

## AP Direct - A direct link between companies & investors

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Aktieporteføljen or AP, offers companies the most effective exposure to potential investors available on the market today.

AP's community of + 31,000 private as well as professional investors, constitutes Scandinavia's largest investment network.

Knowledge regarding stocks, bonds, equities, commodities, fixed income, real estate, debt and the economy in general, is shared between members.

The forum is hosted as a closed group on Facebook, which means we are literally in the hands or the pockets of every member.

AP Direct gives your company the status of a featured discussion, meaning all members are notified and presented to your particular business, and grants you access to direct dialogue with thousands of potential investors.

### Bulletpoints :

- + 31,000 members, 70 % Danish and roughly 25% from rest of Scandinavia and 5% worldwide.
- + 1000 new members/investors per month.
- Next larger milestone 50,000 members by Q1 18.
- Approximately 1 million visits in total per month from all our members.
- All major financial news media in Denmark are represented in the community.
- A conservative estimate based on surveys, indicates that + 1B DKK in Cash Money is held ready for investments by the AP community and a conservative pension estimate of + 7 billion Danish kr.
- Your personal company-thread in Aktieporteføljen forum.
- Arrange live video Q&A sessions or transmit the GM directly in our forum.
- Post through your own IR representatives or have our Admins do the job.
- We ensure that the activities are in compliance with EU regulations.
- Attract investors to all kinds of different investments.
- All advertisement expenses from companies can be deducted from corporate income tax returns as "necessary business expenses" what's to lose but lack of serious attention right ?

In addition to this, AP shares (upon your agreement) information about your company within our LinkedIn network ( +9400 connections), and other forums - reaching a total of 125,000 potential investors across Scandinavia.

Current AP Direct company subscribers:

- Nordnet Bank – Voted Denmark’s best brokerage by the Danish Shareholders Association for the past 8 years. Nordnet publishes news and offers their trading platform to potential clients via AP Direct.

- FineWineInvest: A steady flow of new clients have found FineWineInvest through AP Direct. FineWineInvest offers vintage investment grade wines, en-primeur and storage for connoisseurs and investors.

- Økonomisk Ugebrev, The Rolls-Royce of economic news in Denmark. ØU offers 4 distinct weekly newsletters to the business and power elite. ØU advertises a free one month trial through AP Direct.

- Elxi Markets is as a regulated online brokerage, providing traders and investors with online access to FX, CFDs and Commodities. Elxi Markets offer competitive spreads and low commissions across all markets via the cutting edge MT4 platform that automatically routes each trade to our liquidity pools via STP (Straight Through Processing), providing you with the best possible trading experience online

- Nordea Bank largest bank in the Nordic region with 30,000 employees. Our expertise across the wide range of products, services and solutions that we provide within banking, asset management and insurance make us one of the ten largest universal banks in Europe\*

Should you want to be included as a core part of our investor community, this can be facilitated for DDK 6,000 per month ( USD 900 ) or DDK 30,000 per ½ year ( USD 4500 ) or DDK 60,000 per annum ( USD 9000 ) and the minimum subscription period is 3 months.

Aktieporteføljen: <https://www.facebook.com/groups/aktieportefoljen/>

Should you require further information, please do not hesitate to contact me.

Yours sincerely

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