



London
Stock Exchange

Listing in the centre of global finance

October 2013



London
Stock Exchange Group

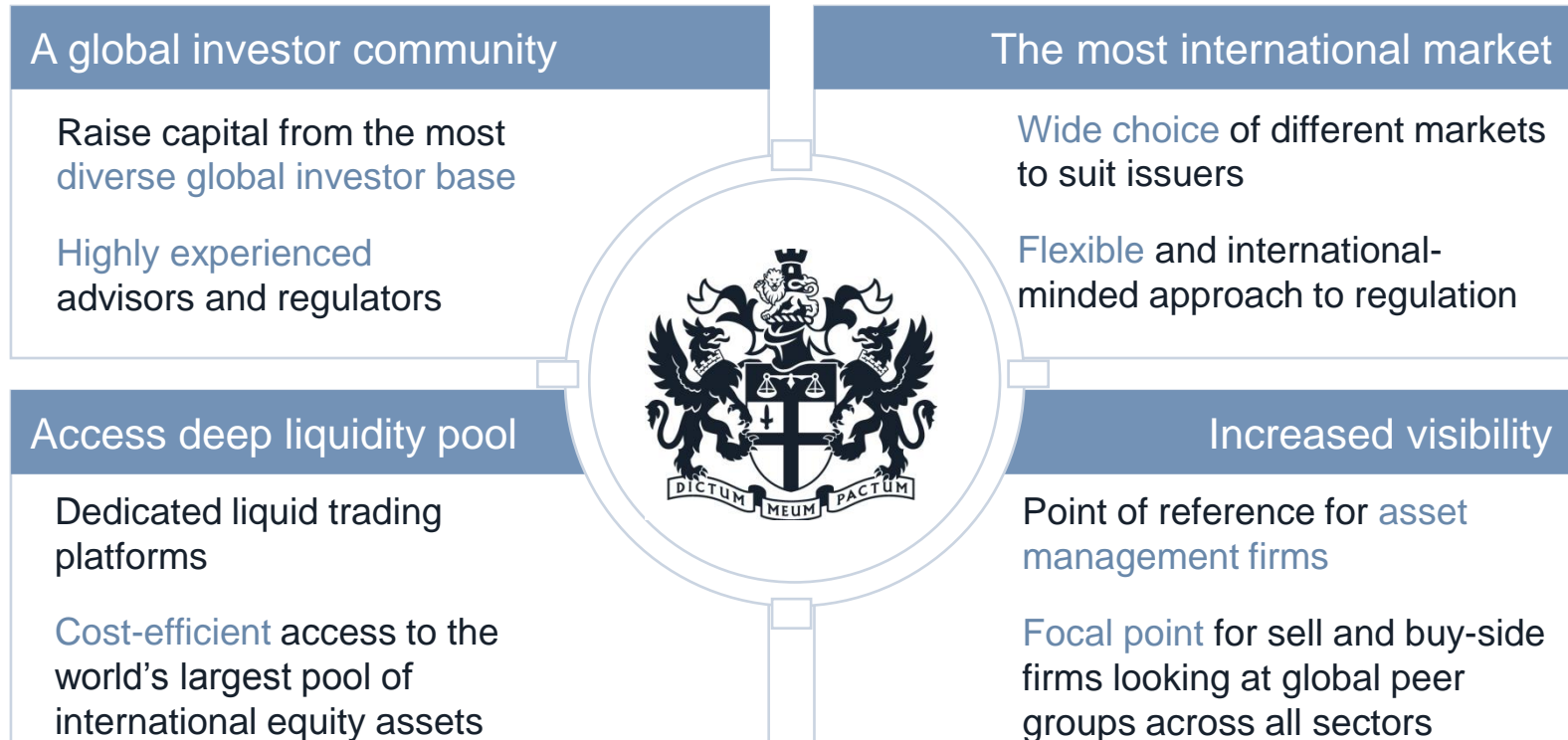
Why join the public equity market? What our companies tell us...



London
Stock Exchange

- Access to capital
- Liquidity
- An exit route for earlier stage investors
- Ability to incentivise key employees' commitment
- Significantly enhance profile & visibility, particularly with customers & suppliers
- Currency to fund business acquisitions & expand into new markets
- Greater operational and governance discipline

London listing offers unique benefits



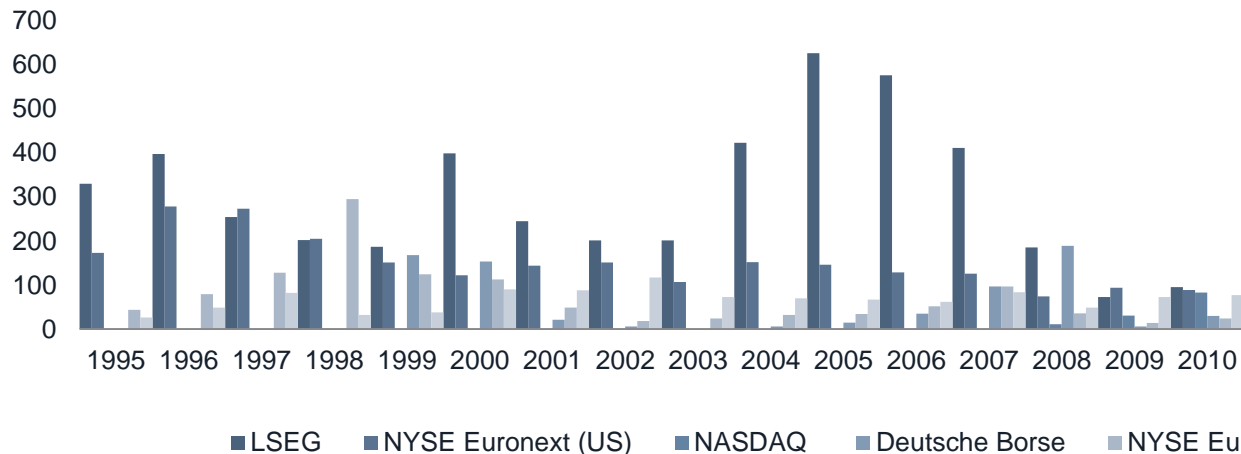
Through our group companies we endeavour to provide the best listing and trading environment for our issuers and investors

The venue of choice for companies conducting an IPO

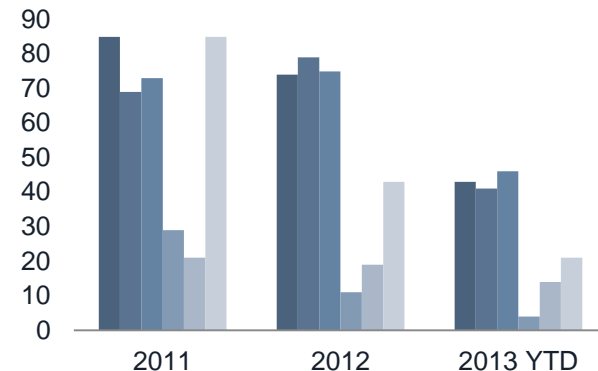


London
Stock Exchange

Number of IPOs by listing venue, 1995-2010...



...and in 2011-YTD 2013



London Stock Exchange has become the listing venue of choice due to:

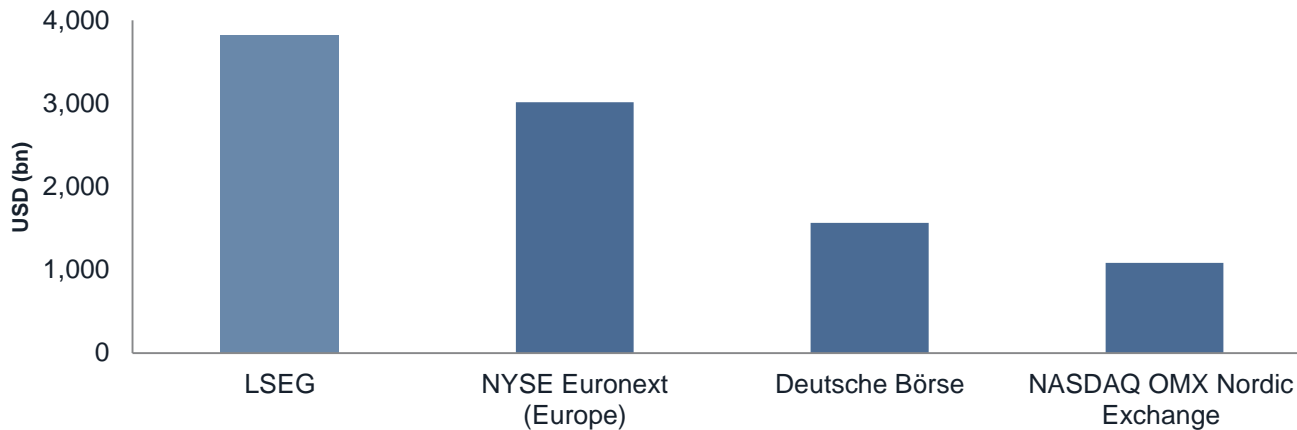
- Internationally minded investor community
- Unique concentration of advisors with experience in listing companies
- Robust and balanced regulation
- Peer group in a diverse range of sectors
- Unparalleled profile and prestige
- Widest choice of market and listing routes

