

Nasdaq Dubai
Growth Market.
IPO'S for SMEs.



Accelerate
your business.

Nasdaq Dubai Growth Market. Designed for SMEs.

“SMEs are a key engine of our national economy. The launch of the Nasdaq Dubai Growth Market is a strategic step that will support this vital sector by opening new horizons for companies and providing them with investment resources to expand their business and enhance their attractiveness in global markets.”

H.H Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum,
Crown Prince of Dubai and Chairman of the Executive Council

Nasdaq Dubai Growth Market. Designed for SMEs.

Nasdaq Dubai is the ideal IPO platform for companies based in the region, as well as overseas companies that are active within it. As the international exchange in the Middle East, we provide seamless access to regional and international investors.

An IPO on Nasdaq Dubai can act as a launch pad for a company to enter a new phase of growth, by supplying an injection of capital, an increase in global visibility and the extra credibility that comes with the listed status.

Based in the Dubai International Financial Centre (DIFC) free zone, Nasdaq Dubai is the leading force in the expansion of Dubai's capital market infrastructure. Our commitment to international best practices benefits issuers and investors alike.

An IPO is not suitable, or desirable, for every company. But for businesses that are ambitious to expand and committed to effective corporate governance, the IPO route is a wonderful opportunity. This guide explains the straightforward steps that are involved in achieving a listing on the Growth Market and then moving forward as a public company.

I wish you success and prosperity in the future expansion of your business.

Hamed Ali
Chief Executive Officer

Accelerate your business growth.

The Nasdaq Dubai Growth Market aims to help small-to medium-sized companies (SMEs) and start-ups to grow, to raise capital, to go public.

And it's not only for those based in the UAE, we welcome companies from around the world to help them expand both in the region and internationally. With no minimum market capitalization nor any specific profitability requirements, the Growth Market is designed for you.

Expand to meet market and consumer demands.



Unlock liquidity to support your supply chains.



Accelerate R&D.



Ramp up production.

