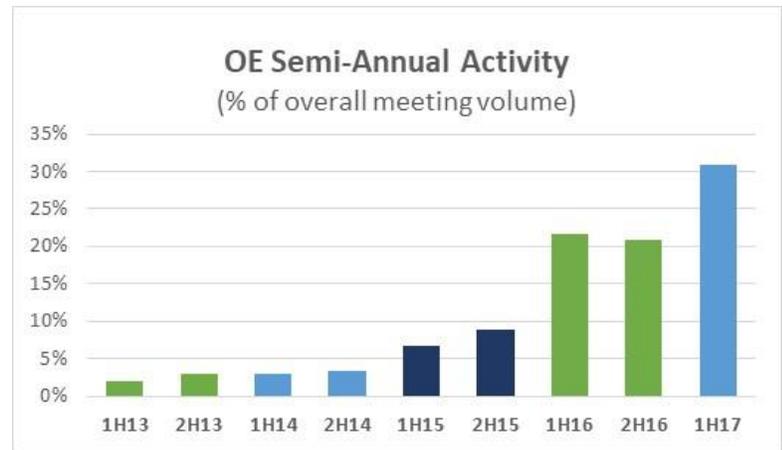


RECORD BREAKING ACTIVITY

Virtual Group Meetings (VGMs) continue to be the most dominant meeting category at OpenExchange. VGMs are popular methods to access CEOs, CFOs and key members of management, as well as Industry Experts. These dynamic interactions were an instant success and are highly praised by investors

With the anticipation of changes caused by MiFID, more and more investors and corporates are implementing a virtual strategy, while Research Analysts are utilizing OE for marketing purposes



44%

Overall Meeting
Growth YOY

2x

Growth in
VGMs YOY

35%

Growth in No. of
Connected Firms

Top Themes & Trends in First Half 2017

- ✦ **MiFID II:** As important regulatory changes unfold in Europe, the impact may well ripple across the global financial industry over the next 12-18 months. While this regulatory change has been in the works for years, the sell-side community around the globe is now actively preparing for the new legislation, known as MiFID II (Markets in Financial Instruments Directive,) that takes effect in January 2018. These changes include how investment intermediaries that provide Research and Corporate Access services are valued and compensated by the buy-side community, which could result in fewer investor conferences and non-deal roadshows (NDRs). All entities are preparing for these changes by integrating video meetings into their strategy to make sure they can still meet face-to-face regardless of each party's location in the world.
- ✦ **Virtual Group Meetings (VGMs):** These meetings are high impact, engaging discussions for management teams to be in front of top quality investors from across the globe. Typically, these interactive conversations have 8-15 investment firms participating. A one-hour commitment can yield great results.
- ✦ **Production Features & Functionality:** OpenExchange now offers multiple outputs with seamless execution for your presentations. Participants can join live over video, listen over audio, watch a live webcast or view a high-end recording (with transcript and closed captioning) at a later time.

Check out our [new](http://www.openexc.com) website, www.openexc.com, for more information and latest news!

~ OE meetings have taken place in the countries shaded in blue