The largest and the most liquid equity market in Europe



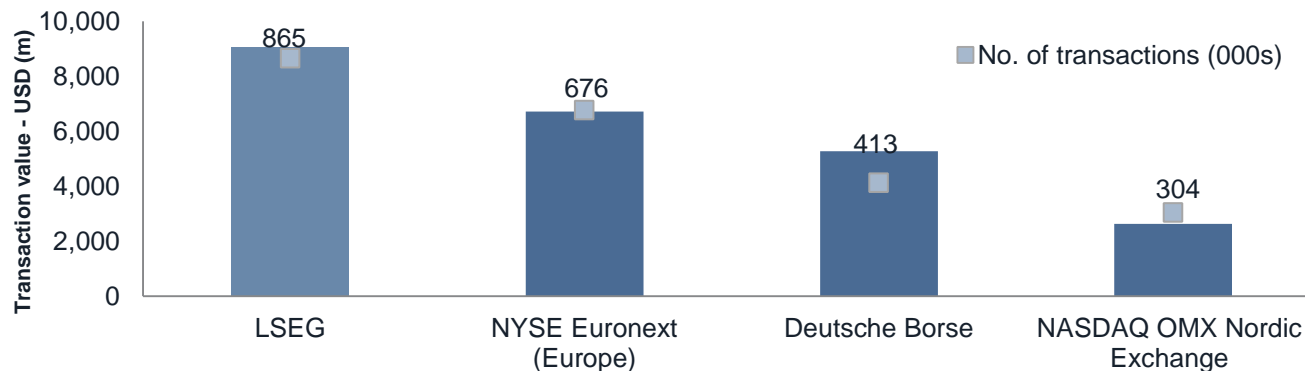
London
Stock Exchange

Domestic market capitalisation



- Close to 3,000 companies share an aggregate market cap of around USD 7 trillion
- Close to 600 international companies with aggregate market cap of around USD 3 trillion*

Daily traded value and number of transactions



- Over 500 member firms have access to our trading systems
- As of May 2013, on average over USD 9bn worth of shares were traded daily on the LSEG's markets, more than any other exchange in Europe

Source: World Federation of Exchanges, June 2013

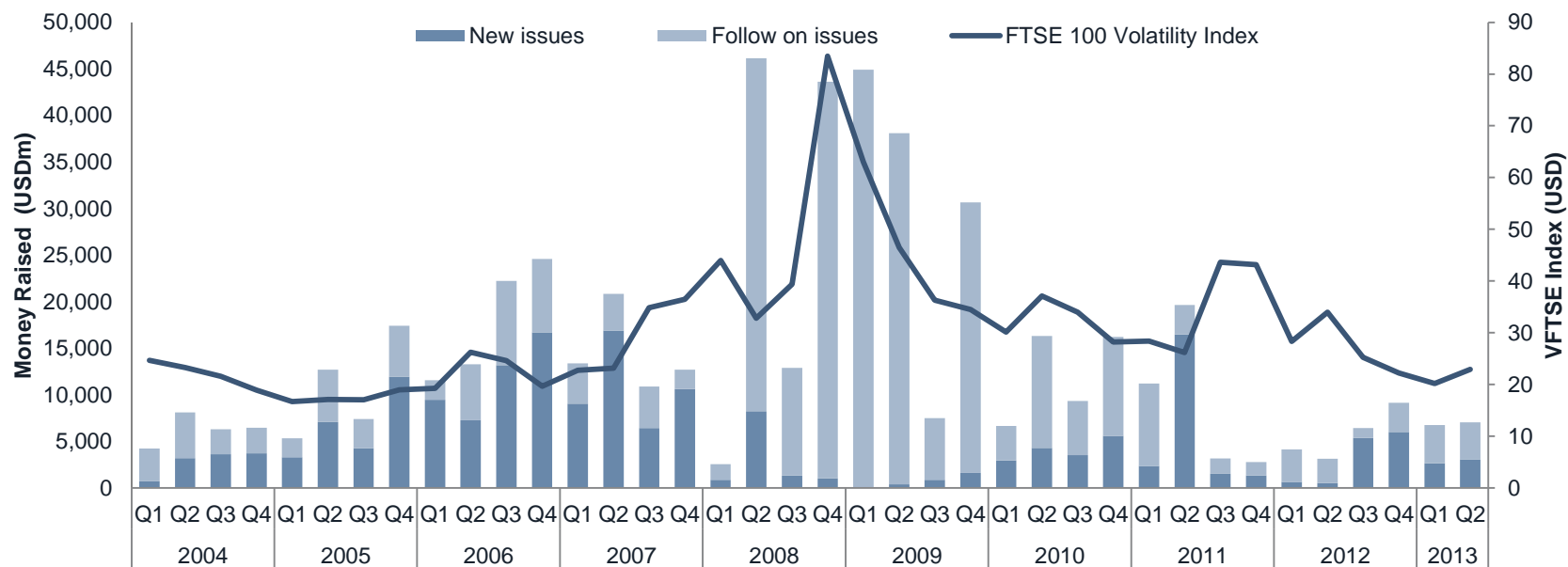
*by country of incorporation

London primary markets



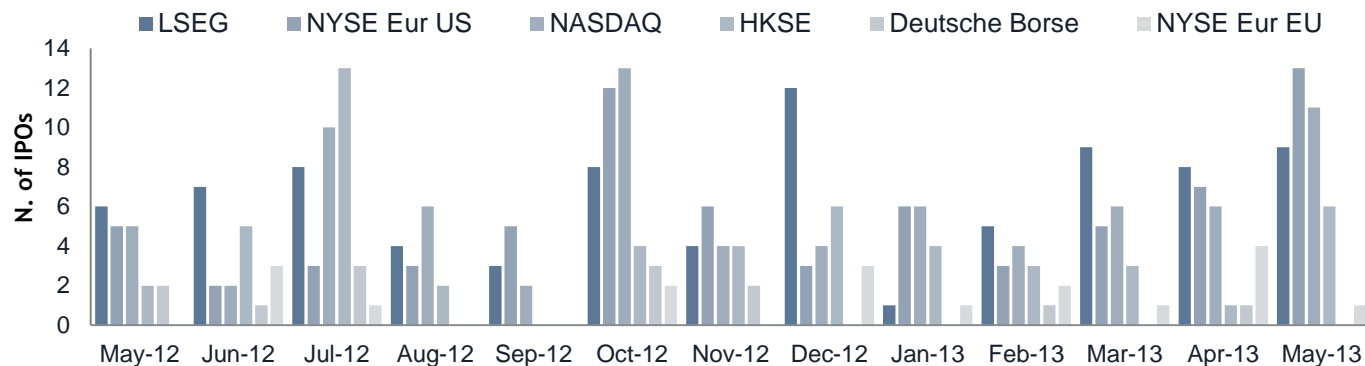
London
Stock Exchange

Companies on our markets	2012	2013 YTD	Number of IPOs	2012	2013 YTD	Money raised at IPOs (USDm)	2012	2013 YTD	Further Issues (USDm)	2012	2013 YTD
Main Market	1,327	1,309	Main Market	24	15	Main Market	11,394m	4,917m	Main Market	6,185m	6,208m
AIM	1,096	1,085	AIM	43	16	AIM	1,107m	350m	AIM	3,787m	1,620m
Total	2,423	2,394	Total	67	31	Total	12,502m	5,266m	Total	9,972m	7,828m



Source: Bloomberg –and LSEG database (July 2013)

Global IPO comparison



IPO volumes last 12 months	
LSEG	84
NASDAQ	79
NYSE Euronext US	73
HKSE	53
NYSE Euronext US	18
Deutsche Börse	13

Largest transactions (by amount of money raised) over the last twelve months. Heading numbers denote % of IPOs that are currently trading **above** or **below** IPO price.

Source: WFE, June 2013

Exchange	% Above	% Below
LSEG	69%	31%
MegaFon	USD 1.8bn	
Direct Line Insurance	USD 1.4bn	
eSure Group plc	USD 1.1bn	
Platform Acquisition Holdings Ltd	USD 885m	
NYSE Euronext US	55%	45%
Zoetis Inc	USD 2.6bn	
ING US Inc	USD 1.5bn	
Realogy Holdings Corp	USD 1.2bn	
Quintiles Transnational Hldgs Inc	USD 1.1bn	
NASDAQ	80%	20%
Facebook	USD 16bn	
LinnCo LLC	USD 1.3bn	
Carlyle Group LP	USD 671m	
Norwegian Cruise Line Holdings Ltd	USD 514m	
HKSE	54%	46%
People's Insurance Co of China Ltd	USD 3.6bn	
Sinopec Engineering Co Ltd	USD 1.8bn	
China Galaxy Securities Co Ltd	USD 1.1bn	
China Machinery Engineering	USD 575m	
NYSE Euronext Europe	42%	58%
bPost SA/NV	USD 1.1bn	
Constellium NV	USD 367m	
Erytech Pharma SA	USD 23m	
Nanobiotix SA	USD 16m	
Deutsche Borse	29%	71%
Telefonica Deutschland Holding AG	USD 1.8bn	
LEG Immobilien AG	USD 1.6bn	
Talanx AG	USD 664m	
Evonik Industries AG	USD 390m	

