

## Welcome-Event - Services and Schedule

Deutsche Börse offers companies going public as well as their accompanying institutes the opportunity to celebrate their Initial Public Offering (IPO) or completed corporate actions such as capital increases in the Frankfurt Stock Exchange Lobby or X-Lounge. On such an occasion, you may benefit from media presence and experience trading floor activities at first hand.



The following overview will give you an idea about how you may organize your own capital market event and attract the attention of the media.

**Service offer** at a package price of **EUR 1,800** (plus VAT) for an event with a maximum of **20 persons**

1. Champagne reception in the Lobby or X-Lounge

Lobby



X-Lounge



The package consists of the following components:

- Ø Leasing of the Lobby (1<sup>st</sup> floor, max. 20 persons) or X-Lounge (2<sup>nd</sup> floor, max. 50 persons) including standard technical equipment
- Ø Visualization tool for first price determination with logos of issuer, consortium bank and lead broker in the IPO area
- Ø Drinks (mineral water, apple juice, orange juice, sparkling wine, tea, coffee)
- Ø Finger food
- Ø Checkroom service
- Ø Hostesses (for max. 2 hours, e.g., for distribution of give-aways)
- Ø Expert support by staff members of Deutsche Börse AG
- Ø Supervision of the attending press by the department Media Relations of Deutsche Börse AG
- Ø Matching of contacts with TV network companies stationed at the Stock Exchange to schedule interview appointments
- Ø Enter issuers' IPO data onto screens visible on the square in front of the exchange building (Börsenplatz)
- Ø High-profile handing over of Bull & Bear as a gift from Deutsche Börse to the new issuer

Additional services not included in the package will be charged for as applicable. They consist of the following components:

- Welcome banner underneath the DAX screen in the big trading room (see extra sheet and picture on first page, prices between EUR 350 and EUR 600 plus statutory VAT)
- n-tv Media Package (production of a TV spot and broadcast on n-tv TV channel before the IPO takes place); EUR 12,000 plus statutory VAT. For details, go to: [www.deutsche-boerse.com](http://www.deutsche-boerse.com) à Listing à Going

- Public I-Point à Media Package of n-tv
- Additional security personnel
- Additional hostesses
- Lecture on history of the exchange, floor and Xetra trading held by a representative of the Visitors Center of Deutsche Börse AG
- Additional catering

More services which we will be happy to arrange with third party providers, if required:

- Photographer
- Hanging of corporate banners at the Chamber of Commerce building
- Set-up of corporate displays at the reception of the Exchange building
- Employment of the square in front of the exchange building (Börsenplatz) for IPO events
- Employment of more rooms in the Exchange building

## 2. Security

Welcome events take place on the premises of Frankfurt Stock Exchange (Frankfurter Wertpapierbörse, FWB). Since the FWB trading floor is officially declared security area, **we kindly ask you to give us the number and names of the participants four days before the event takes place. Please contact us at e-mail: [ipo-services@deutsche-boerse.com](mailto:ipo-services@deutsche-boerse.com).**

Please note that registered participants only will be authorized for access to the security area of the Stock Exchange (floor, gallery, lobby or X-Lounge).

## 3. General Information

If more than one event takes place at the same time or more than one company wishes to go public on the same day, please note that we are generally not able to guarantee exclusive usage of the Trading Floor reception service set-up.

## 4. Delivery Dates and Address for Equipment/Give-aways

Please hand in all promotional material on the day preceding the IPO day until 17.00 CET or on the IPO day until 08.00 CET. The delivery address is:

Deutsche Börse AG  
Sicherheitszentrale/Central Security  
c/o Ingo Paul  
(Name of issuer and date of IPO)  
Börsenplatz 4  
60313 Frankfurt am Main  
Germany

# IPO Course of Events

**Location** Deutsche Börse AG, Börsenplatz 4, 60313 Frankfurt, Germany

**Day preceding the IPO** Delivery of promotional material (until 17.00 CET), display set up in Stock Exchange foyer in Börsenplatz 4 (if required)

## On the IPO day or day the event takes place

**until 08.00 CET** Give-aways prepared and banners hung; hostesses briefed

**starting 08.00 CET** Give-aways handed out at entrances to the trading floor in the Stock Exchange foyer (approx. 200 items); stand-by catering

**until 08.30 CET**

- Company and syndicate bank representatives arrive
- Address of welcome given by Deutsche Börse AG in the Foyer Börsenplatz
- Photo session takes place at Börsenplatz

