

# OTCQX INTERNATIONAL

Companies listed on an exchange outside of the U.S. and building their U.S. investor relations program can maximize their potential by ensuring investors have access to research and the ability to trade their ordinary shares.

Trading directly into foreign markets is often extremely difficult for smaller institutions and many high net worth self-directed U.S. retail investors. U.S. investors are often unable or unwilling to buy a foreign stock without a U.S. dollar denominated security that they can trade locally.

The OTCQX Best Market is a U.S. public market that offers an investor experience comparable to a stock exchange – giving global companies already listed on international exchanges a well-regulated way to strengthen U.S. visibility and tradability without the complexity and cost of a U.S. exchange listing. This enables companies to build greater trading volume, a diversified shareholder base and enhanced liquidity on their home market so they can achieve fair valuation.

## KEY BENEFITS

**Efficient Market Standards:** Companies may leverage their local market disclosure (SEC Exchange Act Rule 12g3-2(b)). There are no Sarbanes-Oxley and SEC Reporting requirements to trade on OTCQX, bypassing burdensome, costly and duplicative NYSE and NASDAQ requirements.

**Reputation:** OTCQX is recognized by the SEC as an established public market. Investors and brokers look for the OTCQX designation when researching and trading a security as an indication that a company meets high financial standards and follows strong disclosure processes.

**Visibility:** Companies engage a far greater network of U.S. investors, data distributors and media partners, ensuring U.S. investors have access to the same high-quality information that is available to investors in their local market, but through U.S. platforms and portals used to conduct research.

**Better Trading:** Companies on OTCQX see greater liquidity and fewer trading restrictions for brokers and investors compared with companies that have no U.S. market or those that trade in the U.S. on the Pink Open Market or the Grey Market. (Grey Market means no U.S. market maker is quoting the security.)

**Financial portals and online brokerages that display the OTCQX, OTCQB and Pink market designations:**

CNBC.com  
Money.CNN.com  
ETRADE.com  
FT.com  
OTCMarkets.com  
Schwab.com  
Scottrade.com  
SeekingAlpha.com  
Sharebuilder.com  
SNL.com  
TDAmeritrade.com  
Tradeking.com  
TMX.com



OTCQX: ADDYY, ADDDF

OTCQX: BNPQY, BNPQF

OTCQX: DANQY, GPDNF

OTCQX: HEINY, HINKF

OTCQX: RHHBY, RHHBF

## QUALIFICATIONS

- Be listed on a Qualified Foreign Exchange and be 12g3-2(b) compliant **OR** be an SEC Reporting Company
- Meet OTCQX International financial standards, including a \$10 million minimum market cap & \$0.25 minimum bid price
- Submit a Letter of Introduction from an OTCQX Sponsor (one-time requirement)

*"The upgrade to OTCQX was seamless and we have seen a substantial increase in trading volumes since upgrading. We chose to upgrade because OTCQX offered a liquid trading platform for Experian, enabling US investors to invest directly in Experian stock via a US traded instrument, but it did not require us to list on a US exchange or register with the SEC. As a result, we continue to comply with the regulation and governance requirements of our primary London listing and are not subject to onerous duplicate regulation and governance requirements by virtue of Experian being traded in the US."*

**Margaret Smith, EVP - Investor Relations  
Experian (OTCQX: EXPGY, EXPGF)**

## OTCQX SPONSOR

As part of the approval process, OTCQX companies are required to submit a one-time introductory letter from an approved OTCQX Sponsor. An OTCQX Sponsor can be either an approved investment bank or attorney. OTCQX Sponsors can also provide professional guidance to generate investor demand, build long term relationships, and assist the company in adhering to disclosure protocols.

## CORPORATE SERVICES

Solutions available to all OTCQX companies designed to help you better engage investors, traders and other market participants.

**Investor Relations Solutions via Issuer Direct:** Access a suite of compliance and communications solutions designed for companies seeking an efficient and cost-effective model.

**OTC Disclosure & News Service®:** Companies strengthen their U.S. investor relations program by streamlining the distribution of financial reports, material news, investor videos and company research to reach a wide audience of U.S. investors, market data distributors, investment databases, media outlets, and broker-dealers. XBRL conversion of local market filings is provided at no additional cost.

**Real-Time Level 2 Quotes:** Provide investors with insight into your available liquidity and depth of market in your security, including all broker-dealer bid & ask prices and sizes.

**Blue Sky Solutions:** Being Blue Sky compliant in states where your investors reside may help increase your liquidity and expand investment advisors' ability to research and recommend your security. Joining OTCQX helps companies resolve Blue Sky challenges.

**Morningstar Reports:** Investors can better analyze your company when they have an independent view of your company's performance as well as sector and country benchmarks and historical data in a sharable report.

## EXCLUSIVE VISIBILITY PROGRAM

Market features available to increase U.S. interest in your investment proposition at no additional cost.

**OTCQX Video Series & Community Spotlights:** Share your company vision with investors on our social platforms, newsletter and website.

**OTCQX Virtual Investor Conferences:** Take the cost and time out of the investor road show. Investors can join presentations in real-time to learn about your company and ask questions, all without leaving their desks.

**Research Marketplace:** Equity research is an integral part of a company's visibility strategy. The platform offers access to best-in-class research providers.

**Market Center:** Host meetings with your investors and partners at the loft space located conveniently in New York City's Soho neighborhood.

**Corporate Services Team:** Our dedicated team of market specialists are here to help with data inquiries or any questions you might have.

## FEES

\$20,000 per year with a one-time \$5,000 application fee

## CONTACT US

Chris King, Senior Vice President, International Corporate Services

Email: [cking@otcm Markets.com](mailto:cking@otcm Markets.com)

Phone: +1.212.896.4459

Website: [www.otcm Markets.com](http://www.otcm Markets.com)



## FINANCIAL STANDARDS FOR INTERNATIONAL COMPANIES ON OTCQX

### OTCQX International

	Initial	Ongoing
Penny Stock Test	Meet one of the following exemptions detailed below:  Net Tangible Assets: \$5 million: Less than 3 years operations \$2 million: 3+ years operations  OR  Revenue: \$6 million average for last 3 years  OR  Bid: \$5; and one of the below: Net Income: \$500,000 Net Tangible Assets: \$1 million Revenues: \$2 million Total Assets: \$5 million	
Bid Price	\$0.25	\$0.10
Global Market Capitalization	\$10 million	\$5 million
Priced Quotes by Market Makers on OTC Link ATS	1	2 (within 90 days)
Shareholders	50 beneficial shareholders each owning at least 100 shares	50 beneficial shareholders each owning at least 100 shares

### OTCQX International Premier

	Initial	Ongoing
Penny Stock Test	Meet one of the following exemptions detailed below:  Net Tangible Assets: \$2 million  OR  Revenue: \$6 million average for last 3 years	
Global Market Capitalization	\$1 billion	\$500 million
Average Weekly Volume - previous 6 months	200,000 shares or \$1 million	100,000 shares or \$500,000
Priced Quotes by Market Makers on OTC Link ATS	1	4 (within 90 days)
Operating History	5 years	

Financial standards must be met based on audited financial statements dated within the last 15 months.