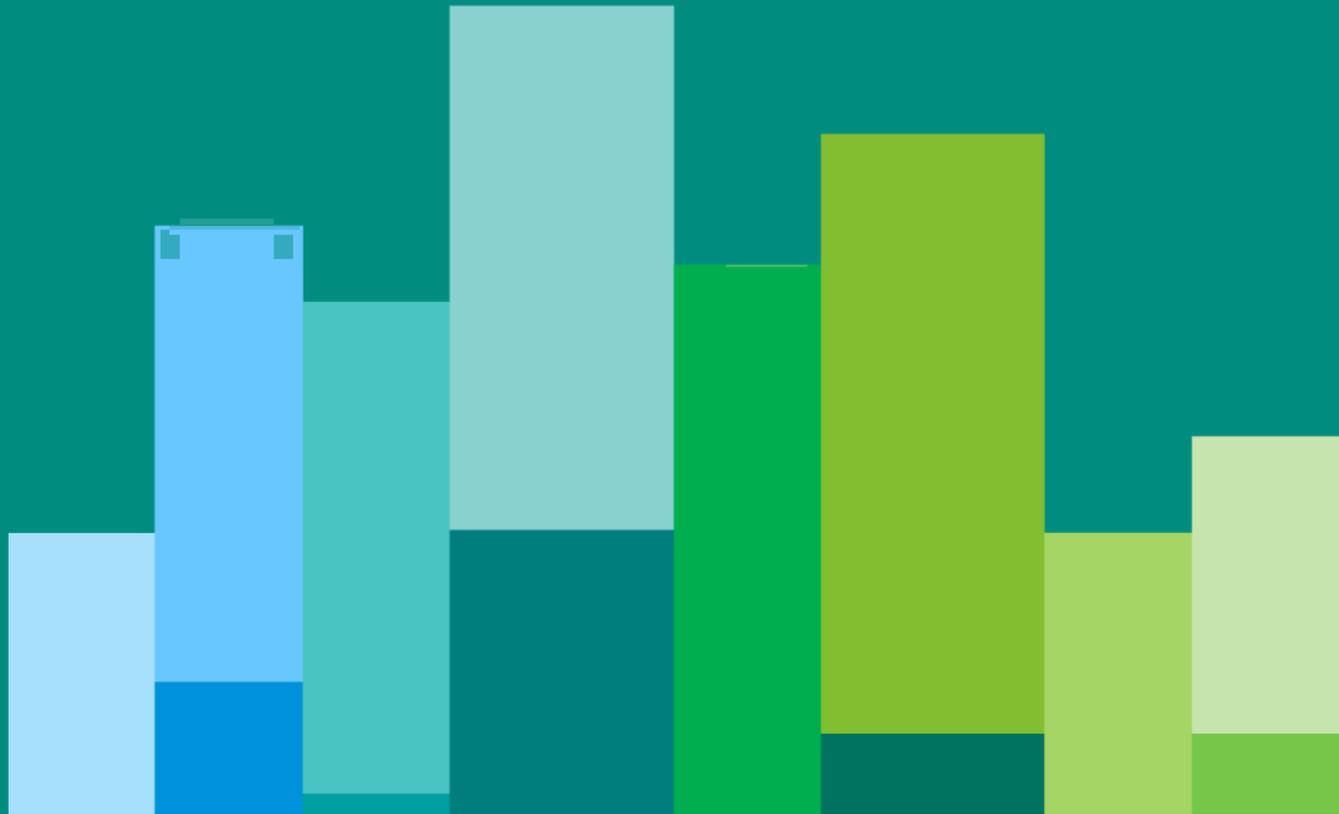


NYSE PARTNERSHIP CASE STUDIES



IPO: MANCHESTER UNITED

- On Friday, August 10th English soccer club, Manchester United, Ltd., commemorated the company's initial public offering - trading under the ticker symbol MANU
- Manchester United executives rang the Opening Bell
- NYSE façade was adorned with a large Manchester United banner.
- Facades of NYSE Euronext markets in Amsterdam, Brussels, Lisbon and Paris, were illuminated in ManU's team color, red, the evening of 8/9
- To highlight their listing, NYSE brought the Manchester United soccer experience to the NYSE:
 - Astro turf lined the Trading Floor
 - Trading Floor community wore ManU jerseys
 - NYSE's Experience Square featured a goal shooting contest and skills challenge
 - Youth soccer group participated in freestyler activities with soccer coaches
 - Jumbotron showcased ManU highlights and was also displayed on NYSE's digital wall in the VIP entrance
- Interviews were secured with CNBC, Bloomberg TV, CNN/CNN International, and Sky News





IPO: YELP

- YELP (NYSE: YELP) celebrated their IPO and rang The Opening Bell on March 2, 2012
- NYSE façade was outfitted in Yelp red with an upper and lower façade banner
- NYSE Broadcast created a custom video highlighting the listing event
- NYSE hosted an employee webcast LIVE from the Trading Floor with play-by-play commentary
- Activated a co-branded Twitter campaign on listing day to engage NYSE and Yelp communities
- In partnership with NYSE and national microlender Accion, Yelp hosted a series of workshops in a nationwide small business marketing and financing series *Small Business Connections* in conjunction with The NYSE Big StartUp initiative



