



How does Asset Match unlock shareholder equity for private businesses?

Asset Match is the online marketplace to buy and sell shares in UK private companies. Private companies can now create liquidity in their shares in a fair and transparent way. Through regular online auctions we provide owners of shares in private businesses a way to exit and give sophisticated investors access to investment opportunities in the untapped private company market. Find out more about Asset Match's industry-first platform below.

Unlocking £300 billion worth of private business equity

There are 3,000 private companies in the UK that are mid-sized, well-established and profitable, yet they offer very little in the way of shareholder liquidity.

Across these 3,000 businesses there are 500,000 individual stake-owning investors, with £300 billion worth of equity lock-in.

Asset Match is the UK's first stock market for scale-up businesses, releasing shareholder equity through regular online auctions while also providing companies and their investors an alternative liquidity strategy to a trade sale or IPO.

What are Leap Companies?

- Mid-size, high-growth companies
- Pre-IPO
- Long-term scalability
- Locked-up equity
- Large shareholder community



How the platform works

A matched bargain secondary market dealing facility, offering cost effective access to quality UK private companies.

No spreads: Single auction price for buyers and sellers, so no bid-offer spread

Live auctions: Watch the order book and prices update in real-time, and amend orders until the auction closes

Low cost: 3% trading levy, excluding stockbroker fees and buyers' stamp duty

Asset Match is the UK's first stock market for scale-up businesses, releasing shareholder equity through regular online auctions while also providing companies and their investors an alternative liquid strategy.

Asset Match's interactive auctions offer companies the opportunity to provide liquidity for equity shareholders, evolve its shareholder base and access new growth capital from a sophisticated network of HNW investors.

The equity trading facility allows investors and shareholders to buy and sell shares in unquoted companies in a dynamic, transparent and regulated environment.

Investors	Shareholders	Businesses
<ul style="list-style-type: none"> • Invest in established UK private companies • Diversify your portfolio into alternative asset classes • Straightforward trading and electronic settlement 	<ul style="list-style-type: none"> • Release locked-up equity and have access to the UK's leading leap companies such as Tottenham Hotspur F.C. and BrewDog 	<ul style="list-style-type: none"> • Provide liquidity for your shareholders • Set auction parameters including market type and auction calendar • Get access to over 3,000 sophisticated and HNW investors



Stuart Lucas Founder and Co-CEO

"After 11 years of an investment I made that was meant to be 5 years, the company had become very successful and was paying dividends. Whilst this was great news, the investors began asking when they might release their capital, the real reason they invested, rather than a dividend stream. Some investors did 'check-out' and sadly died. These examples became the idea for Asset Match - the marketplace for UK private companies."



Iain Baillie Founder and Co-CEO

"The private equity market has drastically changed over the past decade. Investors clearly want flexibility and there is mounting demand for financial platforms that can offer responsive equity release. Asset Match addresses a clear gap in the market and this is demonstrated by the growing number of regular auctions on this platform."



Rohit Nanda Chief Operating Officer

"The last 5 years Asset Match has completed well over 200 successful auctions in private company shares and help recycle £30 million of locked-in equity. Gradually there is a realisation that there is a low cost option to an IPO that facilitates liquidity for long standing investors, many of whom may wish to realign their holdings or take some cash off the table."