Source: Dealogic, as of June 2013

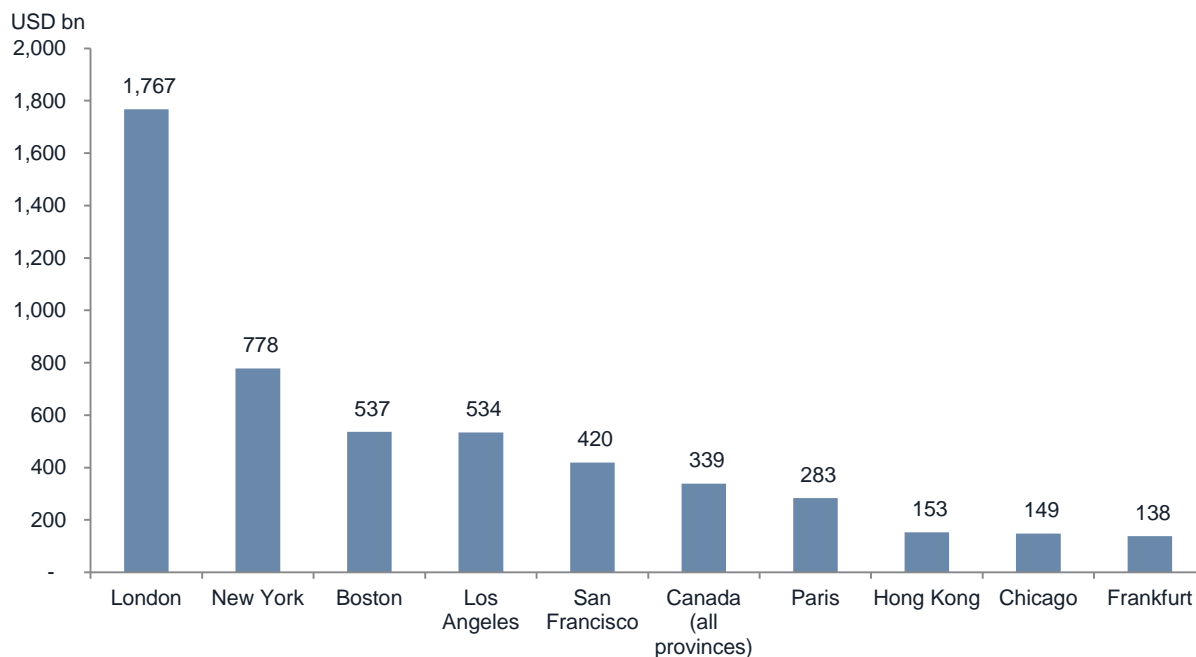
London has the largest pool of investors dedicated to international companies*

London serves as an international hub for investors with a deep understanding of international companies.

Most international investors have a substantial presence in London.

Investors in London have experience in investing in both small and growing companies as well as in large multinational companies

International equity assets under management, by financial centre



STATE STREET

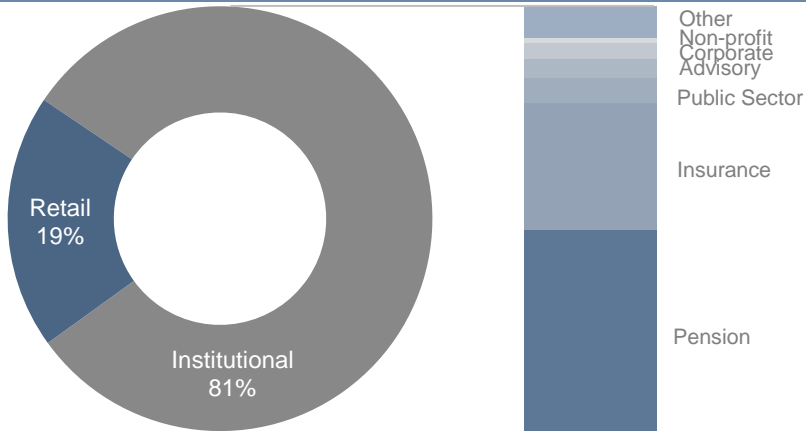


* Based on international equity AUM in key financial centres

Sources: Ipreo as at Q2 2013

Global and diversified institutional investor base

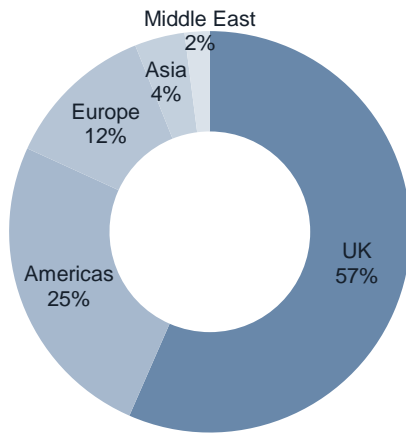
Investors in LSE listed securities by type



London serves as an international hub for investors with a deep understanding of international companies. Most international investors have a substantial presence in London.

Investors in London have experience in investing in both small and growing companies as well as in large multinational companies

Institutional investors in LSE listed securities by geography



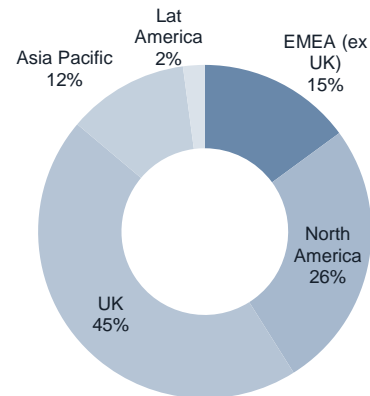
Source: Factset and IPREO as at Q4 2012

London investors are uniquely international in their outlook

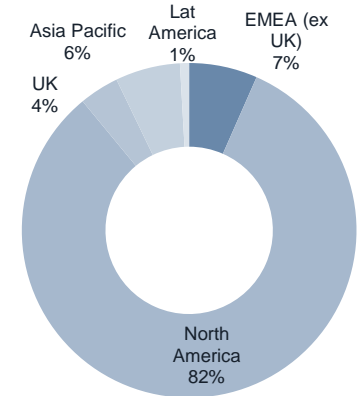
Investor portfolio geographic breakdown

- London, more than any other financial centre, offers a long-standing globally oriented investor base
- UK investors have diversified portfolios and are used to supporting companies' international development
- Institutional investors in the other major listing venues tend to be more domestically focused
- Global investment portfolios ensure that investors appropriately value businesses with a global profile and aspirations

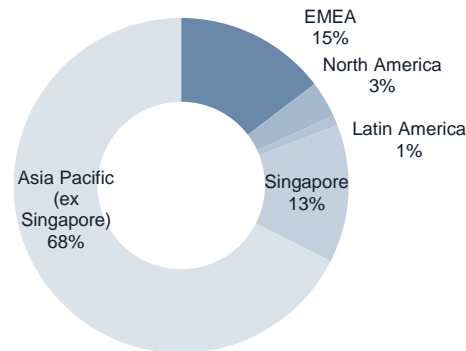
Top 50 UK investors' holdings, by region



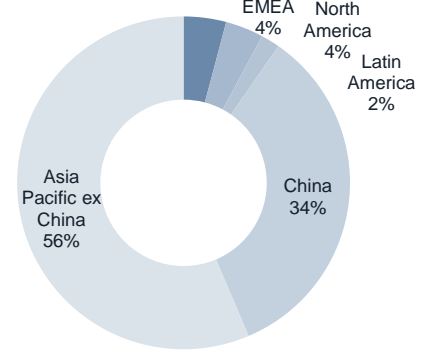
Top 50 US investors' holdings, by region



