond.org](http://www.eastlondonbond.org)

If you would like more information on Sharemark, contact Sophie Douglas at [sophie.douglas@share.co.uk](mailto:sophie.douglas@share.co.uk)

[Traded Company Info](#)[Trade Now](#)[Companies  
Wishing to Join](#)[Testimonials](#)

*"The process is much simpler and cheaper than seeking admission to AIM."*

[Press Centre](#)[Advisers Centre](#)[What is Sharemark?](#)

Sharemark is a stock market offering smaller companies a simple, flexible and cost effective service. We provide investors in those companies with a secure and regulated market through which they can trade shares. There are no market makers operating on Sharemark, all the shares are sold at a single price, so even if the shares only change hands once or twice a year, people aren't affected by wide bid offer spreads. Sharemark auctions shares; auctions take place daily, weekly, monthly or quarterly.

#### To Unsubscribe

If you no longer wish to receive this bulletin, please email us at [nikki.beale@share.co.uk](mailto:nikki.beale@share.co.uk) and write unsubscribe in the subject header.

This document should not be regarded as an offer or a recommendation to buy, sell or subscribe to any investment, product or service. Any opinions expressed herein are given in good faith and maybe subject to change without notice.

Sharemark is a periodic auction-based dealing facility designed primarily for emerging or smaller companies and you should be aware that investing in these companies tends to be riskier than investing in larger, more established companies. Investments traded on Sharemark probably won't be listed on any other Stock Exchange, for example the London Stock Exchange, so you might find it difficult to access regular information although the Company Report and Accounts and in most cases, the Interim results are available on the Sharemark website.

You may find it hard to buy and sell investments traded on Sharemark, because there is a comparatively small audience of investors associated with each company.

Prices of investments traded on Sharemark may fluctuate and could be subject to sudden and large falls in value, as a result you may, as with all investments, get back less than your initial investments.

Sharemark constitutes a Multilateral Trading Facility and is not a Recognised Investment Exchange, Clearing House or Regulated Market within the meaning of the Markets in Financial Instruments Directive. Sharemark is a trading division of the Share Centre Limited, which is authorised and regulated by the Financial Services Authority. Sharemark is a registered Trademark.

Sharemark is administered by The Share Centre Ltd. The Share Centre Ltd is a member of the London Stock Exchange and is authorised and regulated by the Financial Services Authority Reg no 146768 [www.fsa.gov.uk/reg/146768](http://www.fsa.gov.uk/reg/146768). The FSA's address is 25 The North Colonnade, Canary Wharf, London, EH14 5HS. Registered in England number 2461949. Registered Office: Oxford House, Oxford Road, Aylesbury, Bucks, HP21 8SZ. VAT registration number 596 3918 82. Please ensure that you have read and understood our Important Information: [risk warning](#), [privacy & security](#) & [complaints](#).