



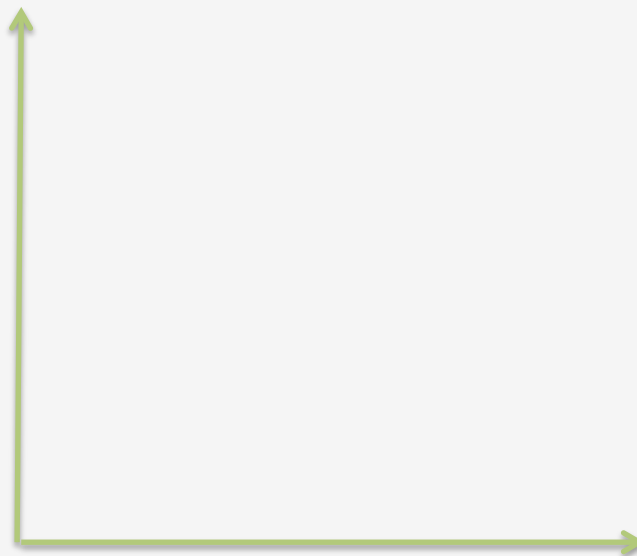
## Cutting Edge Technologies in Investor Relations

*Moscow, 3<sup>rd</sup> March 2015*

# Nature of progress



**Technology (0 to 1)**  
**Doing New Things**



**Globalization– (1 to n)**  
**Copying existing things**

Source: Peter Thiel, 'Zero to One'

# Democratization of Research, Trading and Access



**STOCKVIEWS**

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**Michael Chojnacki**

0 posts  
0 following  
0 followers

Star Analysts

Equity research

Blog

## Equity Research

Advanced Search by stock or analyst...

### A Closer Look

**\$NOV**

**Marko Mircetic**

Stellar financial performance in a very sluggish market environment. With \$1.9B in free cash flow and over \$12B in their backlog, NOV sh

★★★★★

### Insider sales

**\$SCTY**

**Rogier Fentener van Vlissingen**

SCTY is the undisputed leader in distributed solar, with a commanding market share as of the end of the Q3 of 2014. Its business model s

★★★★★

### SolarCity Corporation facing uncertainties

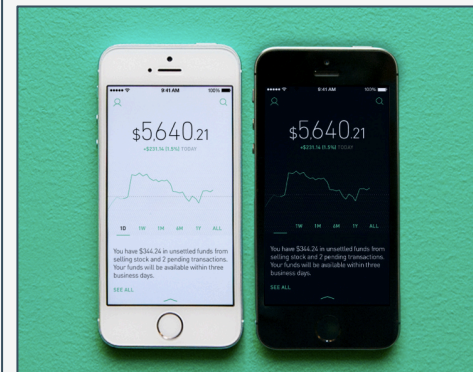
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www.stockviews.com/research/91



# Technology in Capital Raising



## Triodos Renewables Share Issue 2014

by Triodos Renewables PLC

EQUITY

The Triodos Renewables Share Issue 2014 Offer Document and Video are approved by Triodos Bank NV which is authorised by the Dutch Central Bank and subject to limited regulation by the Financial Conduct Authority (FCA) and Prudential Regulation Authority (PRA).

Triodos Renewables Share Offer 2014



**£2,033,705.48**  
raised of £5,000,000 target

**53**  
Days left

TP £5,000,000

**£2,033,705.48**

**Mixed energy**

Funding duration: October 11 2014 - January 30 2015 (23:59 GMT)

**Category**

Investment Type	Equity
Technology	Mixed energy
Project Status	Mixed
Min. Investment	£50.16