Top 50 Singapore Investors' holdings, by region



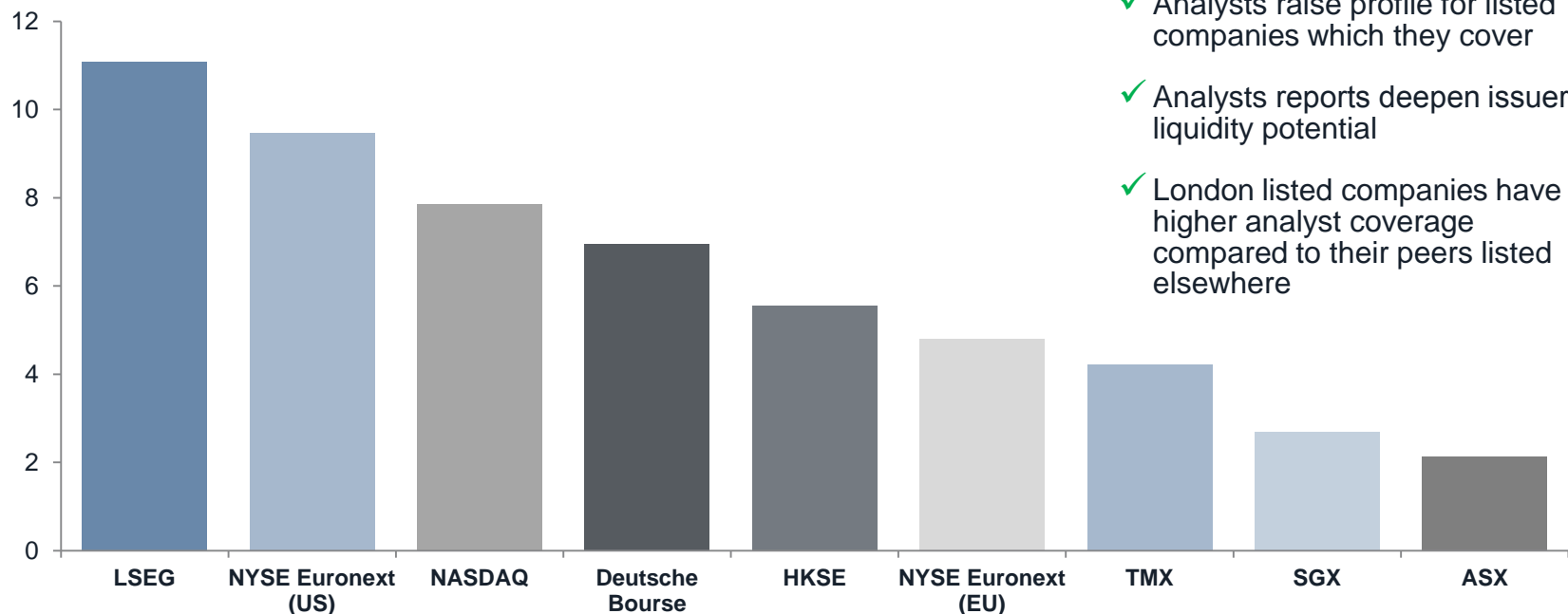
Top 50 Hong Kong investors by region



Enhanced analyst coverage across all sectors

A London listing provides for the largest average analyst exposure compared to any other financial centre

Average number of analyst recommendations following listed companies, by listing venue



Source: Bloomberg, July 2013. Data covers average analyst coverage across listed companies. All growth market data is excluded.

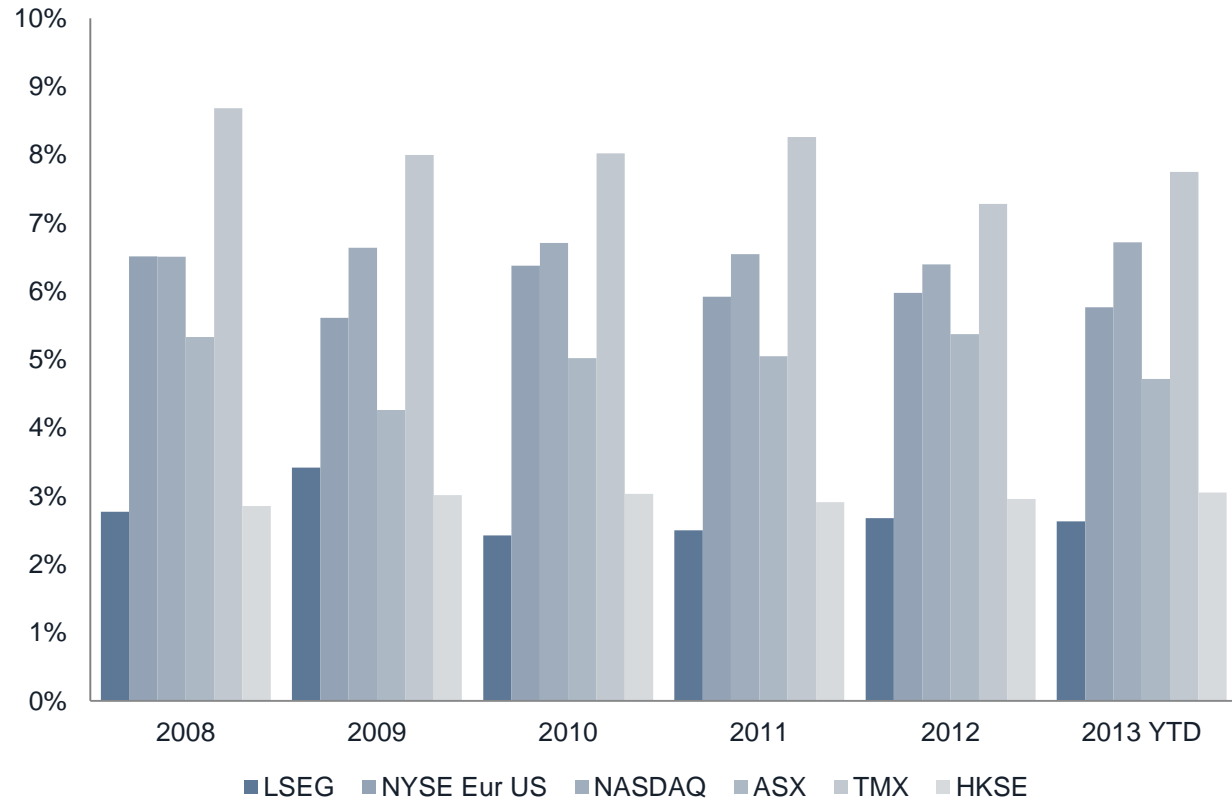
The most cost effective option amongst major exchanges



Cost of listing in London is further reduced by:

- Regulation which is widely tested and balanced
- Highly competitive legal services which have experience of listing process
- Timing of the admission process is clearly communicated
- Direct communication with the regulator and the Exchange
- All disclosures in English

Comparison of underwriting costs



Based on gross underwriting fees % (excluding AIM).

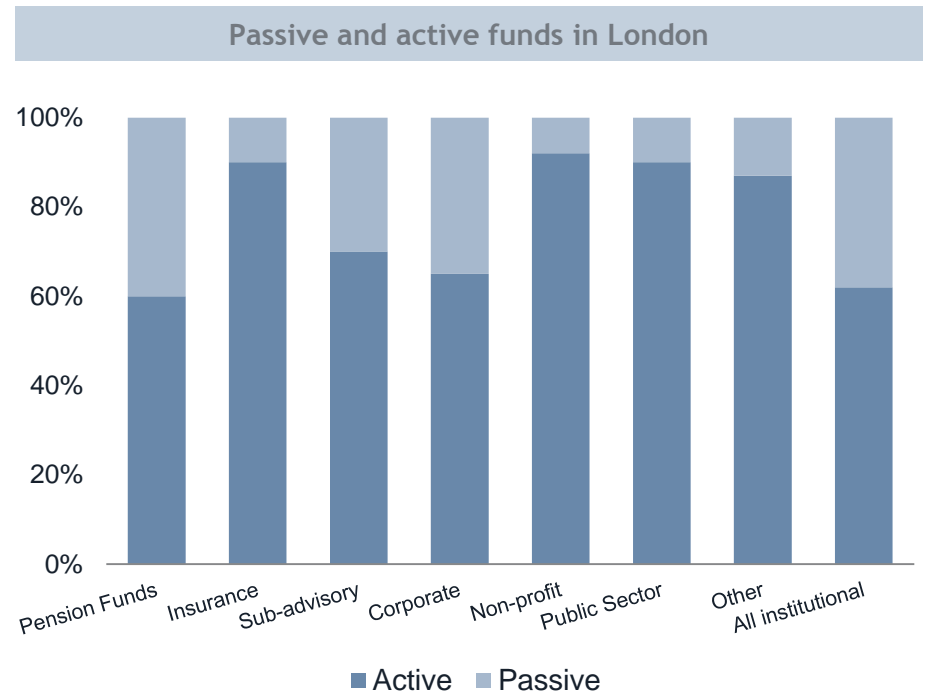
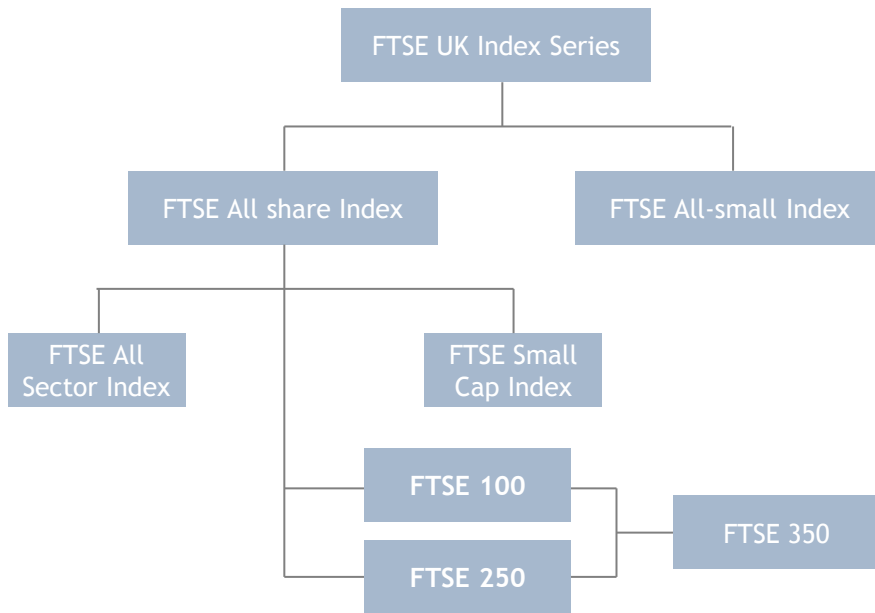
Source: Dealogic - June 2013

