



OpenExchange Overview

Providing Enhanced Investor and Issuer Interaction

OpenExchange's solution enables equity capital markets, research sales and their corporate access teams to communicate more effectively with investment managers and issuers around the globe. Now, the buy-side, sell-side and corporate issuers can arrange and conduct one-on-one and group meetings using secure, private, high quality video.

Extend your reach and build deeper relationships with investors and issuers by making interactions more visual.

OpenExchange is designed specifically for the unique needs of the financial community, where meaningful communication is a critical ingredient to making better informed investment decisions. OpenExchange makes connecting with investors, analysts, clients, partners and colleagues over video simple, repeatable and secure.

Use OpenExchange to make your communication efforts more effective and efficient:

- Facilitate meetings with existing and prospective clients in geographically challenging locations
- Include members of your research team in conversations with issuers and investors with flexibility and ease
- Update clients by addressing questions or issues in 'real time'
- Make NDRs and one-on-one meetings at conferences available to clients regardless of location or time zone
- Expand marketing of overnight deals to include access to management teams and analysts
- Connect remote offices and users to your morning meetings over video
- Stay current with research analysts, salespeople and other important constituents at investment banks
- Interact with your research team, strategists and other colleagues instantly or via scheduled meetings

OpenExchange, Inc.

Two Oliver Street
Ninth Floor
Boston, MA 02109
617.600.6270
inquiries@openexc.com
www.openexc.com

OpenExchange makes you and your team more productive, your communications more interactive and your relationships more enduring.

Easy to access other members of the financial community – connect from:

- Your desk
- Your conference room
- The road

Simple and intuitive interface – easy to get started:

STEP ONE – Find buy-side and issuer contacts in global member directory

STEP TWO – Schedule meeting; invites sent via email and sync with calendar

STEP THREE – Start your meeting!

Vital Features of the OpenExchange Solution

- **Security** – OpenExchange has been vetted and approved by many major buy-side, sell-side and corporate enterprises for use within their organizations, and meets compliance and security standards. Video meetings are encrypted and OpenExchange easily adapts to your organization's security protocols.
- **Privacy** – OpenExchange's unique and configurable personal profiles allow you to control who in the OpenExchange community has access to view your profile and invite you to video meetings. Our meeting management tools permit the meeting host to control all aspects of the meeting; when it begins, who is invited, etc.
- **Cost Effectiveness** – Better use your time by reducing travel and expense. Leverage your existing video conferencing infrastructure or easily download the video desktop application available with your subscription to OpenExchange.

OpenExchange is a user friendly, web-based solution that operates with a wide range of video systems and devices to enhance investor interaction.

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To learn more about the OpenExchange solution, please contact sales@openexc.com or 617.600.6270.