**Funding Circle**

1 Apply for a loan & get approved

Investors

2 Lend capital at a set interest rate

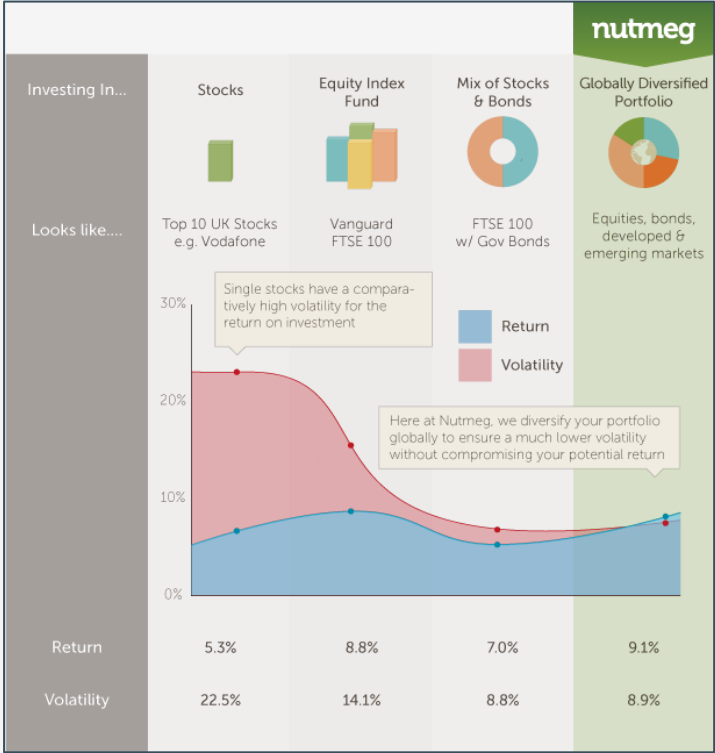


Small Businesses

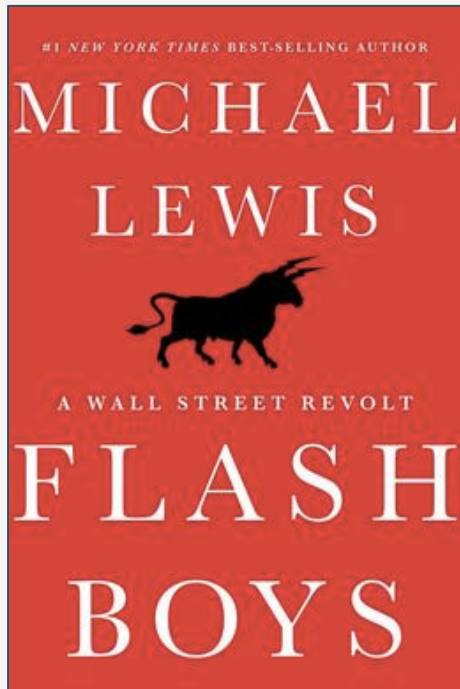
3 Make monthly repayments

About the project

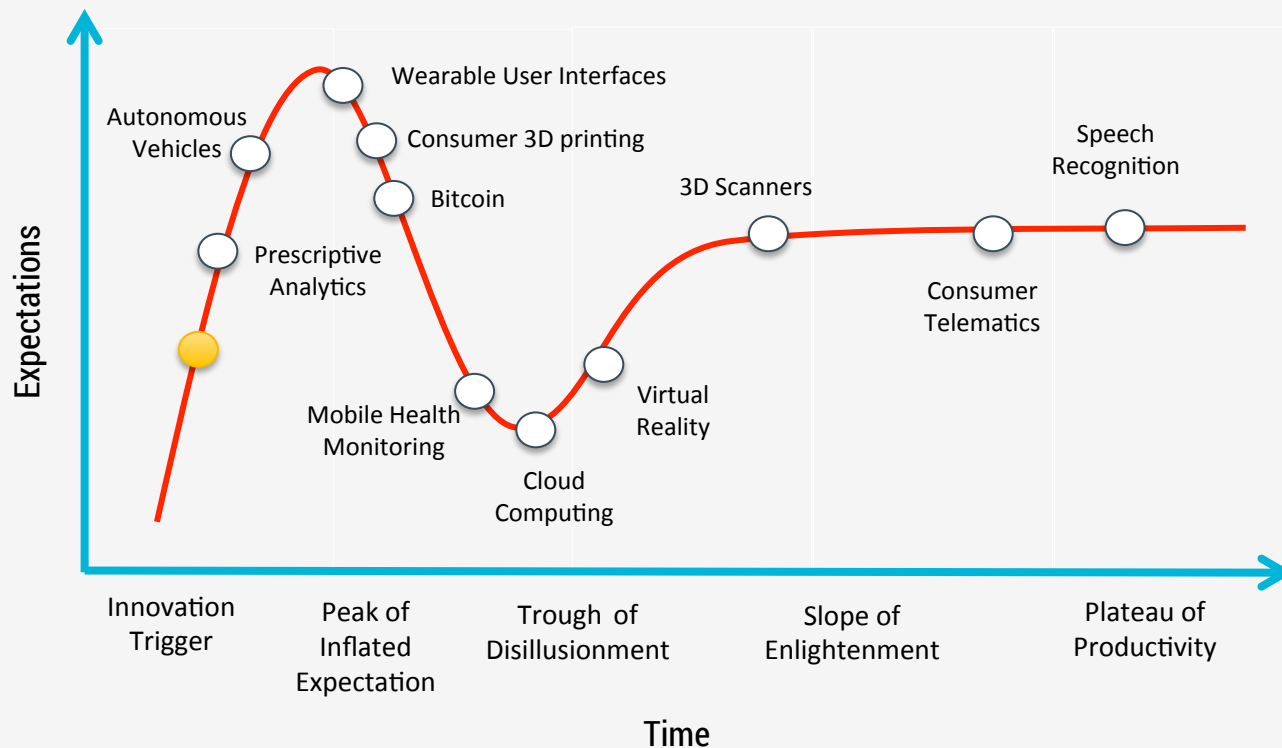
# Technology in Retail Investing



# Evolution of markets and support systems



# Hype cycle for technology



Source: Gartner

# Our Story

**Our vision to is bring investors and companies closer to each another.**

Closir started with a simple idea: using technology, we can re-think the way investors and companies learn and meet about each other.

After graduating, Michael Chojnacki, Tim Greer and Andre Powers began their carriers working for some of the largest financial institutions in the world in London and New York City. While working with institutional investors and listed companies, they realised that the process of how investors learn and engage with companies is often delivered by gatekeepers and middlemen, expensive terminals, legacy systems, and personal connections. They soon learned how expensive, opaque and inefficient this process can be for both companies and investors.

The idea for Closir was born: to create an exceptionally engineered online platform to bring investors and companies closer together, on a truly global scale **focusing initially at Emerging and Frontier Markets.**



# Our Profile



<b>Founded:</b>	2014
<b>Headquarters:</b>	London
<b>Offices:</b>	2 (London and NYC)
<b>Nr of employees:</b>	12
<b>Company Profile:</b>	Closir provides technology based solutions to listed companies and investors with global investment mandates.
<b>Ownership:</b>	Employee Owned
<b>Presence:</b>	UK, US, Russia, Middle East
<b>Values:</b>	Trust, Connectivity, Simplicity, Intelligence, Adaptability