A Premium Listing on the London Stock Exchange enables eligible companies to enter the FTSE UK series

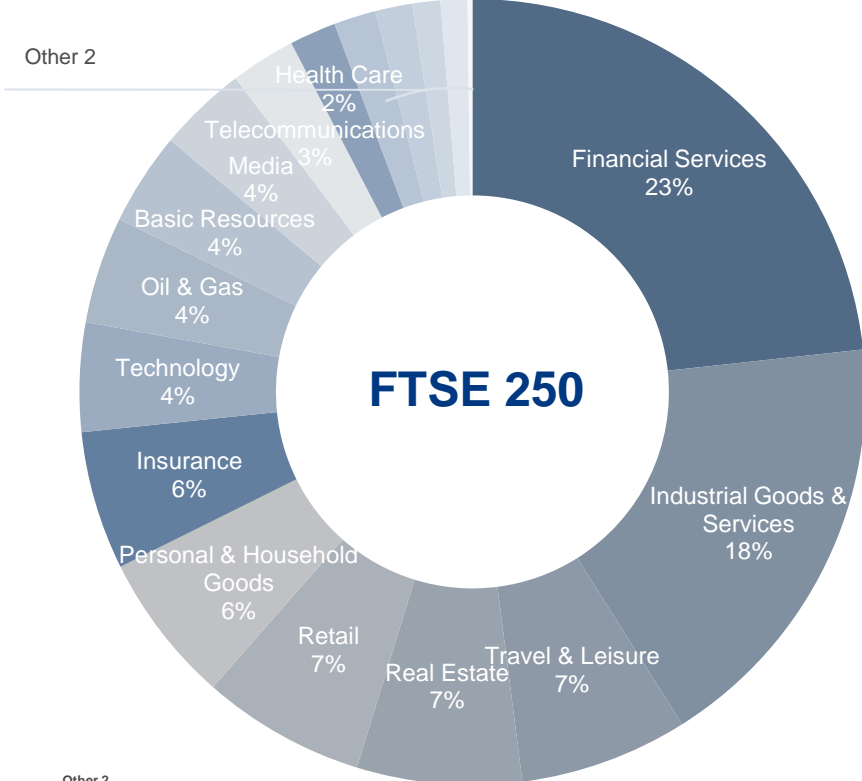
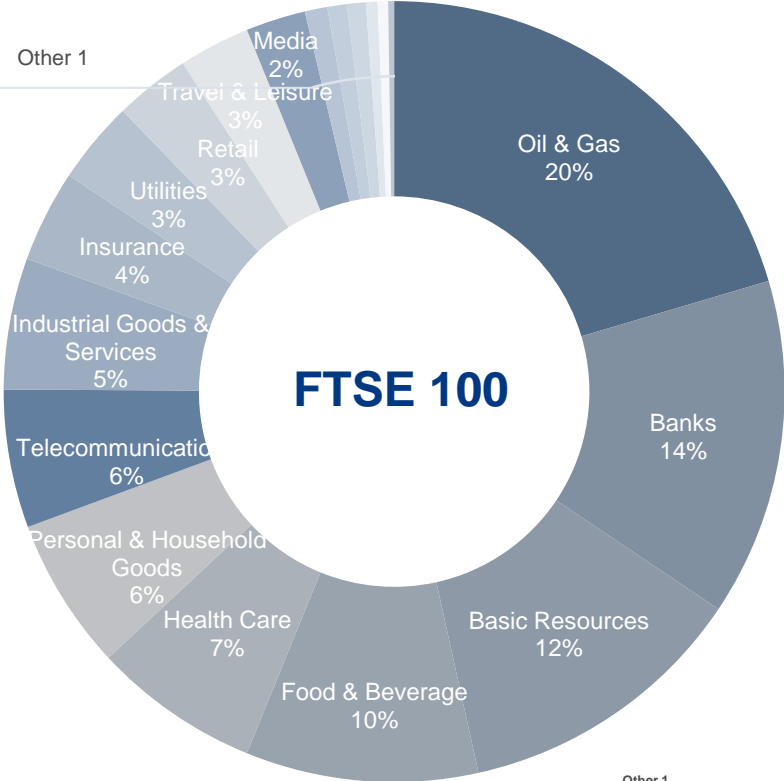


London
Stock Exchange

- FTSE UK series is one of the world's most widely tracked family of indices
- FTSE UK Series is the only flagship index series of any major exchange to admit international companies
- Premium Listing on the London Stock Exchange enables issuers to get access to tracker funds



FTSE UK series are well diversified indices



Other 1

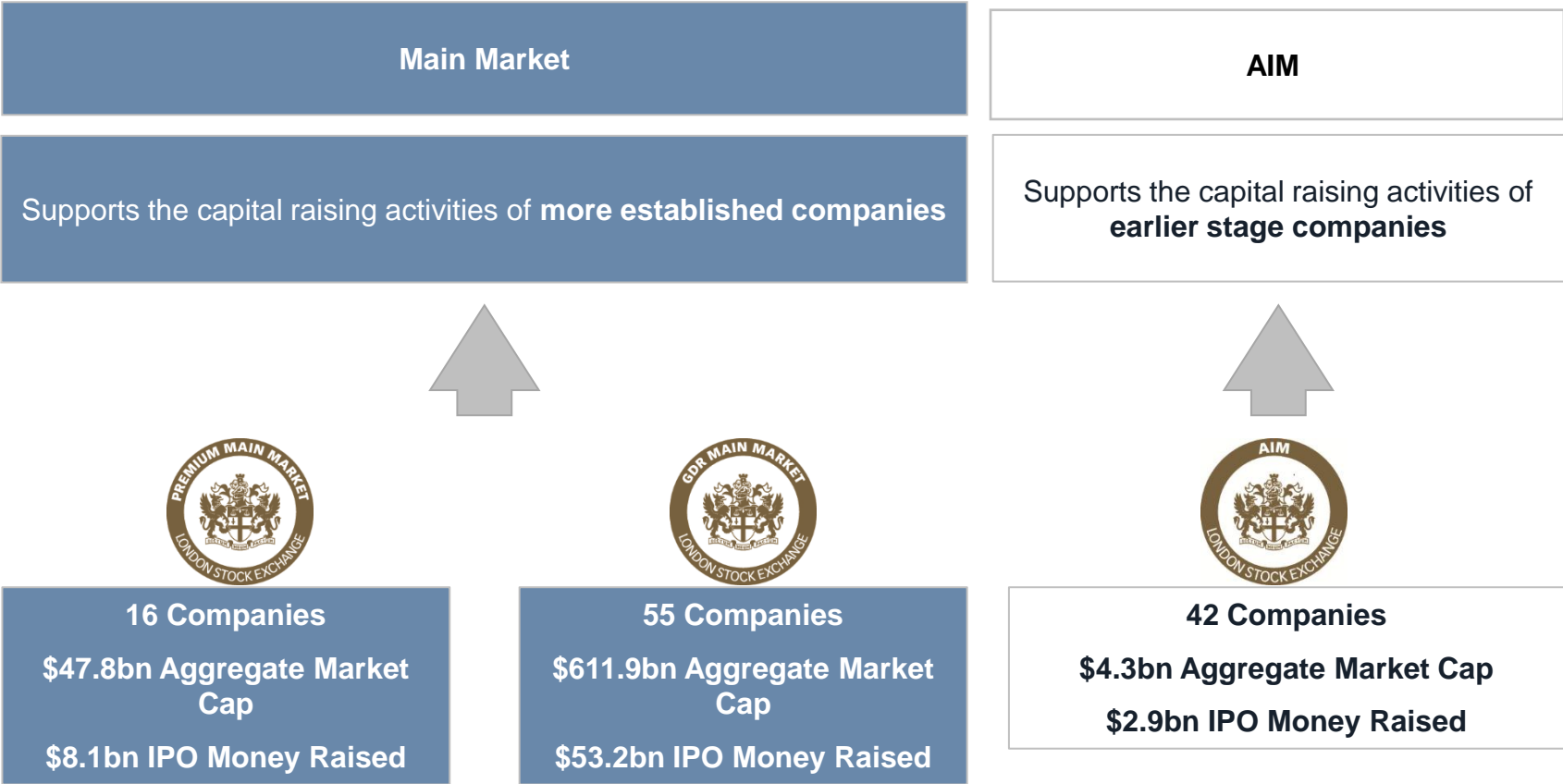
Financial Services	0.9%
Real Estate	0.8%
Technology	0.8%
Construction & Materials	0.5%
Chemicals	0.4%
Automobiles & Parts	0.2%

Other 2

Chemicals	1.7%
Utilities	1.5%
Food & Beverage	1.1%
Construction & Materials	1.1%
Banks	0.2%

