



Link Market Services launches a micro-investing app for shareholders of NZX listed shares

09 December 2019: Leading global share registry provider, Link Market Services, has today launched their micro-investing app, ShareMeUp (sharemeup.app). ShareMeUp allows individual retail investors¹ to leverage a dollar cost averaging investment strategy, empowering shareholders to build on their portfolio of selected NZX listed stocks, spending as little as \$NZ50 per transaction.

Micro-investing technology makes investing in shares more accessible and affordable by eliminating barriers to investing and allowing shareholders to grow their holdings.

ShareMeUp allows users to register their account and set up recurring transactions from as little as \$NZ50 to a maximum \$NZ500, which is direct debited from their bank account. The app features an intuitive user-interface, and utilises online identity verification technology.

The app also provides background information and financial performance metrics on companies, thanks to its integration with New Zealand based technology company, Reap (reapapp.io).

Speaking about the app, Marcelle Ashcroft, Managing Director, New Zealand said: "ShareMeUp gives shareholders a convenient way to invest weekly, fortnightly or monthly. Where brokerage fees and other barriers would typically discourage the smaller retail investors, ShareMeUp makes the process of growing their shareholdings easier than ever."

"The service makes it more affordable to build a portfolio with no monthly fees and brokerage fees starting at 99 NZ cents, with a minimum investment of \$NZ50 and a maximum fee of 1.98% of the amount invested². Shareholders can track the amount they have invested easily through the app, and see how much they have saved in brokerage fees by using the service."

As well as being a convenient, highly automated way to invest on the go, ShareMeUp also includes useful tips and information in its education section.

Ashcroft added: "Link Market Services is committed to continuing to position ourselves as leaders in the market when it comes to developing innovative ways to meet clients' needs. ShareMeUp will open a new direct engagement channel between shareholders and the companies in which they invest, as well as being a convenient tool to use to steadily increase their holdings in a way affordable to them."

The app is now available in the App store in New Zealand. The Play store version will be available very soon.

Ends

1. ShareMeUp is only available to individual shareholders. Shareholders who hold shares jointly, through a trust or on behalf of a minor cannot currently use ShareMeUp.
2. Brokerage excludes additional merchant fees charged for the service being \$1.00 + 0.1% of the total fee deducted.

Media enquiries: Jonathan Costello, GRACosway Ph: +61 424 096 770

About Link Market Services

Link Market Services New Zealand is a member of ASX-listed Link Group (ASX: LNK), a leading global administrator of financial ownership data within the pension fund industry and across corporate markets. Underpinned by our investment in technology, people and processes, we deliver comprehensive data and information solutions for companies, large asset owners and

trustees across the globe. We are a market-leading provider of technology-enabled administration solutions, continually developing our offerings to expand with our clients' needs.

Link Group's Corporate Markets division delivers a suite of services that assist organisations globally to meet the obligations that come with the public ownership of their companies or products, as well as managing their interactions with the capital markets. Our uniquely integrated range of corporate markets capabilities includes registry, employee share plans, investor relations and stakeholder engagement, company secretarial services and insolvency solutions.

For further information about our services to companies in New Zealand, please visit: www.linkmarketservices.co.nz or contact Stan Malcolm, Head of Business Development.