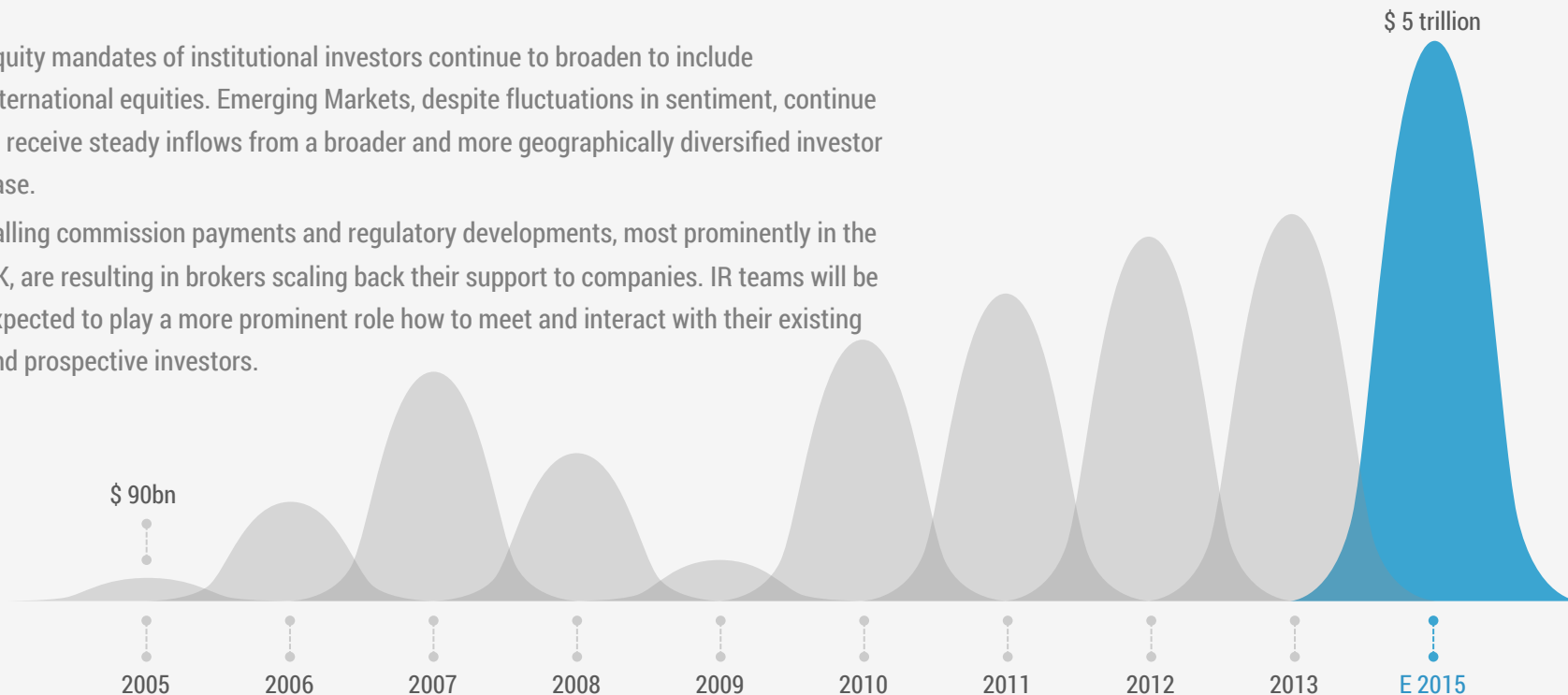
# Institutional Investment Into Emerging Markets

Pools of EM dedicated money continues to rise



Equity mandates of institutional investors continue to broaden to include international equities. Emerging Markets, despite fluctuations in sentiment, continue to receive steady inflows from a broader and more geographically diversified investor base.