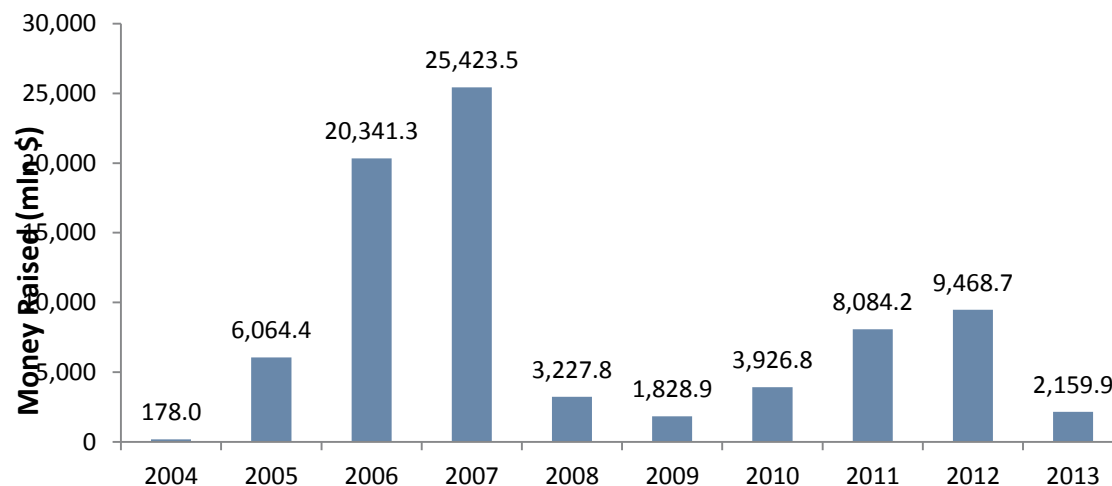
(1) By market capitalisation. Source: Bloomberg, Jun 2013

More than 110 Russian and CIS companies on LSE markets



Money raised by CIS companies in London

Total money raised by the CIS companies on the LSE's Main Market



113 Russian & CIS companies on Main Market & AIM

45 Russian listed GDRs on the Main Market and 8 Premium companies. There are also 5 Russian companies traded on ATT

Overall raised in new and further issues \$81.2bn (\$65.1bn IPO/\$16bn SPO) by Russian & CIS companies

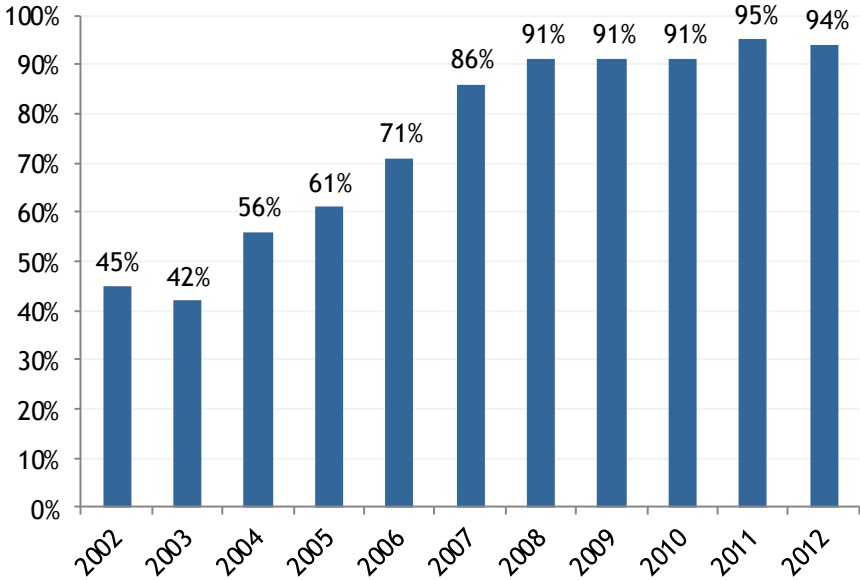
Total number of listed Russian companies is 69 (53 MM, 16 AIM)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
CIS IPO (MM)	1	9	13	19	6	1	4	6	6	1
CIS SPO (MM)	2	1	3	3	4	7	10	2	5	3
Average Capital Raised (\$m)	237	530.4	1,271	1,105	323	229	280	882	947	540
Median Capital Raised (\$m)	49.3	639	498.6	772	220	175	218	557	359	499

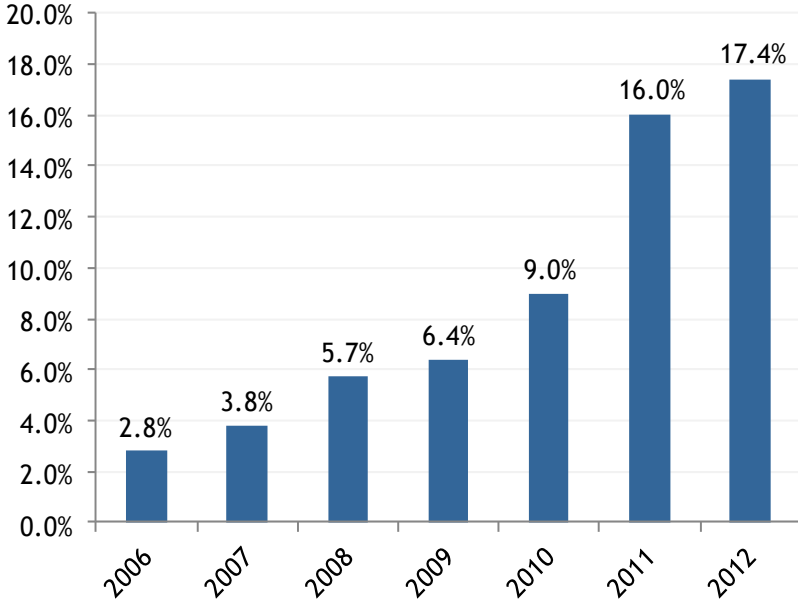
CIS companies in the secondary market



CIS companies' trading as percentage of total IOB value traded



CIS companies' trading as percentage of total LSE order book value traded



Top 25 Investors in GDRs of Russian companies on LSE



London
Stock Exchange

Rank	Investor Name	\$Value	\$Change	Turnover	Country
1	The Vanguard Group, Inc.	3,357,607,930	35,443,801	Low	United States
2	BNP Paribas Asset Management (France)	1,529,671,427	703,227,942	Medium	France
3	Capital World Investors (U.S.)	1,441,163,232	-143,974,516	Low	United States
4	Schroder Investment Management, LTD	1,372,772,743	26,724,949	Medium	United Kingdom
5	Grantham Mayo Van Otterloo & Co., LLC	1,338,802,491	-13,219,129	Medium	United States
6	Van Eck Associates Corporation	1,181,939,792	169,216,779	Medium	United States
7	J.P. Morgan Asset Management (Moscow branch)	1,181,128,133	4,911,397	Low	Russian Federation
8	DWS Investment GmbH	1,132,579,528	-68,548,950	Medium	Germany
9	BlackRock Investment Management (U.K.), LTD	934,364,620	-877,763	Low	United Kingdom
10	Dimensional Fund Advisors, L.P. (U.S.)	802,081,163	2,060,863	Low	United States
11	T. Rowe Price International, LTD	770,806,243	108,395,510	Medium	United Kingdom
12	SKAGEN AS	713,171,692	-46,743,461	Medium	Norway
13	OpenheimerFunds, Inc.	704,007,747	69,042,873	Medium	United States
14	Pictet Asset Management UK, LTD	689,327,109	-8,813,681	Medium	United Kingdom
15	BlackRock Fund Advisors	673,754,438	-69,229,300	Low	United States
16	Credit Suisse AG (Asset Management)	598,470,962	15,610,008	Medium	Switzerland
17	BlackRock Advisors (U.K.), LTD	593,233,648	-56,062,538	Low	United Kingdom
18	Lazard Asset Management, LLC (U.S.)	585,217,322	43,806,966	Low	United States
19	Neptune Investment Management, LTD	577,854,749	0	Medium	United Kingdom
20	J.P. Morgan Asset Management (UK), LTD	561,316,962	69,030,083	Medium	United Kingdom
21	East Capital Asset Management AB	560,467,176	-136,000,438	Medium	Sweden
22	HSBC Global Asset Management (U.K.), LTD	539,546,521	-29,645,657	Medium	United Kingdom
23	CPP Investment Board	534,098,810	0	Low	Canada
24	Baring Asset Management, LTD (U.K.)	532,409,964	-602,668,562	Medium	United Kingdom
25	Capital Research Global Investors (U.S.)	521,497,950	81,081,500	Low	United States

