

THE OTHER LONDON STOCK EXCHANGE



REACH INVESTORS, RAISE CAPITAL

“ NEX Exchange is a UK stock market focused on helping small and medium sized enterprises (SMEs). Our aim is straightforward – we want to help companies achieve sustainable growth. Whether a company's aim is to raise new capital, obtain a live company valuation or provide shareholders with access to liquidity, NEX Exchange is the platform to help you achieve them.

Upon joining NEX Exchange, companies have the choice to offer an equity or debt product, or in some cases both. Once admitted to the market, small and medium-sized companies can attract greater interest from both institutional and retail investors.

A reason for such attraction is in part due to UK government tax incentives for investors in stocks on the NEX Exchange Growth Market. The UK government recognises the role SMEs play in our vibrant UK economy. Ultimately this

means that trades executed in UK companies on NEX Exchange are exempt from UK Stamp Duty and Stamp Duty Reserve Tax. Similarly, companies admitted to trading on NEX Exchange are eligible investments for the full range of unquoted company tax reliefs, including capital gains and inheritance tax. They are also eligible investments for ISAs and EIS.

At NEX Exchange, we understand and recognise the need for a personal, relationship based Exchange that works with individual company achieve its individual goals. To support these ambitions, we provide access and introductions to our extensive network of members, which include Corporate Financial Advisers, Brokers and Market Makers.

For the ambitious, NEX Exchange is more than a source of capital – we are the platform for growth.

For further information, please email sales@nexexchange.com

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NEX EXCHANGE CASE STUDY WALLS & FUTURES REIT

WHAT DOES YOUR COMPANY DO?

We are an Ethical Housing REIT, providing homes for some of the most vulnerable people in society.

This includes learning and physical disabilities, mental health needs, homelessness and extra care (housing with care for the elderly). We collaborate with our customers, including charities and housing associations, to design, fund, build and deliver quality homes throughout the UK.

Our financial target is to deliver a long-term annual net return of 7-9% of which 3-4% will be paid in the form of a dividend.

redeveloping and building quality homes, adding much needed capacity and creating shareholder value, rather than acquiring existing social housing portfolios. Furthermore, we are seeking to deliver homes that are sustainable in terms of their environmental impact, energy efficiency and financial viability.

In 2017 we delivered much

Joe McTaggart,
Managing Director
Walls & futures REIT Plc

needed Supported Housing places and outperformed our financial benchmark, the MSCI IPDUK Residential Index.



HOW DO YOU BALANCE ETHICAL INVESTMENT WITH FINANCIAL RETURN?

There is a growing need for the homes we provide. For example, it is estimated that the shortfall in Supported Housing places will increase to 46,771 by 2025.

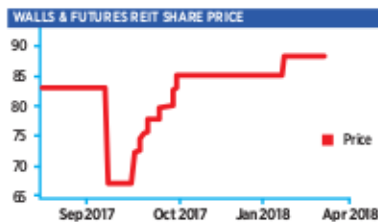
We are making a direct impact by

WHAT BENEFITS ARE THERE FOR A NEX EXCHANGE QUOTED COMPANY?

Our growth necessities that we raise new equity in order to continue delivering new homes and making a social impact. NEX Exchange provides growth companies like ours with a cost effective and regulated trading platform to engage with new and existing investors.

It has also enabled us to attract new customers and raise our profile, which has culminated in our nominations for NEX Company of the Year and Impact Company of the Year at the forthcoming Small Cap Awards 2018.

For further information, please email hello@wallsandfutures.com



NEX Exchange assists SME growth companies to achieve their financial goals. For more information, visit: WWW.NEXEXCHANGE.COM/BENEFITS or ring 0207 818 9774

DISCLAIMER: This article is for information only and does not constitute a recommendation to invest. Investment in a company admitted to the NEX Exchange should only be undertaken after careful consideration and, if appropriate, consultation with an independent financial adviser.

Economic woes such as inflation and fuel costs put Brits off buying cars

ALEXANDRA ROGERS

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ECONOMIC uncertainty is putting people off buying cars, with more than a third of drivers saying they were likely to postpone or hold off buying a vehicle altogether.

According to a report published today by Close Brothers Motor Finance, uncertainty arising from

Brexit alone also affected almost a quarter of drivers' decision to buy a car within the next three years.

Other factors that had made drivers more hesitant about committing to car buying were inflation, which affected 21 per cent of motorists, the increasing cost of vehicles and fuel (32 per cent

and 29 per cent respectively) and escalating vehicle taxes (27 per

cent). However, it is not all doom and gloom: Eighty-two per cent of drivers are still planning on buying a vehicle within the next three years despite economic uncertainty.

This equates to nearly 32m new or used cars being sold in the UK by 2021, a significant increase on last year, when 71 per cent of drivers planned to buy a car in the next three years.

AT YOUR SERVICE Jaguar Land Rover teams up with London Heathrow to provide electric SUVs to and from the airport



JAGUAR Land Rover will roll out 200 of its all electric I-Pace SUVs for Heathrow passengers to use to and from the airport to central London, including tourist destinations, this summer. It will be the UK's largest chauffeur-driven fleet of electric vehicles. The pair have teamed up with WeKnowGroup for the project, which will start with 50 vehicles and rise to 250 in the next year.

Huawei's popularity on the up after launch of P20 range

BACK in November I looked at tech brand Huawei ahead of its planned expansion in Europe. Now YouGov data underlines how Huawei has been doing since then, with particular reference to the launch of its new P20 and P20 Plus range, for which the brand launched a worldwide advertising push.

Huawei's marketing efforts appear to have resonated with the UK public. Its ad awareness score (whether someone has seen an advert for the brand) rose from one in the lead up to the release (around 23 March) to eight on the 8 May.

One hurdle for the brand in a sector dominated by Apple and Samsung is simply to make people know about it. Huawei's awareness score (whether someone has heard of the brand) has jumped significantly from 50 to 62 across the same time frame.

The P20 Pro is said to feature no less than three hi-tech cameras, large vibrant LCD screens, and a supposedly "staggeringly long" battery life that surpasses that of its rivals.

Marketing these qualities may explain why Huawei's purchase consideration score (whether someone would purchase from the brand

Stephan Shakespeare



However, while it is unlikely that people will leave Apple and Samsung for it in their droves, the brand is clearly popular among its current customers with 76 per cent of people currently owning a Huawei device saying they would recommend it to their friends and family.

Huawei's push into European territories combined with the expansion of its marketing strategy has boosted both the brand's awareness and its public perception in Britain.

While it may be unrealistic to expect it to challenge huge industry giants straight away, chipping away at market share may well be achievable.

Stephan Shakespeare is the chief executive of YouGov

HUAWEI'S AWARENESS SCORE HAS RISEN SINCE LAUNCH OF P20 RANGE



Source: YouGov BrandIndex