**approx. 08.35 CET** Company delegation accompanied to the lobby or X-Lounge by Deutsche Börse AG staff

**approx. 08.40 CET** Breakfast reception in Lobby or X-Lounge

**approx. 09.05 CET** Walk to the trading floor

**ca. from 09.10 CET** First price determination floor/Xetra

**followed by** Champagne reception in lobby or X-Lounge, TV interviews (if applicable)

For any further questions on X-Lounge and the course of events, please contact:

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Section Events  
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## Welcome Banner on Floor for IPO Candidates

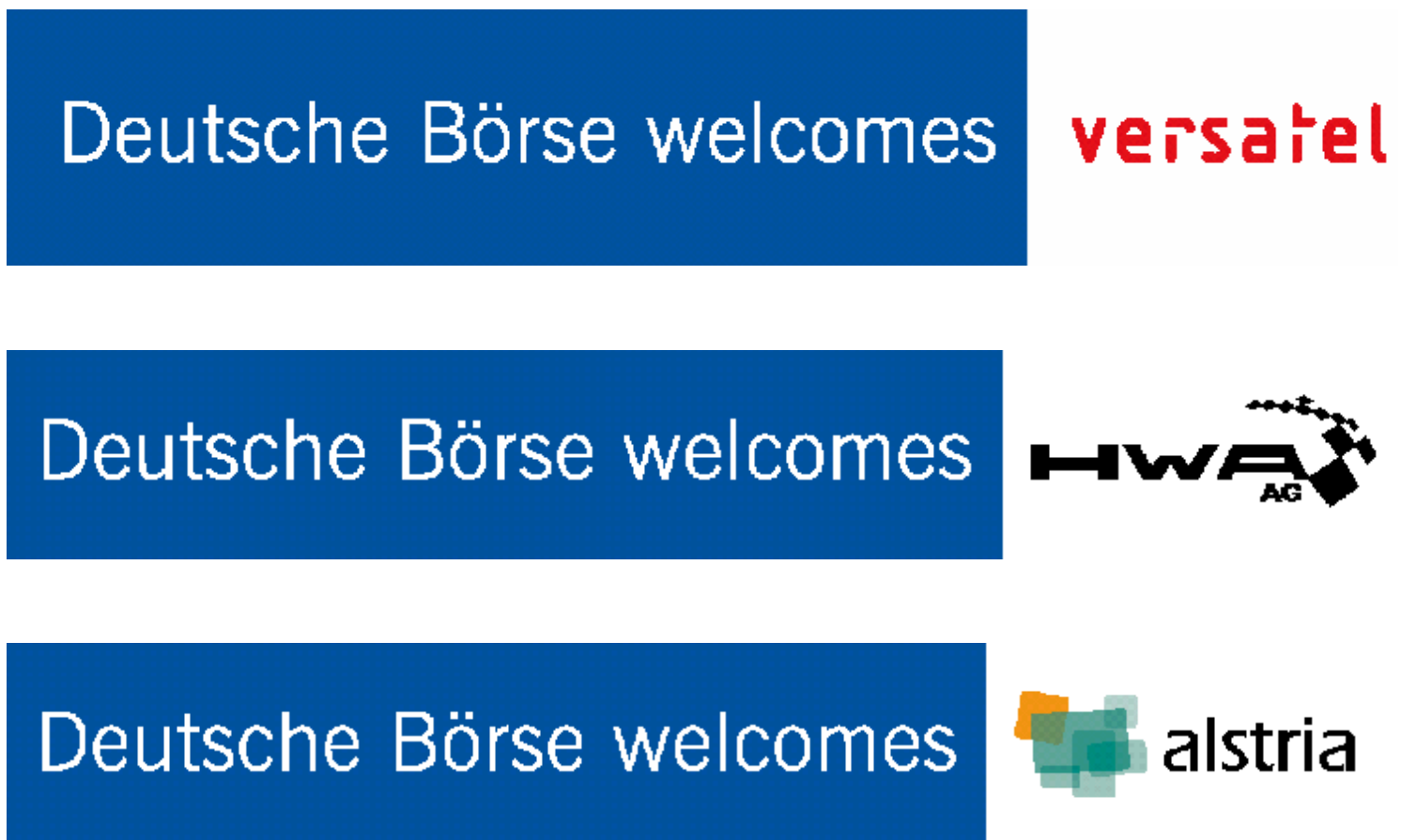
Deutsche Börse AG offers IPO candidates the opportunity of a “presence” on the day of their flotation with a welcome banner on the trading floor of Frankfurt Stock Exchange. On IPO day, the banner will be placed at the front side of the trading floor underneath the DAX indicator screen and above the IPO gate where first price determination takes place.

