

sharemark:



Giving smaller companies the opportunity to
raise capital and trade their shares

A great alternative to the cost and ongoing obligations of AIM and PLUS Markets.





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Our services at a glance

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Primary Fundraising

A simple, packaged way for your company to raise new capital

Fully integrated and packaged, our innovative Primary Fundraising service offers smaller companies a simple and cost-effective way to raise new capital by offering shares to retail clients.

Secondary Market

A low cost trading platform for your company's shares

Our Secondary Market offers a low cost, flexible share dealing service for companies whose shares are traded less often than larger organisations. Easy to join and lightly regulated, it can be easily tailored to suit your company's specific requirements.

Sharemark's secondary market provides a novel, low-cost solution for companies seeking additional liquidity for their shares.



Colin Harvey
Director
Castle Corporate Finance

About us



Sharemark is a trading division of The Share Centre, one of the UK's leading independent retail stockbrokers, fully authorised and regulated by the FSA.

Originally launched in 2000 to provide a secondary market for shares in Share plc (parent company to The Share Centre), Sharemark now provides its services to a wide variety of companies. In 2011, we expanded further with the launch of the Primary Fundraising service.

Sharemark is a Multilateral Trading Facility. Consequently, we must comply with regulatory requirements which ensure adequate protection for investors and minimise the potential for financial crime.



Primary Fundraising

A simple, packaged way for your company to raise new capital

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Our Primary Fundraising service offers smaller companies a simple and cost-effective way to access new capital to invest in their businesses. This is achieved by offering new shares to retail clients.

Specifically designed and operated for smaller companies, our innovative Primary Fundraising service provides a fully integrated and packaged fundraising solution.

Is it for you?

The service is open to UK registered smaller companies across all industry sectors which are looking to raise capital up to the new Prospectus Directive limit of 5 million Euros. If you require additional capital, we are pleased to work with Clydesdale Bank who may be able to provide a debt facility.

Companies particularly suited to the service will be established businesses that have been trading for 3 or more years. AIM and PLUS Markets companies (current or previous) can also use the service to complete a secondary fundraising.

The admissions process is also made easy by having personal contact with the Sharemark team, who are always available, friendly and informative.



Simple and integrated

We work with preferred partners in the advisory and banking communities in order to provide a truly integrated and packaged service. Our preferred lawyer, accountant and corporate financiers work together on your behalf to keep the admissions process streamlined, which means that due diligence only needs to be completed once.

By working with our preferred partners, you can be confident that you are being served by advisers who fully understand our services and the market.

Erin Achilleas Walls
Corporate Service Manager
Ward Williams

Cost effective

Since our service is fully integrated and packaged, it is cost-effective. By working closely with our preferred partners and sharing information, we are able to streamline and simplify the admission process with the use of standard documentation.

Companies can expect to pay £99,000 for a successful fundraising, however this is not payable in advance. Costs are deducted from the capital raised, before the funds are transferred to your company. The only cost you'll need to pay up front is a £2,450 application fee. Please note that if your company requires specialist tax or accountancy advice, additional charges may apply.

A ready-made target market

Your fundraising will be marketed to customers of The Share Centre who have registered their interest in our Primary Fundraising service.

Such retail investors provide an attractive target audience since they are increasingly looking for alternative ways of achieving a good return on their investments. Historically, retail investors have been excluded from smaller company fundraising opportunities, in favour of institutions. Our Primary Fundraising service redresses this balance.

How does it work?

We'll work closely with you to ensure that the service will fulfil your needs and is appropriate for your company. Once Sharemark has accepted your application and you have agreed to comply with our Code of Practice, we'll market your company's fundraising to potential investors and run a fundraising period of typically 3 weeks. When the fund raising period ends and you've raised the required capital, our Secondary Market provides a platform for your new shareholders to buy and sell their shares if appropriate.

Secondary Market

A low cost trading platform for your company's shares

Our Secondary Market offers a low cost, flexible share dealing service for companies whose shares are traded relatively infrequently. Easy to join and lightly regulated compared to the senior markets, it can be tailored to suit your company's specific requirements.

Is it for you?

The service is open to UK registered smaller companies across all industry sectors who have a need to trade their shares. It is suited to companies who would like to:

- provide existing shareholders with a way to sell their shares.
- give employees a chance to buy and trade shares in the company.
- value the company for taxation or estate valuation purposes.
- raise their profile and gain experience before moving to AIM or PLUS markets.
- compliment an existing market admission via dual trading.

Low cost

Only £1250 + VAT per quarter
(+ one-off admission fee of £1950 + VAT)

Please note that our charges are not affected by the frequency of auctions and do not include professional advisers' fees.

Flexible

Sharemark is flexible enough that you have the option to restrict who can trade your company's shares and how often. We'll help you determine whether to trade daily, weekly, monthly or quarterly, depending on how much trading there's expected to be. Your company can also be dual-traded on Sharemark and larger markets (such as AIM) if you wish.



Suits buyers and sellers

Unlike other markets, Sharemark auctions your company's shares, bringing buyers and sellers together at a single price which suits both parties. In this way, disadvantageous bid/offer spreads are avoided and a market maker is not needed. Auctions are transparent, which means investors can monitor supply and demand and set their limit prices accordingly.