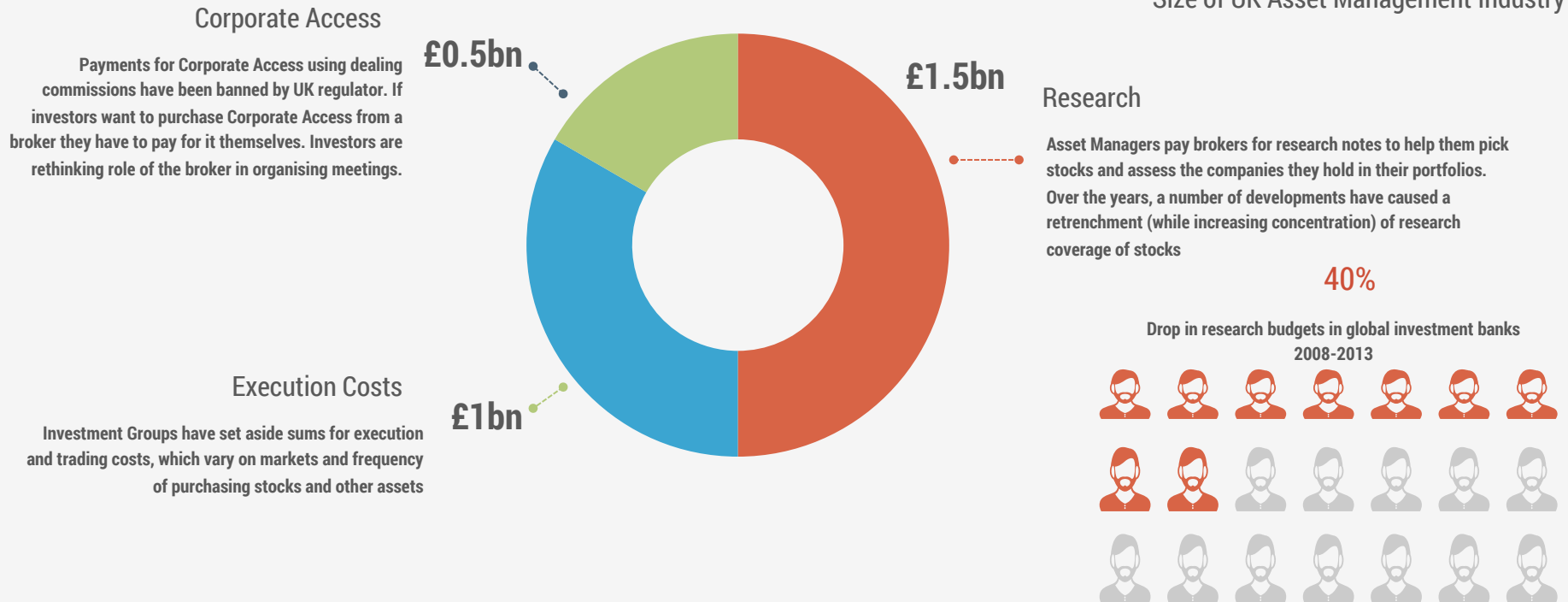
Falling commission payments and regulatory developments, most prominently in the UK, are resulting in brokers scaling back their support to companies. IR teams will be expected to play a more prominent role how to meet and interact with their existing and prospective investors.



