



## Corporate Communications Samples

NYSE Euronext, the world's leading and most liquid equities exchange group, has invested in a renovation of the main visitors VIP lobby of the New York City landmark building. While some of the architecture echoes the New York Stock Exchange's historical roots, the technology takes a step toward the future with an unprecedented, 60' x 8' high media wall installation.

A single wall of tinted glass, this media wall matches some of the more traditional nickel finishes in the space. Behind the glass is a series of LCD screens, which are tiled to make one continuous screen that serves as a display for various NYSE message content. The content is fully editable in a framework of fully customized graphics that were developed by some of the world's foremost designers and programmers.

One of the main designs will represent all the ETP Issuers that list their products on NYSE Arca. Floating from right to left on the display, company logos will travel on a path that follows visitors as they enter the space and walk through to the elevators. As they walk the lobby, visitors will be immediately struck by the sheer scale of the NYSE and just how many of the world's leading companies have put their trust in them.



# PROMOTING GROWTH THROUGH SMALL BUSINESSES, STARTUPS & ENTREPRENEURS

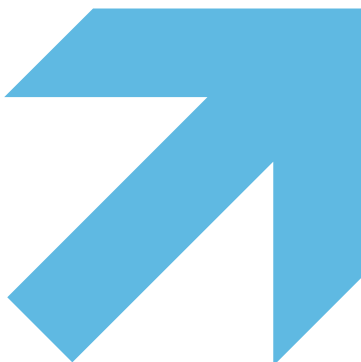
## FAST FACTS

### WHAT IS THE NYSE BIG STARTUP?

The NYSE Big StartUp is a nationwide jobs-growth initiative launched on March 21st. Designed to connect young companies and entrepreneurs with corporate America, the program offers a unique, comprehensive approach to promoting growth through small businesses, startups and entrepreneurs. This initiative will help answer the challenges that many face, while also mobilizing the corporate sector to contribute knowledge, expertise and funding.

“American corporations want to and must be part of the solution. Small businesses and entrepreneurs are our neighbors, our customers, and our futures. It is time to harness the unparalleled innovation and creativity of American business to find collective solutions even more powerful than the economic challenges we face.”

**DUNCAN L. NIEDERAUER**  
 CEO OF NYSE EURONEXT



### WHY IS THE NYSE DOING THIS?

- We believe this is the right thing to do.
- Issuer Advocacy has become an important part of the NYSE proposition; we have taken leadership roles on a number of topics affecting our issuer community over the past few years.
- Of all of the issues we have been involved with, Job Creation stands out as being a persistent problem; and we challenged ourselves early this year to step up our game, and create an organized approach to have a lasting impact on this issue.
- In the US, small firms represent 99.7 percent of all employer firms. While small businesses employ 57% of the country's private workforce, real job creation doesn't kick in until those companies grow into larger corporations.
- The three things most small companies need are access to: (1) a network of qualified leads, (2) access to mentors and experts they can learn from, and (3) access to capital. The NYSE's network of issuers and partnerships with Accion, Startup America and EO (see below) are ideally suited to meet these challenges.

### WHO ARE OUR PARTNERS IN THIS INITIATIVE?

- We partnered with 3 non-profit organizations with strong track records in working with entrepreneurs, startups and small companies:
  - ACCION** – the largest microfinance lending network in the U.S.
  - THE STARTUP AMERICA PARTNERSHIP** – brings together an alliance of major corporations including the NYSE, funders, service providers, mentors and advisors working to dramatically increase the prevalence and success of high growth start ups in the US.
  - ENTREPRENEURS' ORGANIZATION (EO)** – a global network of more than 8,000 business owners in 40 countries. They serve as a catalyst to enable entrepreneurs to learn and grow their peers' ideas and experiences.

### WHY HAVE YOU PARTNERED WITH THREE NON PROFIT ORGANIZATIONS?

- The NYSE's network of issuers represents one of the largest communities in the world, and we partnered with three best in class organizations that represent a wide range of the world's leading high growth entrepreneurs and young companies – so we can work together and solve these challenges.
- With Accion, we have developed the NYSE Jobs Growth Fund to provide capital to small businesses. The fund has been started with a \$1.5 million donation from the NYSE.
  - With EO, we are developing a robust mentoring and procurement event platform.
  - With The StartUp America Partnership, we are creating a technology platform called Corporate Connections that will provide trusted introductions between startups and major corporations. It can be likened to a match making service that will make the initial introduction between the two when mutual needs are identified, based on strict screening criteria and specifications set by the LCO.