Depository Receipts secure market-leading liquidity



London
Stock Exchange

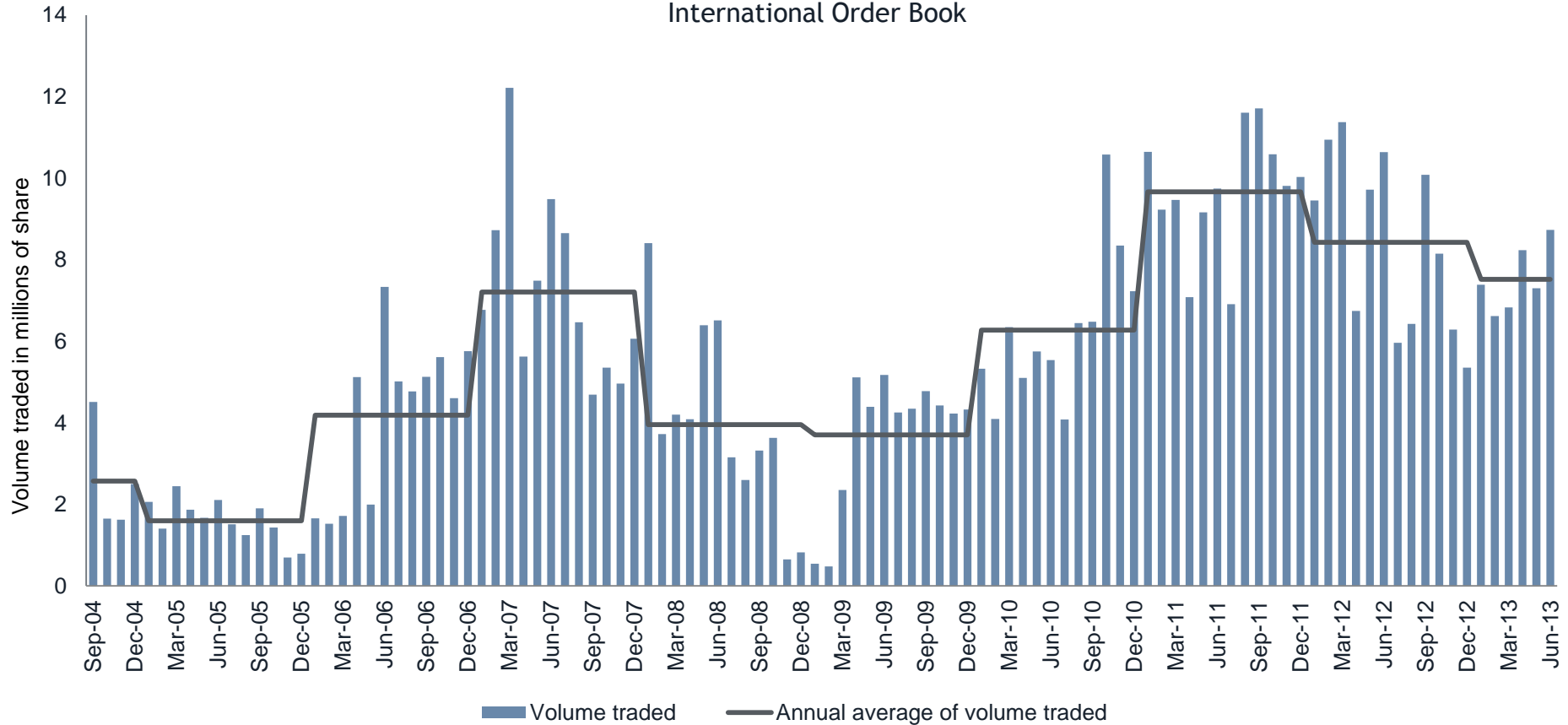
2012 LSE order book value traded rankings

#	Segment	Company
1	IOB	Gazprom (DR)
2	FTSE 100	Rio Tinto
3	FTSE 100	Vodafone
4	FTSE 100	HSBC
5	FTSE 100	BHP Billiton
6	FTSE 100	BP
7	FTSE 100	GlaxoSmithKline
8	IOB	Lukoil (DR)
9	FTSE 100	Barclays
10	FTSE 100	Xstrata
11	IOB	Sberbank (DR)
12	FTSE 100	British American Tobacco
13	FTSE 100	Anglo American
14	FTSE 100	BG
15	FTSE 100	RDS 'B'
16	FTSE 100	Astrazeneca
17	FTSE 100	RDS 'A'
18	FTSE 100	Standard Chartered
19	FTSE 100	Diageo
20	FTSE 100	Tesco
21	IOB	Rosneft (DR)
22	FTSE 100	Unilever
23	FTSE 100	Sabmiller
24	FTSE 100	Glencore
25	FTSE 100	Imperial Tobacco

- On the International Order Book (IOB) **over 2/3** of the issuers are from Asia & CIS
- New product development such as FTSE Russia IOB and individual GDR option contracts help to enhance liquidity
- In 2012 IOB trading accounted for around **17%** of total order book value traded on LSE
- The International Order Book (IOB) offers full trading solutions: clearing, netting and settlement

International Order Book – the key international liquidity pool

Everyday, USD 764m* depository receipts issued by 235 companies from 45 countries are transacted on the International Order Book



Source: LSEG data. Note:

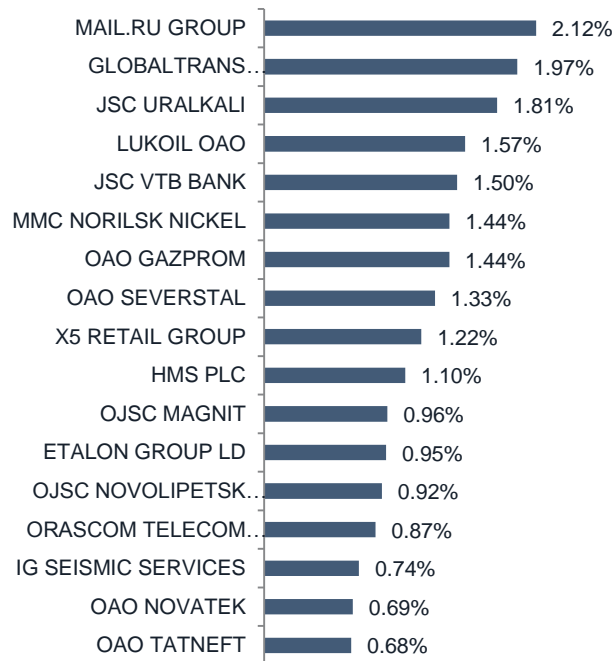
*ADVT in May 2013

LSE – leading venue for emerging market companies



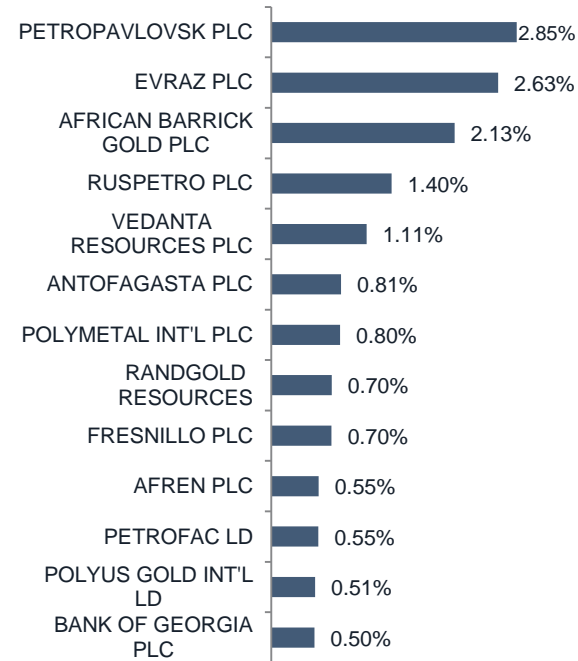
London
Stock Exchange

Daily value traded / free float for emerging market securities trading on IOB



Global Depository Receipts

Daily value traded / free float for emerging market securities trading on SETS



Premium listing of shares

Case Study: Megafon

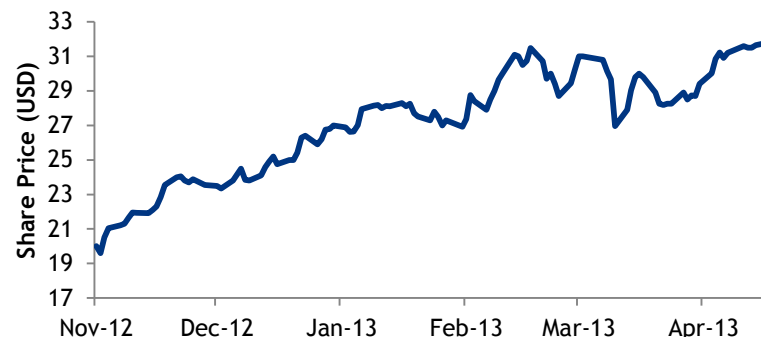


Company Details and Transaction Details

Company Details	
Company	Megafon
Market	Main Market - GDR
Sector	Telecom
Ticker	MFON
Country of incorporation	Russia

Transaction Details	
Listing Date	3 Dec 2012
Money raised at IPO	US\$1.7bn
Market cap at admission	US\$11bn
Depository Bank, Joint Global Coordinators	Morgan Stanley, VTB, Credit Suisse, Citi

Megafon DRs appreciated by 87 % since IPO

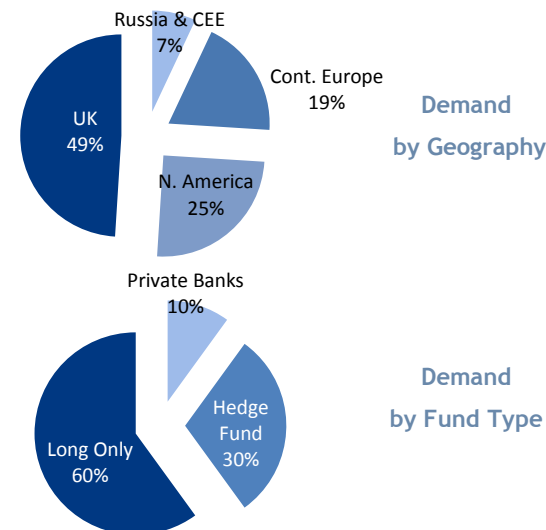


Company profile

- MegaFon is one of the three largest mobile operators in Russia. Moreover, they are the only company that launched their own network, providing a full range of mobile services across the country. In addition, subsidiaries of MegaFon work in Tajikistan, Abkhazia and South Ossetia.
- MegaFon has approximately 63 mn subscribers, or a market share in Russia of about 27 percent, and it's the largest operator in the mobile data segment
- Today, MegaFon is the first operator in Russia that has successfully tested an experimental network of the 4G, LTE protocol.