Simple and quick to join

Our application form and code of practice are concise and easy to complete. Preparing for admission doesn't necessarily require an expensive adviser and the ongoing requirements are lighter than for senior markets. Joining Sharemark may require a period of consultation to ensure that the needs of the company, existing and potential shareholders will be met. In order for Sharemark to approve a company, all applicants must comply with our Code of Practice.

Marketing & PR

We'll assist with shareholder communication prior to admission. This may include mailshots, PR campaigns, web communications and presentations to existing and potential shareholders. Announcements, reports, accounts and various investor relations initiatives are posted to our website on an ongoing basis.

We also publish a monthly e-bulletin which can help shareholders and potential investors keep abreast of company news and price fluctuations. Sharemark prices can also be monitored through The Share Centre Dealing Team.

Sharemark's secondary market provides our shareholders with a trading system that eliminates the significant cost of the spread generally suffered by investors in small caps relying only on a quote-driven system.



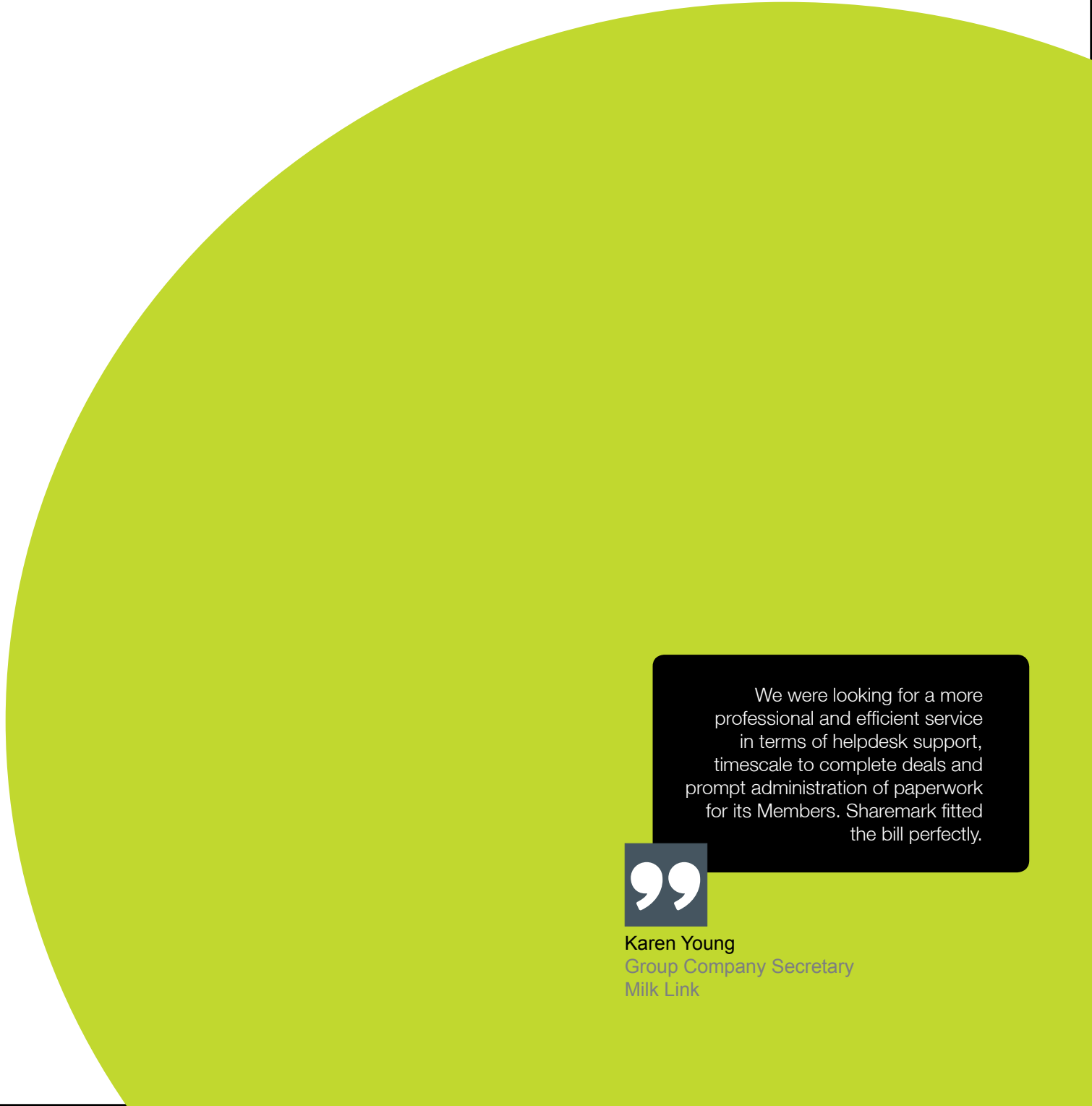
Charles Breese
Non-Executive Independent Director
Hygea

Find out more

The flexibility of our services means that it is best to have a chat with us to find out how we can meet your company's specific needs.

Please give us a call on 01296 43 94 32 or email info@sharemark.co.uk.





We were looking for a more professional and efficient service in terms of helpdesk support, timescale to complete deals and prompt administration of paperwork for its Members. Sharemark fitted the bill perfectly.



Karen Young
Group Company Secretary
Milk Link



Sharemark is administered by The Share Centre Limited

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