Sources: FT, Ipreo, Bloomberg

# Changing Regulatory Landscape

Commission Payments to brokers are under scrutiny, especially in UK

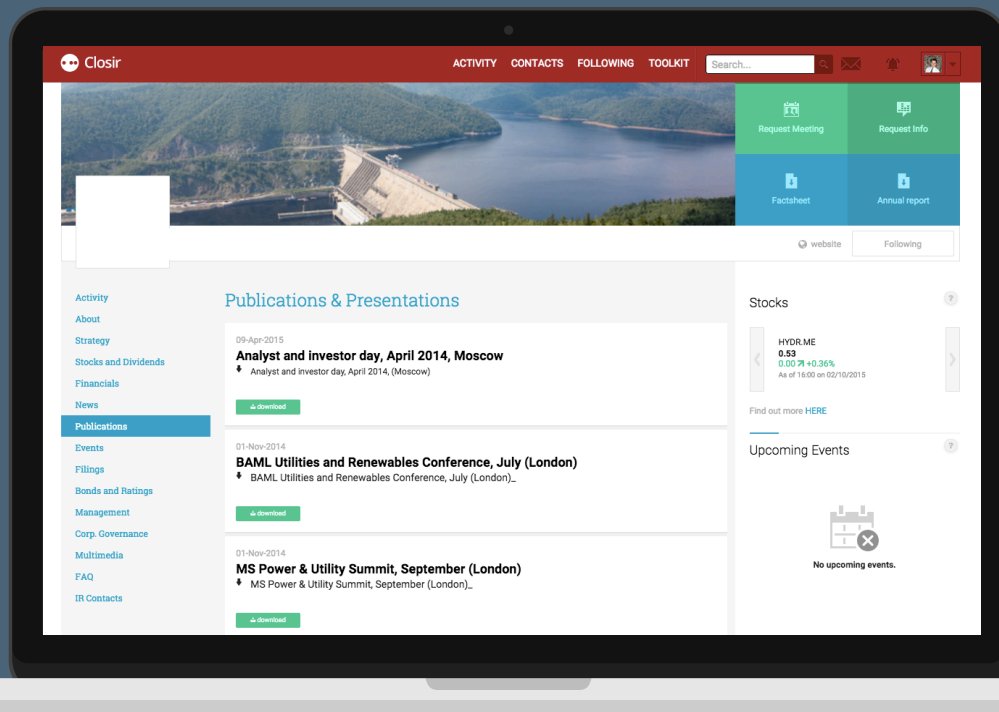


**We are working on a technology which helps listed companies and professional investors discover, connect and engage with each other...**

**We are doing this because we believe that current tools companies and investors use are limiting and will be unable to address growing opportunity of tomorrow...**



# Benefits to Investor Relations Teams



## IR Disclosure Template

Supplement quantitative data with strategic information so investors get your company's full story



## Visibility

We make it easy for institutional investors to find your company and connect with the IR team



## Designed for Engagement

Investors get streamlined info on companies and companies get intelligence to target investors



## Beautifully Designed

Closir is beautifully designed and compatible on desktop, mobile and tablet

# Proprietary Analytics & Toolkit



## Detailed Analytics

Our analytics platform is able to provide trends on how IR content is consumed by investors



## Intelligence on Peers

Follow your peer's IR activity on Closir



## Perception Analysis

Our future toolkit will allow companies to gauge feedback directly from the buy side



## Analytics

Total User Visits:  
Unique User Visits:  
Most Visited Section:

1 N/A  
1 N/A  
N/A

\*last 7 days compared to previous period

## Investor Requests

There are 0 requests at the moment

To get more exposure and contacts check out our TOOLKIT.

