

U.K. Trading Platforms Push to Open IPOs to Retail Investors



By Swetha Gopinath
22 February 2021, 10:37 GMT
Updated on 22 February 2021, 14:55 GMT

Transfer of power
A new epoch for retail investors is just beginning

The Big Read: Retail trading
Rise of the retail army: the amateur traders transforming markets
Once dismissed as a quirky sideshow the growth of retail trading is forcing mainstream investors to take note

GameStop: How retail investors took on Wall Street and won

Retail shareholders overlooked in fundraisings, UK investment chiefs warn

DEMOCRATISING PUBLIC MARKETS

Bloomberg

Why Use

The Equity Market Implications of the Retail Investment Boom
Swiss Finance Institute Research Paper No. 21-12
November 2021

Retail traders are clamoring for the IPO market

Deere's IPO may whet the City's appetite for individual investors
Thursday March 25 2021, 12:01am, The Times

THE MONEY-MAKING EXPERT Rachel Rickard Straus

LOCKED OUT

How ordinary investors miss out on 'public' offers that are anything but

Compass fundraiser means ordinary investors may finally get access to exclusive share issues

Catering giant's deal with PrimaryBid means Joe Public can take part in big City fundraisings

City chiefs demand fair shares in equity fundraisings

Private investors miss out after rights are flouted

"The retail revolution that began last year marked the beginning of a new era of investing—and we saw that continue throughout the first half of 2021," said Bob Cortright, founder and CEO DriveWealth



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TRUSTED AT THE HIGHEST LEVELS OF CAPITAL MARKETS



 **Ocado**

£657m

ABB | FTSE 100

 **COMPASS GROUP**

£2b

ABB | FTSE 100

SEGRO

£673m

ABB | FTSE 100

 **deliveroo**

£1.5b

IPO | LSE

MCG Membership Collective Group

£309m

IPO | NYSE

CRODA

£627m

ABB | FTSE 100

SEVERN TRENT

£243m

ABB | FTSE 100

Taylor Wimpey

£515m

ABB | FTSE 100



HIPCNOIS

£75m

ABB | FTSE 250

William **HILL**

£224m

ABB | FTSE 250



ASTON MARTIN

£152m

ABB | FTSE 250

THG

£1.9bn

IPO | LSE

Q2 '20 Q3 '20 Q4 '20 Q1 '21 Q2 '21 Q3 '21 Q4 '21

SUSTAINED ADOPTION

Unique playbook driving transactions and repeatability



Regulatory Change

Community Ownership

Governance

Integrated Technology

WHAT ISSUERS ARE SAYING



Treating all investors fairly is fundamental to Severn Trent's corporate governance commitment. We were delighted to include a retail component to our Green fundraising giving everyone the opportunity to participate.

