

DirectPlace

Subscription of securities via Deutsche Börse Frankfurt

Increase the placement reach of your securities emission by targeting a broader investor base. The subscription functionality DirectPlace is available to both listed and non-listed companies. It can be applied in the public offering of equities, bonds, participation certificates or funds.

Expand your investor base

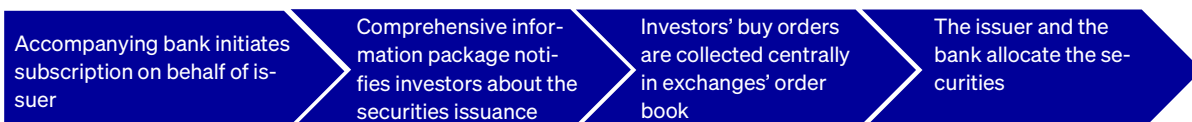
When issuing new securities on the capital market, the issuer traditionally mandates a bank or a syndicate of banks to place the securities, primarily among institutional investors, such as credit institutions, insurance companies and investment funds. The subscription functionality DirectPlace allows you to

extend this group of investors to retail investors, family offices and asset managers.

How does DirectPlace work?

Retail investors can typically acquire securities only after the placement. Using the subscription functionality DirectPlace allows investors to buy orders through their broker already during the subscription phase. The order is forwarded automatically to a central order book, which can be viewed at any time by the issuer with the accompanying bank acting as lead manager. The issuer decides which orders are allocated.

DirectPlace step by step



Advantages for your company:

- Expansion of the investor base by targeting retail investors, family offices and asset managers
- Increase of the placement reach through a broader investor base
- Independence from single investors through diversified investor mix
- Improved liquidity of security in trading due to a broader investor base
- Increased brand recognition for your company within the capital market and the general public

Support your securities emission with Deutsche Börse

- Central source of information, supplying all important data on your subscription on live.deutsche-boerse.com
- Explanatory video “How to subscribe securities via Deutsche Börse Frankfurt”
- Subscription announcement through Capital Markets and Deutsche Börse Frankfurt newsletters

Any questions? We are happy to advise you!

The Deutsche Börse Issuer Service team provides individual and personal assistance:

Email: preIPOservices@deutsche-boerse.com

cashmarket.deutsche-boerse.com

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