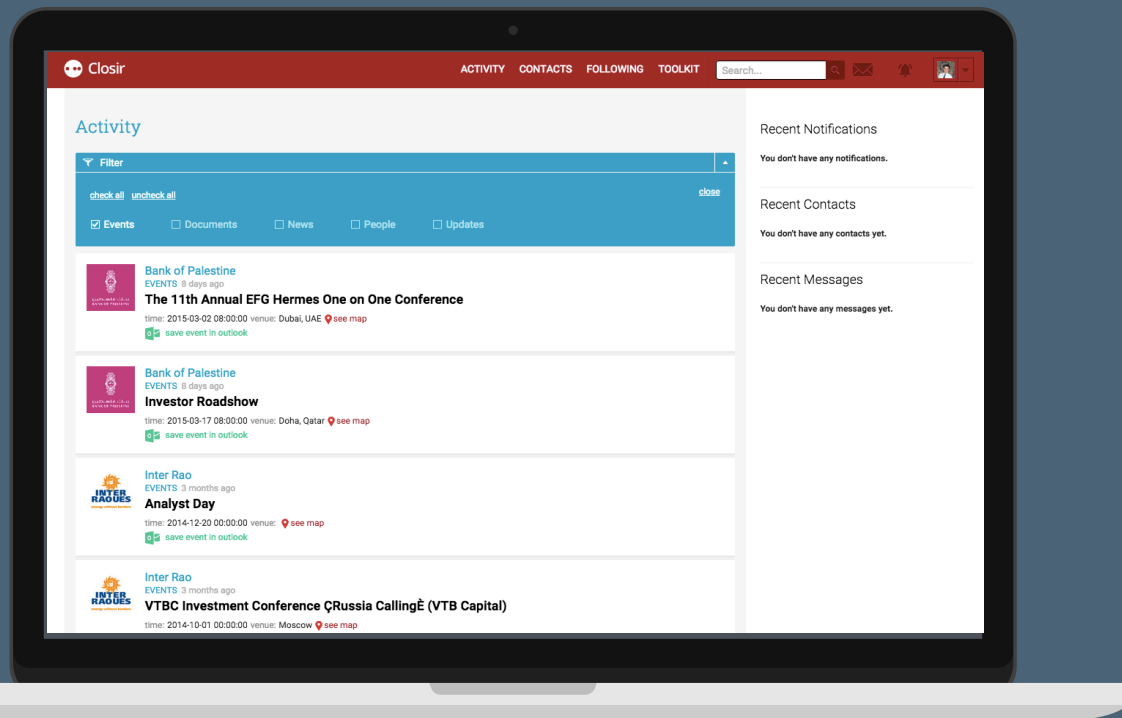
TOOLKIT

## Your followers.

There are 2 people following your company

Find out who is following your company on Closir

# Benefits for investors



## Standardised IR Profiles

Every IR Page looks and feels the same, making comparisons easy. Activity allows to track relevant company IR activity



## Direct Access

Unrestricted and direct access to companies' IR teams. Investors can request more information or meetings with IR teams and management



## Discovery Tools

Closir allows investors to discover and learn about new investment ideas



## Corporate Access

Closir provides a technology platform for investors to organise meetings and calls with IR/Management teams of listed companies through a central technology platform



# Keeping in touch

## Our Offices

### London

Closir Ltd  
Level 39, Canary Wharf  
One Canada Square  
E14 5AB London, UK

### New York City

Closir Inc  
5 Penn Plaza  
New York, NY10001, USA

## Phone & Email

+44 203 7257574  
[hello@closir.com](mailto:hello@closir.com)

## Stay Updated

Twitter [@Closir](https://twitter.com/Closir)  
[LinkedIn.com/company/Closir](https://www.linkedin.com/company/Closir)

[blog.closir.com](https://blog.closir.com)





# Appendix- Institutional Investor Sentiment for Russia Equity (Feb '15)



## Geographical Distribution

	Region (City/State)	Investment \$
1	London	10,989,162,866
2	New York	9,174,103,067
3	California	7,667,852,119
4	Pennsylvania	4,068,195,578
5	Boston	2,645,297,079
6	Stockholm	2,493,473,687
7	Oslo	2,071,174,492
8	Scotland	1,628,903,110
9	Amsterdam	1,183,300,295
10	Switzerland	1,180,144,487
11	Paris	1,117,855,888
12	Beijing	1,030,866,011
13	Frankfurt	980,583,295
14	Texas	897,234,668
15	Chicago	620,053,556
16	Vienna	514,196,763
17	Singapore	484,196,928
18	Seattle	404,314,332
19	Toronto	400,576,841
20	Copenhagen	390,387,975

Source: IPREO, Morningstar Feb 2015

- There are 3,586 global funds (1,207 institutions) investing a total of \$70.2bn in Russia Equities. 84% are actively managed (Source Factset Dec'14)
- 63% of MICEX BMI-listed companies are not covered actively by a major sell side broker (Source: Bloomberg, Jan 15')
- 90% of fund managers say meeting company management is important. 70% prefer to arrange meetings themselves or company to contact them directly (Source: Quantifire, Nov '14)

## Most exposed Funds

	Fund Name	Fund Size	Exposure	Filing Date
1	GMO Emerging Markets III	\$6.7bn	11.30%	Aug 31
2	Brandes Emerging Markets	\$1.2bn	9.80%	Sep 30
3	Lazard Emerging Markets Equity	\$13.4bn	8.40%	Sep 30
4	Delaware Emerging Markets	\$2.7bn	7.20%	Oct 31
5	Oppenheimer Developing Markets	\$37.9bn	7.10%	Nov 30
6	USAA Emerging Markets	\$1.1bn	6.80%	Aug 31
7	Templeton Developing Markets	\$1.8bn	6.70%	Sep 30
8	JPMorgan Emerging Economies	\$1.2bn	6.70%	Oct 31

