



London
Stock Exchange

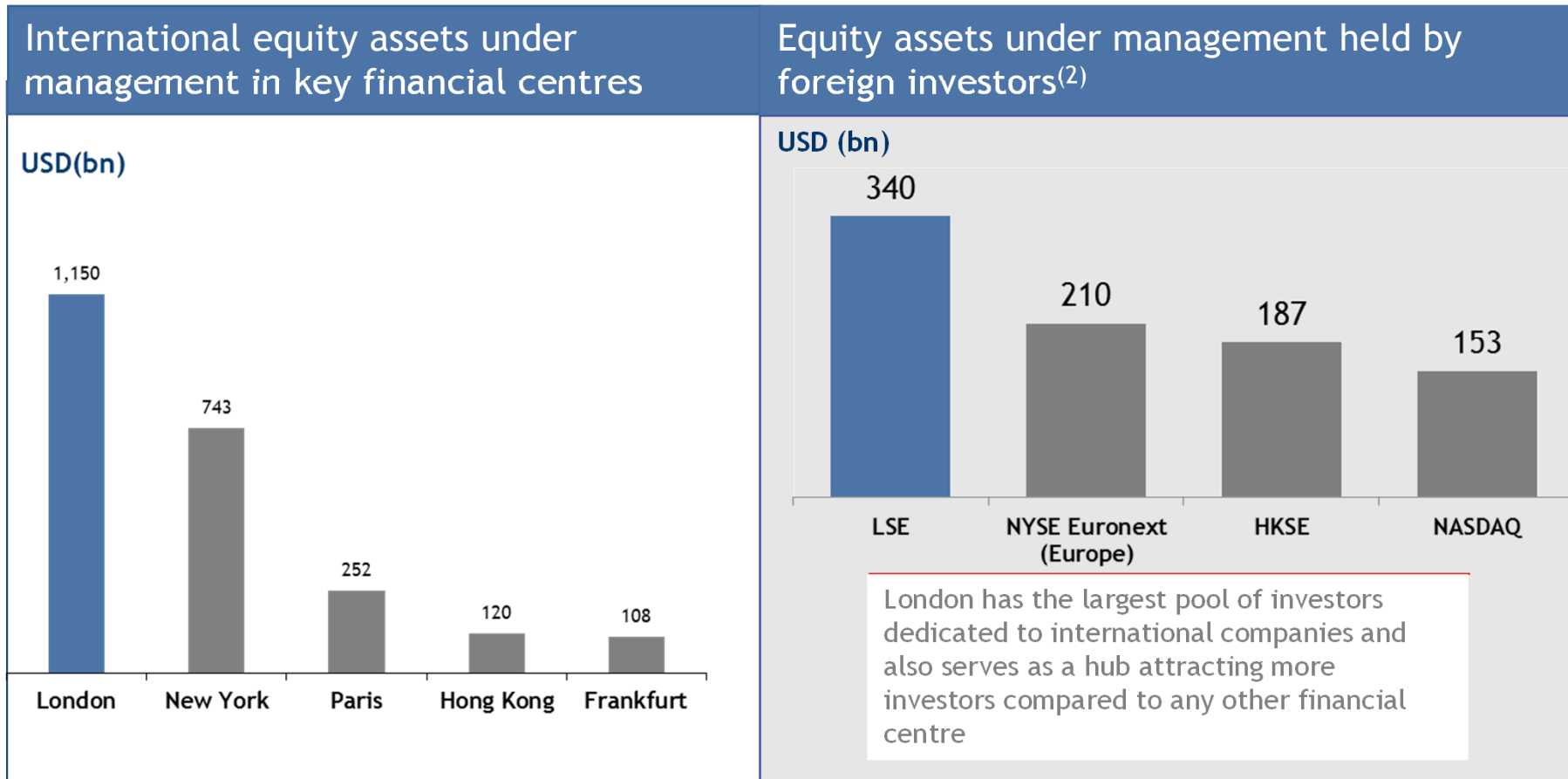
London Stock Exchange - raising capital in the heart of the world's financial markets