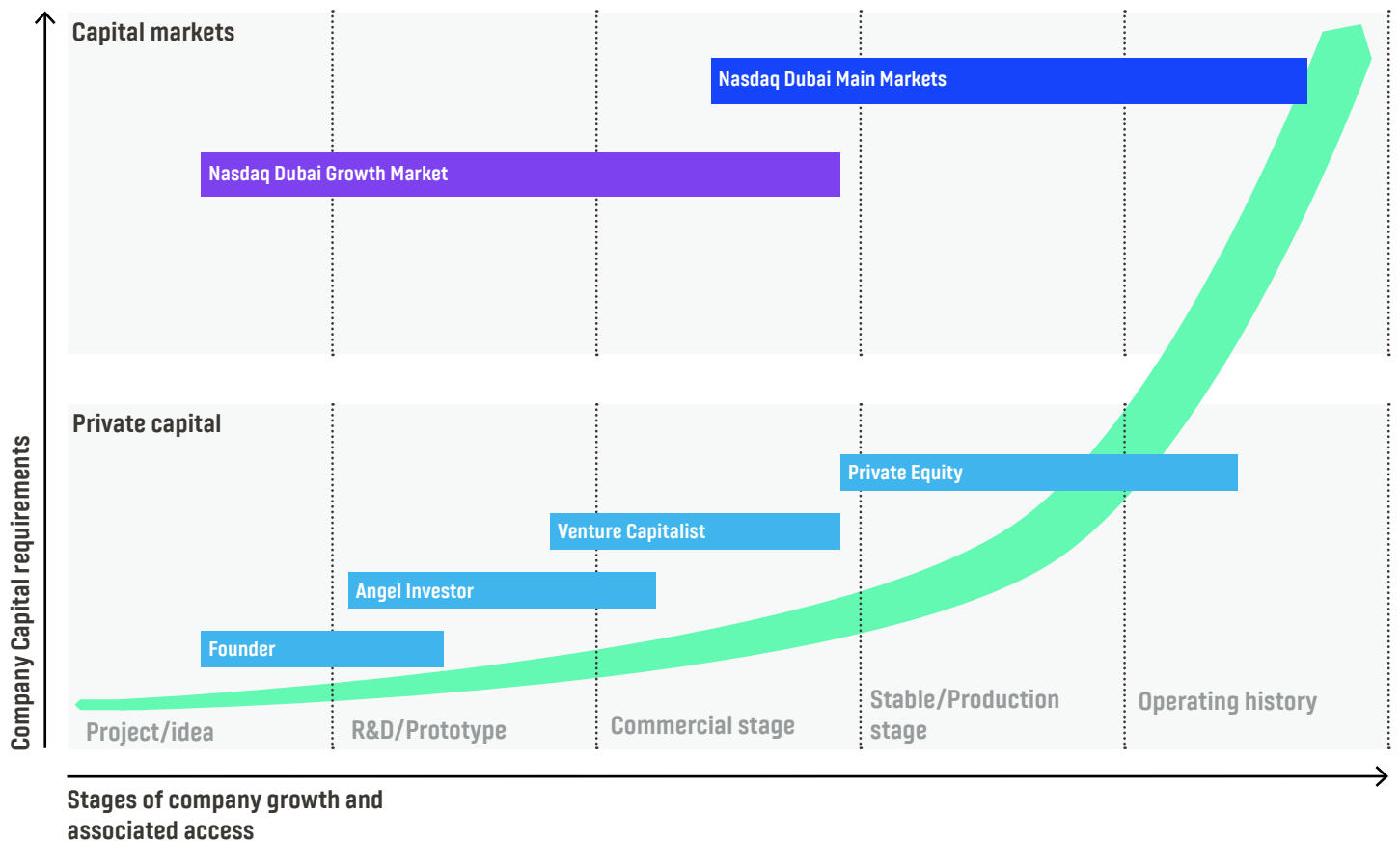


Accessing capital.

You've built an ambitious business, but how can you reach investors to get you to the next level of growth?

Whether a recent start-up or SME, Nasdaq Dubai's Growth Market is aimed specifically at helping dynamic and rapidly expanding companies achieve further success and facilitate their access to the capital markets across the UAE, the GCC and beyond.

The Nasdaq Dubai Growth Market is a solution for SME companies seeking capital from a pool of investors to develop and grow their business.



Benefits of accessing the Nasdaq Dubai Growth Market.

The Nasdaq Dubai Growth Market opens the door for companies to go public and benefit from key flexible listing requirements:

Be based anywhere in the world.

Valued below USD 250 million.

Established for a minimum of 1 year.

Willing to offer 25% of shares to the public.

Joining the Nasdaq Dubai Growth Market can enhance your financial position and performance, as well as the reputation among business partners, customers, employees and the public. Going public is not only about raising capital.

Here's more:

Build credibility.

Being listed on a world-class exchange reinforces perceptions of long-term stability.

Gain exposure.

Enhance visibility and recognition for the company, and attract prospective customers and partners.

Attract talent.

Incentivize and retain employees with stock grants and option plans Nasdaq Dubai's support through your journey.

Fuel growth.

Attract new investors and unlock sustainable growth.

Create liquidity.

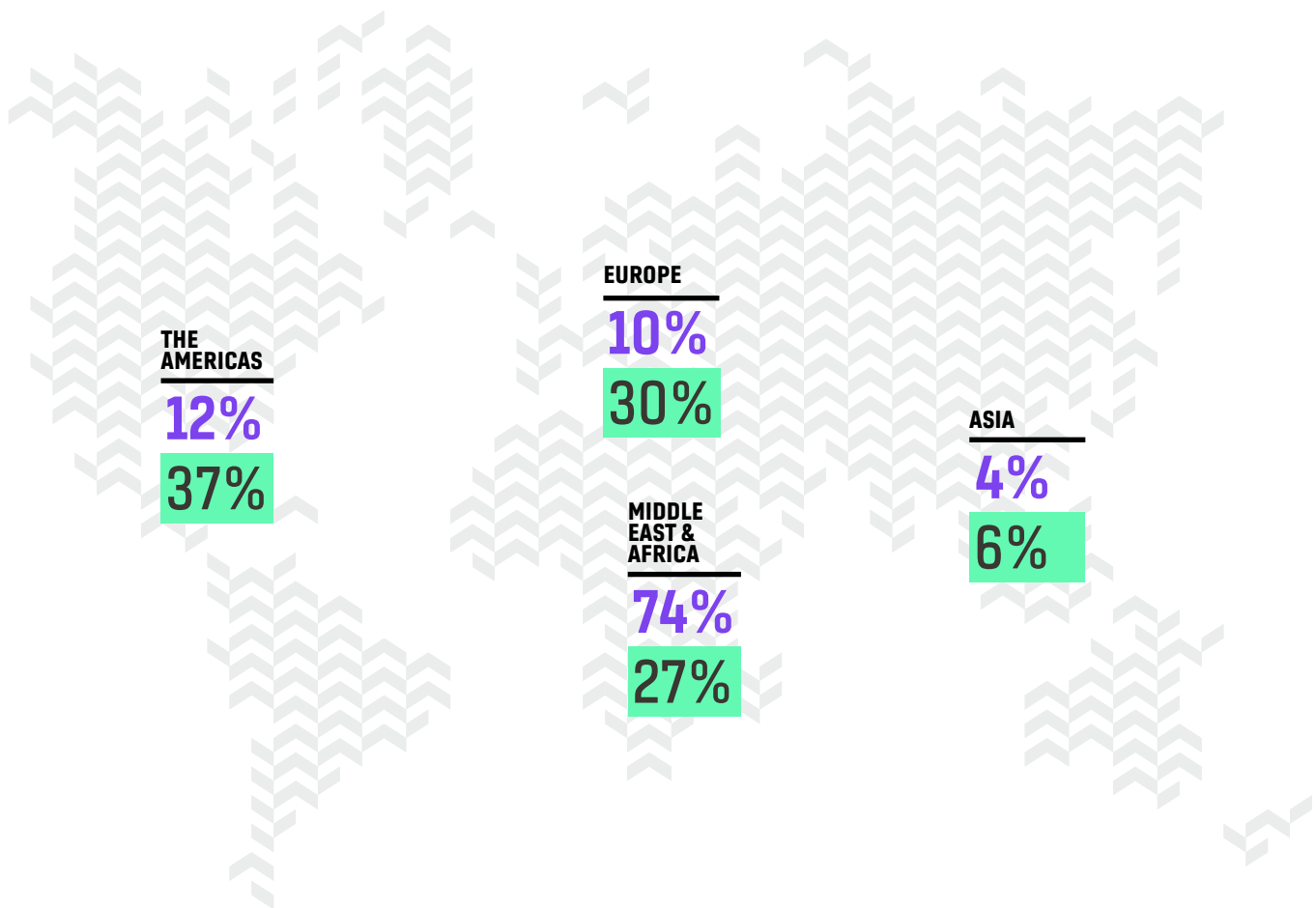
Make it easy for shareholders to exit or sell.