- <http://www.nyx.com/bigstartup/small-business-connections>
- Co-branded advertising on Yelp.com promoting the tour
- Cover story in *NYSE Magazine*
- September 2012: Remote bell in London to celebrate new office opening
- Yelp will be featured in NYSE TV Campaign in Fall 2012



BURGER KING

- On Wednesday, June 20 executives and guests of Burger King Worldwide, Inc. celebrated the company's common stock listing on the NYSE.
- Burger King CEO Bernardo Hees, joined by members of Burger King Corp.'s leadership team and local New York City BURGER KING® restaurant managers, rang The Opening Bell.
- Conducted various interviews at the NYSE such as CNBC on the Trading Floor.
- Displayed an upper and lower façade banner
- Parked Burger King Food Truck: outside on Experience Square and handed out Samples of its Smoothies & Frappes.
- In addition served Smoothies & Frappes to the Trading Floor community and onsite media.



IPO: TILLY'S

- Tilly's - a fast-growing destination specialty retailer of West Coast inspired apparel, footwear and accessories – celebrates its IPO on the NYSE
- Hezy Shaked, Co-Founder and Chief Strategy Officer, joined by Tilly Levine, Co-Founder, Daniel Griesemer, CEO, Bill Langsdorf, CFO, rang the NYSE Opening Bell.
- NYSE façade was draped with a large branded banner
- Executives were sporting branded yellow jackets and hats to promote their listing
- Co-branded Facebook advertising to promote listing day activities



IPO: PANDORA

- Opening Bell and executive gift presentation
- Over 19 media interviews conducted from the floor, including coverage from outlets such as CNBC, Bloomberg, CNN, AP, BBC and Fox Business
- NYSE Broadcast and web teams created a custom video highlighting the listing event
- Inclusion in NYSE Euronext's online brand campaign
- Pandora branded DMM jackets for day of listing
- Direct mail campaign to select group of listed companies



IPO: MILLENNIAL MEDIA

- Millennial Media, an independent mobile advertising and data platform, celebrated its IPO and rang the opening bell
- Headlined the IPO Diary on NYT.com
- Hosted a breakfast in the NYSE Boardroom with Millennial Media and NYSE Euronext executives
- NYSE Broadcast and web teams created a custom video highlighting the opening bell ceremony
- Millennial Media showcased their new listing on the Times Square ABC board
- On IPO day Millennial Media “closed at \$25, nearly double its initial offering price of \$13.”—[NY Times](#)
 - *Delivered the strongest technology IPO since LinkedIn*
- *“Millennial’s market debut was the strongest for a tech company since LinkedIn went public in May.”—[NY Times](#)*
- *“According to International Data Corp., Millennial Media is gaining share in mobile display ads against Apple.”—[Adweek](#)*



IPO: DEMAND MEDIA

- Demand Media, a leading online media company that informs, entertains and connects millions of people every day, celebrated its IPO on the NYSE and rang the Opening Bell
- One of the largest internet offerings since Google in 2004
- NYSE Broadcast and web teams created a custom video highlighting the listing event and streamed a live webcast to their employees from the Trading Floor
- Partnered with DMD to drive awareness of launch of Tyra Banks TypeF.com media property at the NYSE six weeks after listing
- Featured in NYSE's TV campaign in spring 2012. DMD utilized commercial in sales presentations
- Cover story in *nyse magazine*



IPO: GENERAL MOTORS

- GM emerged from bankruptcy to become the biggest IPO of 2010
- CEO Dan Akerson rang the NYSE Opening Bell with the sound of the horn of its 2011 Chevrolet Camaro SS model to coincide with the opening of the NYSE market
- Showcased its newest models including the Chevrolet Volt, Cruze and Camaro convertible, Cadillac CTS-V coupe, GMC Sierra HD on NYSE Experience Square
- *"It feels great to be publicly listed again and it feels great to be listed on the best Exchange in the World" (Dan Akerson, CEO, GM)*
- Over 10,093 total story placements
 - 5,188+ Print/online stories
 - 4,905+ Broadcast stories
 - 33,336 Twitter posts
 - Reaching an audience of 90,752,199



IPO: ANNIE'S

- Annie's, Inc. (NYSE: BNNY), a natural and organic food company based in Berkeley CA, celebrated its IPO by ringing The Opening BellSM with their company mascot, Bernie the Bunny
- A bouquet of Annie's products were prominently displayed on the balcony
- The NYSE façade was draped with a large Annie's branded banner and nearby subway stations had BNNY advertisements
- NYSE Trading Floor community received organic snacks distributed by Annie's employees toting a branded wheel barrel
- Their DMMs wore Bernie bunny ears, creating additional visibility both on the trading floor and on global news outlets
- In their first day of trading, shares of Annie's rose 89%, yielding further media coverage





IPO: EXACTTARGET

- ExactTarget turned the Big Board orange for its listing and rang the Opening Bell on March 22, 2012
- NYSE façade was lit in orange with a lower banner
- Executives and DMMs wore customized orange jackets with the company's listed emblem (NYSE: ET) on the back and an orange carpet paved the way to the post where the stock trades
- NYSE Broadcast created a custom video highlighting the listing event
- NYSE hosted an employee webcast LIVE from the Trading Floor with play-by-play commentary
- Participated in a co-branded Twitter campaign on listing day to promote real-time activities.

