



Frequently Asked Questions

What does Asset Match do?

Asset Match operates a leading online platform for trading unquoted securities. Established in 2012 they have become a trusted partner to a multitude of private companies, advisors, brokers and investors. The platform exists so that companies can provide liquidity for its shareholders who may wish to exit or partially exit their investment and realise a return. This also provides an opportunity for sophisticated, HNW and institutional investors to gain access to growth-stage and pre-IPO private equity investments that are not available elsewhere.

The Asset Match model is to create secondary liquidity via periodic auctions where a live order-book is displayed throughout and a non-discretionary algorithm creates a single clearing price. The platform has facilitated over £140m of secondary transactions since inception.

Is Asset Match regulated?

Asset Match Limited is authorised and regulated by the Financial Conduct Authority (**FCA**) (FRN 579310) as a corporate finance firm with permissions to arrange and advise on transactions. Being regulated means that we must adhere to all relevant financial regulation to ensure the orderly working of our platform and to treat customers fairly. You can see a detailed list of Asset Match Limited's authorisation and permissions on the [FCA Register](#).

The FCA is the conduct regulator for financial services firms in the UK. Further information is readily available on the [FCA website](#).

What are the risks?

Investments in private company shares are high risk and illiquid. Asset Match is targeted exclusively at investors who are sufficiently sophisticated to understand these risks. For more information, please read our full [Risk Warning](#).

How can I change my details?

Once you have registered and logged into the Asset Match website, you can change your details in the "My Profile" section. If you experience any difficulties with changing your details or wish to have your details permanently removed from our records then you can contact our Support Team by emailing info@assetmatch.com or calling +44 (0)20 7248 2788.

Is my data safe?

Asset Match is committed to protecting your personal data and your privacy. For more information, please read our [Privacy Policy](#).

How do I participate in auctions?

To participate in auctions, shareholders and investors need to place an order using a stockbroker set up to trade on Asset Match.

If you already have a stockbroker (or an in-house dealing team if you are an institutional investor or broker) then you can place orders by instructing your broker. Not all stockbrokers will be able to act on your behalf, and so you should check with them first. You may also incur additional fees.

A comprehensive list of brokers who are set up to deal on the Asset Match platform can be found [here](#) however please contact us directly by emailing dealing@assetmatch.com or by calling +44 (0)20 7248 2788 and we can advise accordingly.

◆ **Are there any fees for trading through Asset Match?**

Registering on the [Asset Match](#) platform is free. If you place an order and it is successful there is a 3% dealing commission subject to a minimum of £20 per trade (additional broker fees may apply).

◆ **Can I change my order once it has been submitted?**

Yes you can amend your order at any point up until the auction close by simply contacting your stockbroker who will make the order amendment for you.

◆ **I am a non-UK citizen; can I still take part?**

Yes. If you are based overseas and are interested in participating, then please contact us directly by emailing dealing@assetmatch.com or by calling +44 (0)20 7248 2788.

◆ **How are the auction price and matches determined?**

All Private Market auctions use a specially developed pricing algorithm and matching engine to determine the final closing price of each auction and the allocations to buyers and sellers. These algorithms are non-discretionary which means that Asset Match remains independent throughout and ensures that prices are fairly derived.

The pricing algorithm determines a single price for each auction (where there are sufficient buy and sell orders) and an indicative price, where available, is displayed in the order book throughout. The indicative price is the price at which the auction would close if it were to close at that moment. In most cases, this indicative price is set where the implied supply and demand curves cross.

Where there is a mismatch in supply and demand at the auction closing price, the matching engine allocates shares on a "price and time basis".

Further information on how the pricing algorithm, matching engine work and how to read the order books can be found in our [Order Book Help Guide](#).

◆ **Can I receive company specific alerts?**

Yes. Once registered on [Asset Match](#) simply select the company you wish to stay up to date with and add them to your 'Watchlist'. Alternatively, please contact us directly by emailing dealing@assetmatch.com or by calling +44 (0)20 7248 2788 and we will arrange accordingly.

We will keep you up to date via email with auction updates, pricing information and company news flow.