Liv Garfield

CEO, Severn Trent plc

FTSE 100

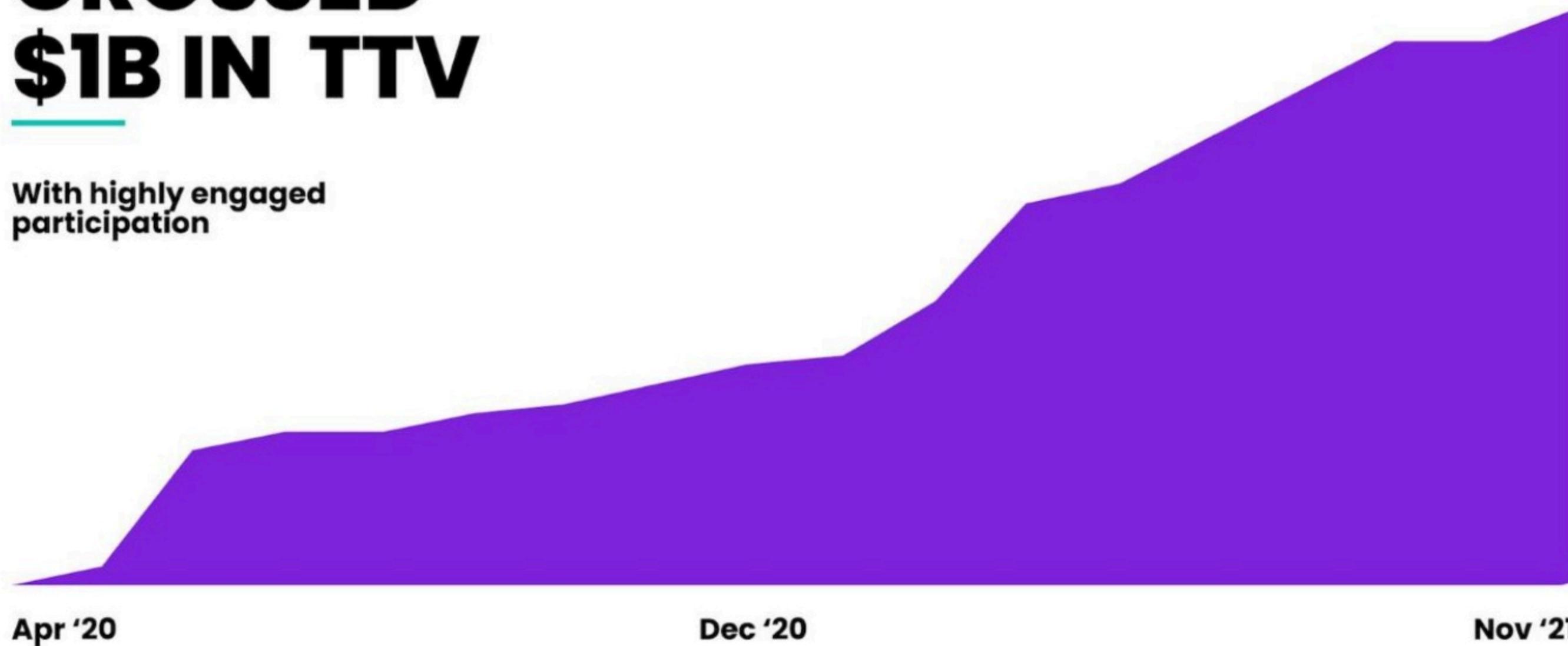
CROSSED \$1B IN TTV

With highly engaged participation

YoY TTV Growth

2.5x

\$1.2bn+



**AND IT JUST
GOT A LOT
BETTER**



We want to facilitate wider participation in the ownership of public companies, and to remove the disincentives that currently exist for the issuance of securities to wide groups of investors – including retail investors.

John Glen

Economic Secretary to the Treasury
HM Treasury Consultation following
the Hill Review, July 2021

DATA DRIVEN PRODUCTS

Using data to empower communities across multiple offer types

- ✓ Customers
- ✓ Employees
- ✓ Shareholders
- ✓ Chair list
- ✓ General public

	Aston Martin Employees/Shareholders/Public	£207m ABB
	Compass Shareholders/Public	£2bn ABB
	Countryside Employees/Shareholders/Public	£250m ABB
	Croda Shareholders/Public	£627 ABB
	Deliveroo Customers	£4.5bn IPO
	Hipgnosis Public	£200m ABB
	Kape Shareholders/Public	£260m ABB
	MCG Members/Employees	£304m IPO
	Ocado Shareholders/Public	£1bn ABB

	PensionBee Customers	£60m IPO
	Segro Shareholders/Public	£2bn ABB
	Severn Trent Shareholders/Public	£243m ABB
	Taylor Wimpey Employees/Shareholders/Public	£522m ABB
	The Hut Group Chairman's list	1.9bn IPO
	William Hill Shareholders/Public	£200m ABB
	Hotel Chocolat Shareholders/Public	£40m ABB
	Forward Partners Public	£25m IPO
	Draper Esprit Shareholders/Public	£106m ABB

SCALING THE EU



Regulated by



Strategic partnerships



Distribution tech stack



Expansion Strategy

- Passport regulatory permissions across EU;
- Independently build origination and distribution capabilities;
- Cross-border distribution of deals

Regulatory tailwinds

- Capital Markets Union
- Shareholder Rights Directive II

WHAT ISSUERS ARE SAYING



Airbnb believes that twenty-first century companies are most successful when the interests of all stakeholders are aligned... this includes our employees and investors, but also the hosts who use our marketplace.

Brian Chesky

CEO, Airbnb

FUNDING GROWTH

Series A

\$9m

pentech

Outward

HAMBRO PERKS

Series B

\$50m

 **London**
Stock Exchange Group

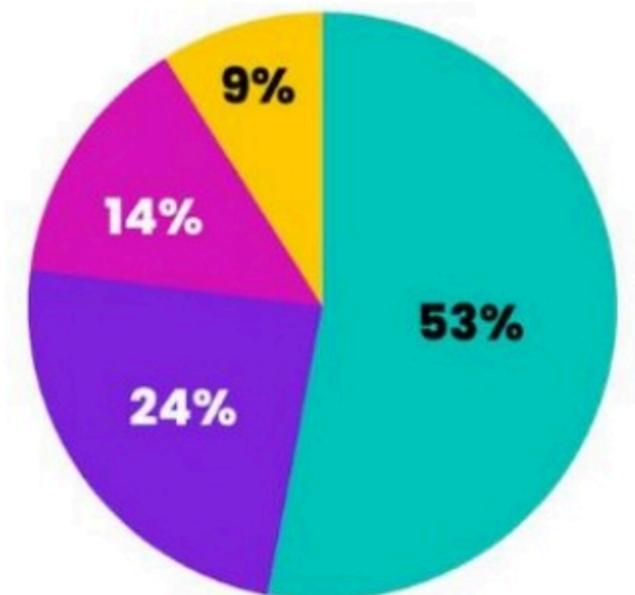
 Draper Esprit

 **OMERS** | Ventures

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VENTURES

Series C



-  Product, Eng, Ops
-  Marketing
-  Legal, Finance, HR, Other
-  Capital Markets

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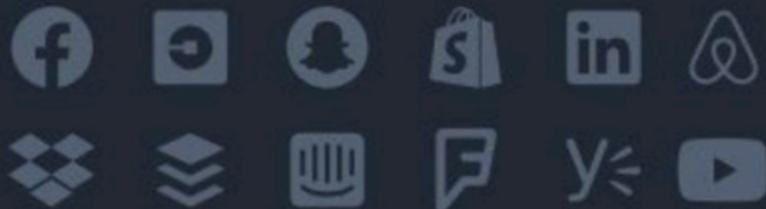
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