



The LTSE Platform

An Introduction to the LONG TERM STOCK EXCHANGE

DISCLAIMER

This material has been prepared for informational purposes only.

LTSE Services, Inc. and its affiliates, including the Long Term Stock Exchange (the Exchange), do not provide tax, legal or accounting advice, and this document is not intended to provide, and should not be relied on for, tax, legal or accounting advice. The reader should consult his/her own tax, legal and accounting advisors before engaging in any activity arising from this document.

Companies are not required to adopt or purchase any tools and services from LTSE Services in order to list on the Exchange.

Companies can customize their long-term policies, however, only the Exchange's independent Regulatory Staff can determine whether proposed policies meet the principles based requirements for listing.

The Long-Term Stock Exchange connects companies with aligned investors to target bigger visions, valuations, and returns.

Take control of your public market experience through:

Market leadership

Join a community of long-term leaders. By adopting LTSE's listing standards, you receive public visibility and validation of your values and ESG practices.

Listing standards

Optimize for investors, not speculators. Our distinct governance framework shifts focus away from day-to-day stock price towards your company's long-term objectives and growth.

Listing Enhancements

Gain intelligence and insights to attract investors that believe in your long-term mission and ultimately hold equity for longer and decrease volatility.

ALIGNING YOUR VALUES THROUGH LONG-TERM GOVERNANCE

LT Stakeholder Policy

Consider all of the stakeholders critical to your success

LT Shareholder Policy

Describe how you engage with long-term investors

LT Strategy Policy

Define long-term success and how you prioritize decision making

LT Board Policy

Describe how your board engages on your long-term strategy

LT Compensation Policy

Align board and executive pay with your long-term strategy and success metrics

1

ESG
Leadership

2

Investor
Quality

3

Trading
Alignment

ESG Leadership

Bolster stakeholder engagement by publishing your policies via LTSE's Listings Launch Campaign.

Develop a long-term ESG strategy using LTSE's Investor Alignment solution. Identify ESG metrics that make you eligible for relevant ESG-aligned funds.

Integrate your long-term ESG strategy into your five LTSE listing policies.

Investor Quality

Boost shareholder quality by replacing your shortest-term investors with long-term investors.

Optimize for a long-term shareholder base over time and manage equity capital raising by allocating to investors with the highest Investor Quality Scores.

Identify, with precision, the longest and shortest-term investors, relevant to your company.

Trading Alignment

Benefit from the correlation between greater shareholder quality and lower short-interest and volatility.

Adopt LTSE's Long-Term Investor Platform (LTIP) to manage and track your longest-term investors. 100% of participating shares cannot be lent for short-trading.

Incentivize participation through increased engagement and direct investor capital access.

The Long-Term Stock Exchange

GET BETTER CAPITAL

Long-term shareholders invest in your vision, not the next earnings report. Attract, retain, and build relationships with the best investors for your company.

Declare your long-term vision

Listing with LTSE signals your commitment to lead the industry with higher standards. Publish policies that declare your vision and how you will engage with all stakeholders.

Address ESG frameworks

Our long-term standards help you address the evolving ESG reporting frameworks and expectations on your own terms.

Attract long-term capital

Listing with the Long-Term Stock Exchange signals to the market, including LTSE's coalition of long-term investors representing \$7T of AUM, that you're a next-gen company. The fast-growing pool of sustainable investment—now representing USD \$17.1 trillion, 33% of the total US assets under professional management provides a source of long term investors.*

No impact on liquidity

Your stock will continue to trade across roughly 50 trading platforms in the same way all public stocks trade today.

Listing with the Long-Term Stock Exchange is additive to a conventional listing, and focused on longer-term relationships; your conventional primary exchange will continue to conduct the open and close auction.

APPLY LONG-TERM STANDARDS

Developing corporate policies against the Exchange's long-term standards:

- Stakeholders
- Strategy
- Board
- Compensation
- Investors

PRECLEAR POLICIES AND GET BOARD APPROVAL*

File policies and draft application with the Exchange to obtain pre-approval of these materials.

Obtain Board approval of the company's pre-cleared long-term policies and listing on the Exchange.

GET READY TO LIST

Submit board-approved policies and listing documentation along with your final application to the Exchange and receive approval to list on the Exchange.

Summary of Listing Enhancements



For the first time, you can join a state-of-the-art public market ecosystem with innovations specifically designed for you to control your long-term destiny.

Listing enhancements designed to mitigate governance and capital markets pain-points:

ESG Strategy

Identify new sources of ESG capital and the ESG metrics needed to attract that capital.

Investor Alignment

A platform for investors to register on your books and records as *“Long-Term Citizens” of your Company’s Republic*.

Minimize Shorting

All participating shares within our Long-Term Investor Platform (LTIP) cannot be lent out for short-trading.

LT Capital Access

Incentivize LTIP participation by enabling direct capital raising access.

Investor Insights

Monitor investor behavior and relationships to boost investor quality in between capital raises.

Optimize Follow-ons

Data-driven investor allocation decisions to optimize follow-on offerings.

Mitigate Volatility

There is a correlation between investor quality and lower trading volatility.

[\(Shrinking the Volatility Gap\)](#)

Advisory Support

A highly experienced multi-disciplinary team to support long-term governance and capital markets strategy.

In Q4 2020, LTSE began partnering with a mid-size public SaaS company:

Our data-driven approach helped them make meaningful progress.

*Note: The absolute increase in ESG capital is 658%. LTSE took a conservative approach by imposing a 75% haircut to reflect a fair and reasonable increase in ESG capital solely attributable to our customer's increase in stock price.

↑583%* ESG-aligned capital from \$211m to \$1.6B

↑274% stock price performance over the same time period

#1 among relevant public peers based on ESG capital invested (↑ 5 spots)

↑62% increase in investor quality using LTSE's investor scoring solution (18 point increase)

↓27% reduction in 100 day trading volatility (17 point decrease)

↓40% reduction net-shares short in short-interest (2m share decrease)

For additional information regarding the Long Term Stock Exchange, listing or long-term policies, please reach out to the LTSE contacts or review our website at:
www.longtermstockexchange.com

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Thank you.



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