Listing story

- On 3 December 2012, Megafon listed its GDRs on the Main Market of the London Stock Exchange at \$20 per GDR, which represented 15% of the share capital of the company.
- At \$20, the Company priced at a slight discount to its competitor MTS.
- Price as of 23 Oct 2013 - \$37.58; market cap – \$23.5bn



Source: Factset, June 2013

Case Study: Kcell



Company Details	
Company	JSC Kcell
Market	Main Market (GDRs)
Sector	Mobile Telecommunications
Trading System	IOB
Country of incorporation	Kazakhstan

Transaction Details	
Admission Date	17 Dec 2012
Money raised at admission	\$525m
Market cap at admission	\$2.1bn
Current market cap	\$3.2bn
Bookrunner	Credit Suisse, UBS, Visor Capital



Source: Factset

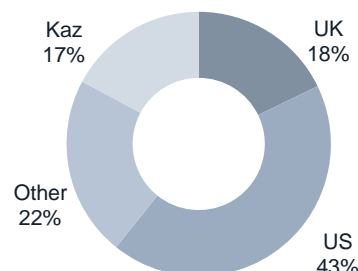
Company profile

- Kcell is the leading mobile phone provider for Kazakhstan and is affiliated to TeliaSonera, the largest Scandinavian telecommunications holding
- Founded in 1998, Kcell has seen extensive growth and as of April 2013 the company's subscriber data base was 13.8 million
- As of December 2012 employs 1,612 people to enable them to provide coverage serving 5,015 cities and settlements of Kazakhstan with a population of over 1,000 people

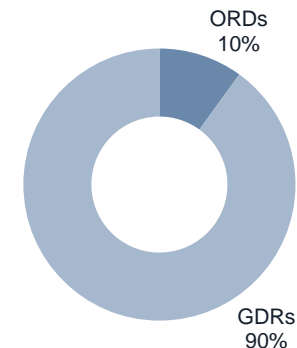
Listing story

- Kcell listed its GDRs in London on 17th December 2012. The company also listed ordinary shares on their domestic market in Kazakhstan
- The listing was a sale by TeliaSonera of 50 million shares, which constituted of 25% of the company's share capital
- Capital raised is expected to be used for international growth and exposure
- In March 2013 Kcell announced they had won Best IPO in CEE and Best DR programme in the EMEA Achievement Awards 2012
- Price at admission: \$10.50; Price on 24 Oct 13: \$16.60 (58% increase)

Allocation by region



Split by instrument type

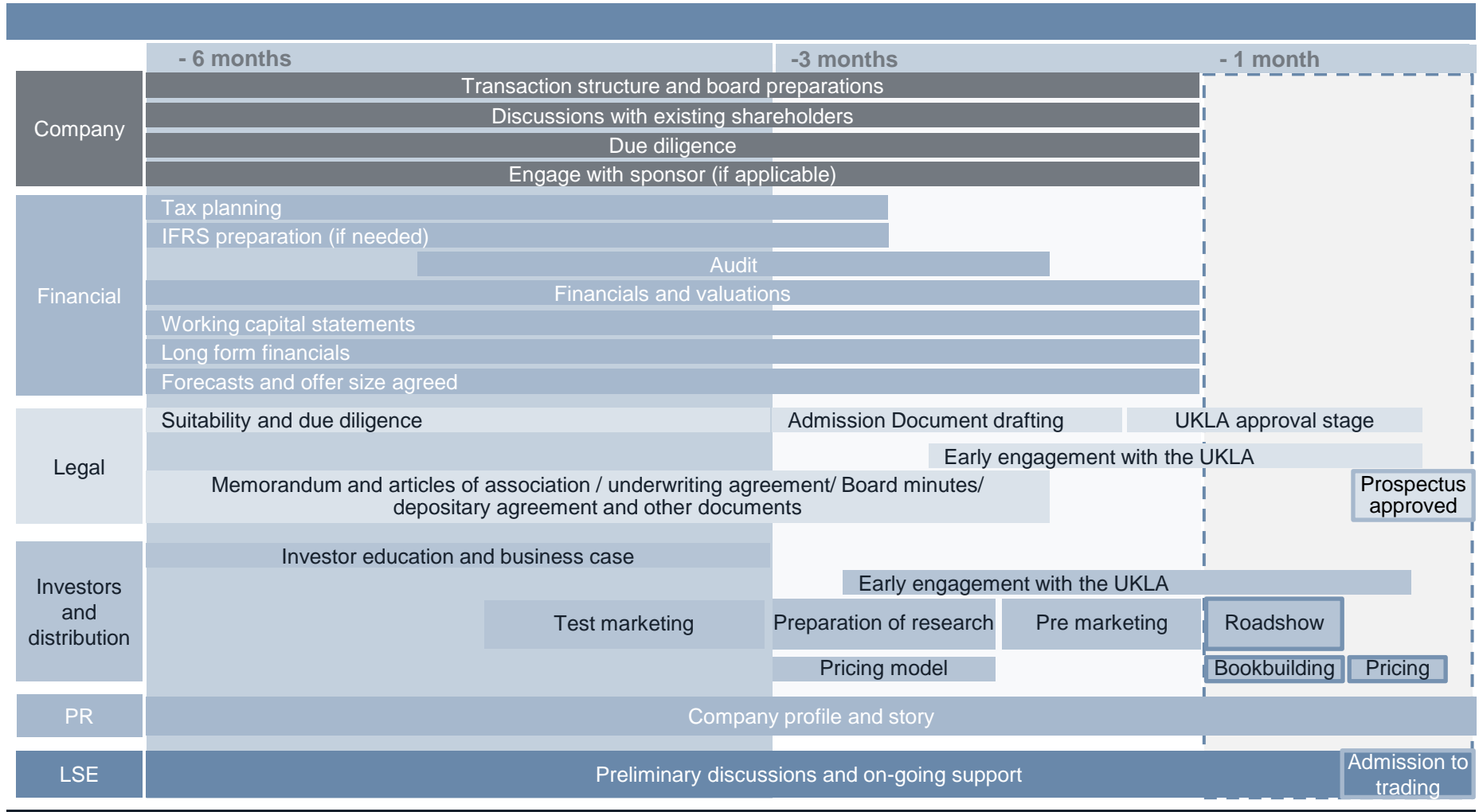


Source: Factset, June 2013

Indicative IPO transaction timeline



London
Stock Exchange



Disclaimer



London
Stock Exchange

This document has been compiled by the London Stock Exchange plc (the “Exchange”). The Exchange has attempted to ensure that the information in this document is accurate, however the information is provided “AS IS” and on an “AS AVAILABLE” basis and may not be accurate or up to date.

The Exchange does not guarantee the accuracy, timeliness, completeness, performance or fitness for a particular purpose of the document or any of the information in it. The Exchange is not responsible for any third party content which is set out in this document. No responsibility is accepted by or on behalf of the Exchange for any errors, omissions, or inaccurate information in the document.

No action should be taken or omitted to be taken in reliance upon information in this document. The Exchange accepts no liability for the results of any action taken on the basis of the information in this document.

All implied warranties, including but not limited to the implied warranties of satisfactory quality, fitness for a particular purpose, non-infringement, compatibility, security and accuracy are excluded by the Exchange to the extent that they may be excluded as a matter of law. Further, the Exchange does not warrant that the document is error free or that any defects will be corrected.

To the extent permitted by applicable law, the Exchange expressly disclaims all liability howsoever arising whether in contract, tort (or deceit) or otherwise (including, but not limited to, liability for any negligent act or omissions) to any person in respect of any claims or losses of any nature, arising directly or indirectly from: (i) anything done or the consequences of anything done or omitted to be done wholly or partly in reliance upon the whole or any part of the contents of this document; and (ii) the use of any data or materials in this document.

Information in this document is not offered as advice on any particular matter and must not be treated as a substitute for specific advice. In particular information in the document does not constitute professional, financial or investment advice and must not be used as a basis for making investment decisions and is in no way intended, directly or indirectly, as an attempt to market or sell any type of financial instrument. Advice from a suitably qualified professional should always be sought in relation to any particular matter or circumstances.

The contents of this document do not constitute an invitation to invest in shares of the Exchange, or constitute or form a part of any offer for the sale or subscription of, or any invitation to offer to buy or subscribe for, any securities or other financial instruments, nor should it or any part of it form the basis of, or be relied upon in any connection with any contract or commitment whatsoever.

London Stock Exchange and the London Stock Exchange coat of arms device are registered trade marks of London Stock Exchange plc. Other logos, organisations and company names referred to may be the trade marks of their respective owners.

© July 2013

London Stock Exchange plc
10 Paternoster Square
London EC4M 7LS
Telephone +44 (0)20 7797 1000
www.londonstockexchange.com