# Appendix- Institutional Investor Sentiment for Russia Equity (6m Change – Inv Position) < >

## Largest Increases

Fund Name	Cash Flows, \$
Oppenheimer Developing Markets Fund	338,108,297
Fidelity Series Emerging Markets Fund	179,924,151
Comgest Growth Plc - Emerging Markets	76,798,445
Magellan	65,405,360
Pictet Global Selection Fund - Global High Yield Emerg. Eq.	50,775,448
Lazard Emerging Markets Equity Portfolio	49,870,949
SEI Institutional Intl. Trust - Emerging Markets Equity Fund	41,172,708
Invesco Developing Markets Fund	24,470,057
Aberdeen Emerging Markets Fund	13,542,960
Hirtle Callaghan Emerging Markets Portfolio	13,455,315
Harding Loevner Emerging Markets Portfolio	12,648,587
JPMorgan Emerging Economies Fund	12,284,983
Aberdeen Global - Emerging Markets Equity Fund	11,980,355
Aberdeen Inv. Funds ICVC - Emerging Markets Equity Fund	7,927,545
William Blair Emerging Markets Growth Fund	7,177,872
Robeco Institutional Emerging Markets Quant Fund	6,782,113
Interfund SICAV - Equity Global Emerging Markets	5,929,191
Dreyfus Emerging Markets Fund	5,642,783
Nordea Emerging Market Equities	5,503,608
American Funds New World Fund	5,495,725
Lazard Developing Markets Equity Portfolio	5,224,373
Pioneer Emerging Markets Fund	4,978,573
Virtus Emerging Markets Opportunities Fund	4,484,220
Lazard Emerging Markets Equity Blend Portfolio	4,217,555
SEI Global Master Fund Plc - Emerging Markets Equity Fund	3,631,568

## Largest Decreases

Fund Name	Cash Flows, \$
Skagen Kon Tiki	-164,196,137
Templeton Developing Markets Trust	-123,213,001
GMO Emerging Markets Fund	-65,484,031
Schroder ISF - Emerging Markets	-63,227,120
Russell Emerging Markets Fund	-47,315,100
Fidelity Emerging Markets Fund	-43,088,317
M&G Investment Funds (7) OEIC - Global Emerging Markets Fu	-42,299,245
Principal Investors - International Emerging Markets Fund	-39,696,869
Fidelity Funds SICAV - Emerging Markets Fund	-35,013,003
Driehaus Emerging Markets Growth Fund	-25,029,254
AllianceBernstein - Emerging Markets Growth Portfolio	-24,959,677
T Rowe Price Emerging Markets Stock Fund	-24,811,574
Northern Multi Manager Emerging Markets Equity Fund	-24,104,295
Advisors Inner Circle - Acadian Emerging Markets Portfolio	-18,711,477
Artisan Emerging Markets Fund	-17,889,182
Schroder Emerging Market Equity Fund	-17,777,393
Amundi Funds - Equity Emerging World	-15,716,255
Thornburg Developing World Fund	-12,264,070
Swedbank Robur Global Emerging Markets	-11,623,690
Fidelity Institutional Funds - Emerging Markets Fund	-11,339,753
Delaware Emerging Markets Fund	-10,925,623
JPMorgan Emerging Markets Equity Fund	-10,854,715
Sanford C Bernstein Fund - Emerging Markets Portfolio	-8,629,273
RS Emerging Markets Fund	-8,422,857
American Century Emerging Markets Fund	-7,973,485

Source: Copley Fund Research, Ipreo, Public Filings Data, Feb 2015