

Case study

Blue Diamond Limited



Putting YOU in control

Retail

Garden Centres

~£170m

Enterprise Value

~£350m

Revenue p.a

420+

Shareholders

4,000+

Employees

Problems faced by Blue Diamond

- ⚠️ **Manual & time consuming** share register management
- ⚠️ **Inefficient mechanism** for share trading
- ⚠️ **Lack of transparency** for buyers & sellers
- ⚠️ **Low liquidity** of the stock
- ⚠️ **Value of business not reflected** in share price
- ⚠️ **Loss of control & higher costs** if publicly listed

Solutions by TISE Private Markets

- 👍 Online tool to **conveniently manage** share transfers & shareholder records
- 👍 An auction model which **brings together all buy & sell orders**
- 👍 **A transparent order book** with enhanced price formation
- 👍 Electronic transfer of cash & shares providing **seamless & efficient settlement**
- 👍 **Full control** of their own dedicated market, with **pre-emption algorithm**
- 👍 **All-inclusive, annual fee** - no intermediary charges, or transaction fees

Expected outcomes

- Reduced administration burden
- Concentrates liquidity and enhances price discovery
- Greater shareholder participation
- A more accurate, less volatile share price
- Maintain control of shareholder base, pre-emption rights retained
- Substantial saving vs listing on public markets

"This service provides a fantastic solution for private companies, like Blue Diamond, whose shareholders want a **better way to trade their shares** but without the cost, regulatory burden, and loss of control that a public listing entails."

Richard Hemans,
Group Finance Director
and Company Secretary



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