We provide access to the world's largest pool of international equity assets*



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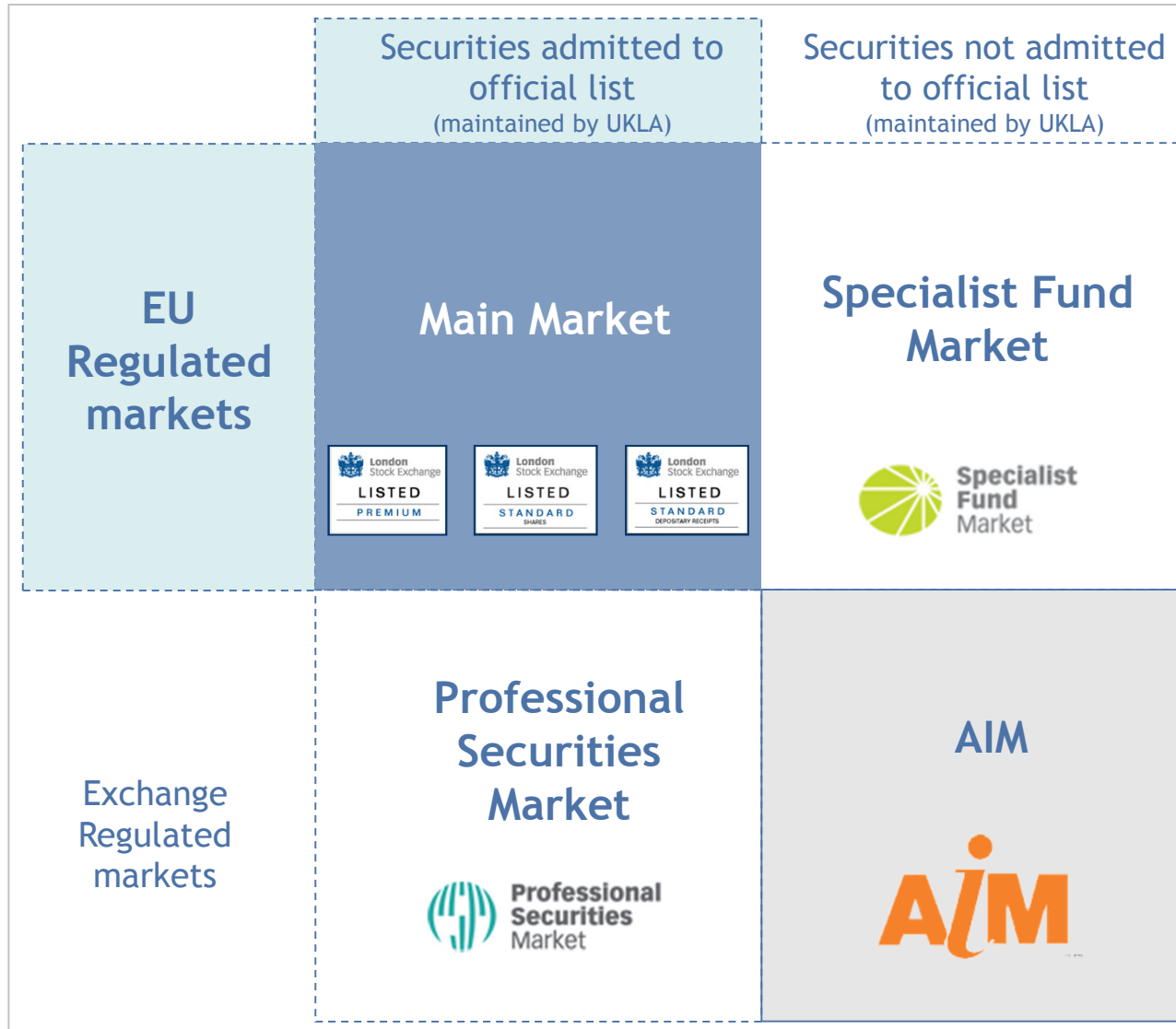


*Based on international equity AUM in key financial centres. ⁽¹⁾Data for NYSE Euronext (US) and DBAG currently unavailable. (1) Source: Ipreo, September 2011 (2) Source: Ipreo July 2011

London Stock Exchange offers a diverse range of markets to its issuers



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From Small to Large:

The choice of market will depend on a number of factors including:

- Stage in companies development
- Complexity of the offer and securities issued
- Targeted investors
- Size of the company
- Company's strategy and objectives

Pre and Post IPO Considerations



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Pre-IPO

Timing: 6 - 12 months

Deal Team: External advisers and internal team

Tasks: Board structure & corporate governance
Financial due diligence
Legal due diligence
Produce Admission Document / Prospectus
Investor roadshow

Post-IPO

Investor Relations: Investors, analysts and media

Reporting: Company results

Price-sensitive information

Regulation: Company and Director obligations



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