According to experience, the welcome banner is a popular motif used by TV reporters and photo journalists stationed on the opposite gallery to illustrate their reporting on the IPO.

### Details on the Banner

- § Standard banner text is “Deutsche Börse welcomes...” plus the issuer’s company logo
- § Standard size is approx. 520 cm x 120 cm
- § Material is PVC canvas cover, hemstitching with poles at upper and lower ends.

Examples for welcome banners with issuer’s logo:



## Banner Layout

- § The CI guidelines of Deutsche Börse AG apply.
- § The text “Deutsche Börse welcomes“ appears in white on a blue background.
- § The IPO candidate’s logo is in color on a white background; using a colored, two-dimensional background (as, for example for the logo of Postbank) or changing the white background to a white border only is not possible
- § Final release of the logo is done by Deutsche Börse Marketing Communication

## Procedure and Production

8 working days before IPO	<ul style="list-style-type: none"><li>§ Issuer orders the banner</li><li>§ Candidate supplies logo in eps format with special colors (Pantone or HKS) until 8 working days before the banner is due to be hung</li><li>§ The IPO candidate names a competent contact person being able to respond to questions regarding layout and production</li></ul>
5 working days before IPO	<ul style="list-style-type: none"><li>§ Marketing Communication designs the banner according to the guidelines above and sends jpg file to the issuer for review</li><li>§ Issuer gives final approval</li></ul>
3 working days before IPO	<ul style="list-style-type: none"><li>§ Deutsche Börse external service provider XXL produces the canvas</li></ul>
Evening before IPO	<ul style="list-style-type: none"><li>§ The banner is installed above the IPO gate</li></ul>
Evening of IPO	<ul style="list-style-type: none"><li>§ The banner is deinstalled and sent to the issuer (if required)</li></ul>

## Costs

- § Costs for design of the welcome banner are covered by Deutsche Börse AG.
- § Cost for production and installation of the welcome banners are covered by the issuer. Depending on the production type of banner, costs are between EUR 350 and EUR 600 plus statutory VAT. Service Provider XXL will send an invoice directly to the issuer.
- § When submitting a purchase order for the welcome banner, both invoice and delivery addresses are to be specified.

## Production

Issuers may select between one of the two alternatives:

1. Reusable banner:
  - § The PVC canvas is produced from scratch for the IPO. After the event, it will be handed over to the issuer.
  - § Costs: EUR 600 plus statutory VAT.
2. Disposable banner:
  - § Cut out in foil, the issuer’s logo will be applied to an existing banner. After the event, it will be removed from the banner. Issuers may not use the banner for their own purposes.
  - § Costs: between EUR 350 and EUR 400 plus statutory tax, depending on the logo.

**Please submit the logo in EPS format to the following e-mail address:  
[ipo-services@deutsche-boerse.com](mailto:ipo-services@deutsche-boerse.com)**

For any further questions regarding the banner, please contact:

Ralph Kühn

Marketing Communication

Tel. +49-(0) 69-2 11-1 17 29

E-mail: [ralph.kuehn@deutsche-boerse.com](mailto:ralph.kuehn@deutsche-boerse.com)

## Fax Reply Welcome Event

Deutsche Börse AG  
IPO Services  
Tel.: +49-(0) 69-2 11-1 35 05  
Fax: +49-(0) 69-2 11-1 40 54  
E-mail: [ipo-services@deutsche-boerse.com](mailto:ipo-services@deutsche-boerse.com)

For the IPO of (*company*) \_\_\_\_\_ on (*date*)  
\_\_\_\_\_ we would like to order the following services:

**Service offer at a package price of EUR 1,800 (plus statutory VAT)**

- Booking of lobby (max. 20 persons)
- Booking of X-Lounge (max. 50 persons)

**Welcome banner (we have taken notice of the relevant information)**

- Alternative 1: Banner reusable after IPO
- Alternative 2: Banner disposable after IPO

**n-tv Media Package at a package price of EUR 12,000 (plus statutory VAT)**

Production and broadcast of a television and internet capable spot after individual consultations between n-tv and the company

- We are interested in a personal discussion for preparation of the opening event. Please contact us by telephone.

**We would like to apply for the following services:**

- .. Photographer
- .. Flags at the Chamber of Commerce (IHK) building
- .. Utilization of the Exchange Square (Börsenplatz) for events leading to the IPO
- .. Utilization of other rooms on the exchange premises
- .. Installation of commercial banners at the reception of the exchange building

Contact data/billing address:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Zip code/city/country: \_\_\_\_\_

Telephone/Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

\_\_\_\_\_  
Place/Date

\_\_\_\_\_  
Signature