

19 July 2016

# Closing Bell Ceremony 19th of July 2016 - The First Corporate Bond to be traded on the Alternative Market – MLS Multimedia

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To mark the **First Corporate Bond** to be traded on the **Alternative Market**, the **Athens Stock Exchange** welcomed **MLS MULTIMEDIA SA** at its Closing Ceremony of the Stock Exchange meeting held on Tuesday, 19th of May 2016.

This Corporate Bond also marked the launch of the Fixed Income Category of the Alternative Market of the Athens Stock Exchange, which operates as a Multilateral Trading Facility in accordance with the provisions of Law 3606/2007. A total of 400 ordinary registered bonds were issued, with a nominal value of 10,000 euros each at a selling price of 10,000 Euros each. The total nominal value of the Corporate Bond will be 4 million euros, with 4-year duration at an annual coupon rate of 5.30%. Advisor for the Bond issue was **BETA SECURITIES SA** and the method chosen by the company was that of Private Placement.

The Information Document is available in electronic form on the ASE website ([www.athexgroup.gr](http://www.athexgroup.gr)), on the company's [website](http://www.mls.gr) ([www.mls.gr](http://www.mls.gr)) and on the advisor's website ([www.betasecurities.gr](http://www.betasecurities.gr)).

Mr. **Ioannis Kamatakis**, President & CEO of **MLS MULTIMEDIA SA**, and Mr. **Evangelos Charatsis**, President & CEO of **BETA SECURITIES SA**, declared the meeting closed. The end of the meeting followed a briefing on the operation of the Corporate Bond Market.

Commenting on the trading of the first Corporate Bond in the Athens Stock Exchange Alternative Market, the Athens Exchange Group **CEO**, Mr. Socrates Lazaridis, said: *"The Athens Stock Exchange welcomes today the corporate bond of MLS MULTIMEDIA SA, the first to be traded on the Alternative Market. In the European environment, there are major initiatives under way to upgrade the SEC's role in the financing of SMEs. We hope that the trading of this corporate bond issued by **MLS MULTIMEDIA** in the ASE*



**Alternative Market** will mark the **beginning of an efficient corporate bond market** in Greece as well. We hope that this market will be able to make good use of the expertise and skills of professionals in the Hellenic Capital Market for the benefit of businesses, investors and the Greek economy on the whole. We and all the participants in the Hellenic Capital Market must strive for the creation and preservation of a healthy and robust corporate bond market. Besides, it is a globally established financing tool for companies who know how to respect and make proper use of the investment community for optimum results. For investors, it is a new investment product that presents challenges and considerable complexities as far as investment risk measurement and assessment techniques is concerned."

The President & CEO of **MLS MULTIMEDIA**, Mr. **Ioannis Kamatakis**, said in response to today's event: "Our Ancient ancestors used to say that "A good beginning is half the battle." And this was indeed a good beginning. We would even dare say that this is an important moment for the Greek economy: There is no doubt that the growth of the corporate bond market in Greece would also help the economy to grow. Greek enterprises would become stronger, they would expand and create wealth which would create new job openings. Of course, there would be benefits for the individuals as well (and this happens all the time in the United States and in the developed European countries) as they would generate additional income which in turn would boost consumption. In addition, the whole cycle of the financial enterprises (Greek Banking, Private Banking, Brokerage Firms, Insurance Companies, Organisations and Funds, Mutual Fund Companies, Wealth Management Companies, etc.) would benefit in many ways. Lastly, the money of Greek individuals who know how to invest in bonds would not be leaving the country to be invested on foreign company bonds, but they would stay in Greece and create wealth here. We, in MLS, strongly believe in cooperation (rather than competition), because whenever the Greeks worked together in the past they did wonders."

The President & CEO of **BETA SECURITIES SA**, Mr. **Evangelos Charatsis**, among others, stressed during a short speech: "The new bond market that targets mainly small and medium sized enterprises can significantly help in providing liquidity where the banking system is unable to support SMEs to a desirable extent. It is also an attractive alternative form of investment for investors who wish to invest in fixed income securities. Our country is far behind the rest of Europe in corporate bond issuance with the existing bond issues constituting only 3.5% of GDP compared to about 43.5%, which is the European average."



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