Investor access.



Tap into a network of investors from 110+ countries.

Accessing investors, locally, regionally or globally.

Nasdaq Dubai Growth Market is the ideal platform for companies based in the region, as well as overseas companies that are active within it. As the international exchange in the Middle East, we provide seamless access to regional and international investors.



Snapshot of investor composition for 2 equity listings, highlighting the ability to either concentrate on regional investors or attract a wider pool of investors from outside the region.

 Equity Listing 1
 Equity Listing 2

90 out of top 100 funds transact on the DFM.

Connecting investors from more than 100 countries.

Connected to leading international depositories.

IPO Readiness.

Early preparation and planning are key to a successful IPO. The following are essential areas that you will need to consider as a growing company:

Corporate Governance.

A company that lists on the Growth Market must have a corporate governance framework, which promotes sound management in the long-term interests of the company and its shareholders.

The corporate governance requirements are set by the Dubai Financial Services Authority (DFSA) Market Rules.

Investor Relations.

The company's investor relations function plays a key role in the life of a listed company. It keeps investors informed of any developments in line with regulations. It can also help to support the share price by ensuring the company's strategy and strengths are widely understood.

Financial Reporting.

Comply with ongoing obligations such as publishing annual financial statements or interim financial information at the right time.

Key Questions.

Here are some critical questions to ask yourself if you're considering to go public:

Does the company have a compelling equity story?

Is it the right time to go to market?

Do we have the right people to manage being public?

Your Nasdaq Dubai Growth Market Checklist.

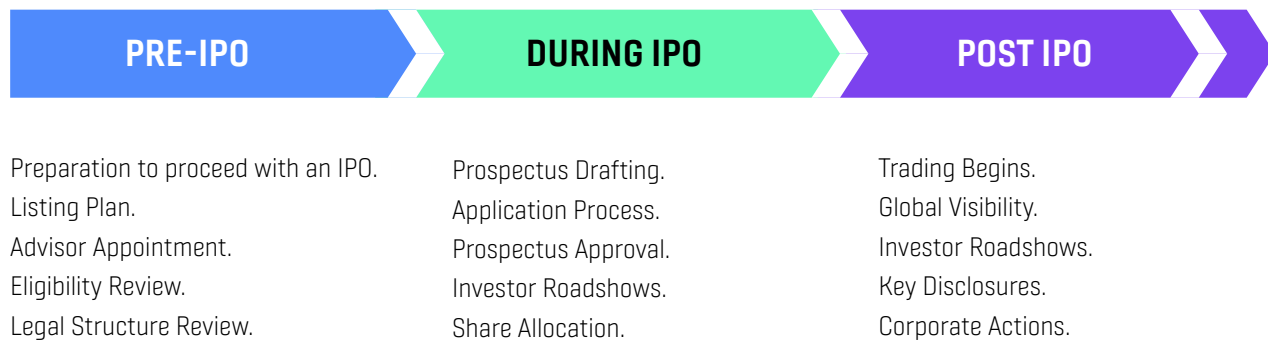
- Market cap below USD 250 million.
- Minimum 1 year financial track record according to IFRS or equivalent.
- Working capital report.
- Minimum 25% free float.
- 1 Year lock-in period for all pre-existing shareholders.
- Corporate Governance in line with international standards.
- Appoint Listing Advisor for a minimum of 3 years during and post IPO.

Tip:

Companies typically spend months preparing an IPO but it is advantageous for private companies to structure themselves and act like a public companies early on. This can shorten the process, regardless of whether they go public.

IPO Journey.

The IPO process is the start of your journey as a public company. For us this is the start of a long-term partnership, working towards the success of our issuers on the market, which is why we start supporting companies from the first day we connect. From educating stakeholders, introducing to market participants and ensuring the process runs smoothly, to providing global visibility and organizing international roadshows once listed. The success of our issuers is success for Dubai's Capital Market.



Nasdaq Dubai's support through your journey

Access to an international network of Advisors available to help and facilitate listing.
Streamlined process in line with best international practice.
Less demanding requirements with lower listing fees.

Learn more by scheduling a call with one of our team members, reach us on:
+971 (0)4 305 5455 or at
business@nasdaqdubai.com

Listing Day & Beyond.

The listing day is a key moment of the IPO process, and often the most colorful, as the company goes public following the hard work and preparation. Brokers' screens light up with bid and offer prices for the shares as trading gets underway on Nasdaq Dubai at 10am when the market opens.

Bell Ringing Ceremony.

Many people consider ringing the opening bell at Nasdaq Dubai to be a professional pinnacle both for an individual and the organization they represent. The company's owners, executives and guests celebrate by publicly opening the exchange's market at Nasdaq Dubai Market Site.

Media and Press Release.

The bell ringing ceremony may be covered live by TV stations and broadcast around the world. The exchange will jointly announce the listing to regional and international media with a press release, via social media, and on its website.

Nasdaq Tower.

A welcome message is placed on Nasdaq Tower in Times Square, New York, to celebrate the listing and announce the company's association with the Nasdaq brand. The Nasdaq Tower is one of the largest electronic screens in Times Square and is seen by hundreds of thousands of people every day.

MarketSite.

A venue of many significant occasions since its launch in 2018. Each ceremony is individually designed by the Nasdaq Dubai team. Issuers are welcome to hold their events such as the company's Annual General Meeting, investor presentations and other product or report launches.

Investor Roadshows.

Nasdaq Dubai & Dubai Financial Market will invite its listed companies to attend investor road shows in the UAE and the region as well as the UK, Europe, US and Asia. This gives them a chance to meet with key investors to present the company. 2 roadshows with average meetings per company of 24 per year.

Dividend Distribution.

Nasdaq Dubai can assist in dividend distribution to a company's shareholders as a post-listing service, ensuring each shareholder receives the dividends in a smooth and efficient manner.

Disclosures.

Once a company is listed on the Growth Market, the Listing Advisor provides support for three years to help ensure that it meets its ongoing compliance and public disclosure obligations.

Learn more by scheduling a call with one of our team members, reach us on:
+971 (0)4 305 5455 or at
business@nasdaqdubai.com

The SME landscape.

SME's play a significant role in economies around the world and are major contributors to the employment, export, gross domestic product (GDP) of any country.

In Dubai alone, SMEs make up nearly **95%** of all companies, employing **42%** of the workforce and contributing around **40%** to Dubai's GDP.

SME sector, estimated to represent about **80% to 90%** of businesses in the MENA region.

52% of MEA SMEs believe easier access to finance would provide the most potential to grow business.

\$5.2 Trillion is the estimated financing gap facing SMEs worldwide recorded in 2021, according to the International Finance Corporation.



**We are here
to help.**

Our dedicated team is here to help you with any questions you may have and making onboarding easy and straight-forward.



KAM MATTU

Head of Listings
Business Development



UPPASNA MALIK

Senior Manager
Business Development

More about Nasdaq Dubai.

Based in the Dubai International Financial Centre (DIFC) free zone, Nasdaq Dubai is the leading force in the expansion of Dubai's capital market infrastructure. Our commitment to international best practices benefits issuers and investors alike.

As part of the Dubai Future District project, the Nasdaq Dubai Growth Market welcomes not only companies in the UAE, but also list companies from around the world to help them expand in the region and internationally. The Nasdaq Dubai Growth Market will add further momentum to Dubai and the UAE's established role as the Middle East's hub for business and finance and will serve as an ideal incubator for innovative projects.

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