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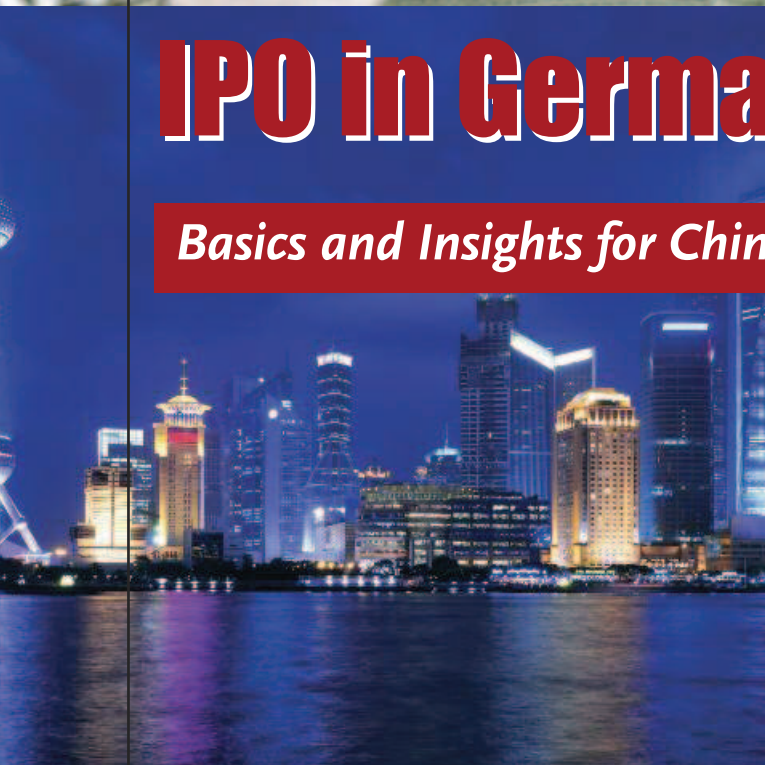


SPECIAL



IPO in Germany

Basics and Insights for Chinese Issuers



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“We are pioneers here”

Interview with Patrick P.L. Chan, CEO,
Euro Asia Premier Real Estate Ltd. [Entry Standard]

In 2010, the real-estate planning company Euro Asia joined the Entry Standard of the Frankfurt Stock Exchange and it is now toying with the idea of “upgrading” to the Prime Standard, provided that the circumstances are right. *GoingPublic* magazine spoke to CEO Patrick Chan about his experiences with the above-mentioned listing, the advantages and, if there are any, disadvantages that a listing in Germany entails.

GoingPublic: Mr Chan, what have been your experiences with the German capital market?

Chan: We managed a successful IPO in a difficult market environment and, apart from during a short period of time, our share price has not dropped below the issue level, despite times becoming more difficult. However, with a market cap reflecting only our cash position, we feel that the market does not fully appreciate the potential of our company. We have initiated a lot of IR activities, but I think we still need to learn a great deal about what investors expect from us. At the same time, China is a very exciting but still unknown territory for many investors, so we are pioneers here; indeed, every investor contact with a Chinese company helps them to assess the opportunities of what we expect will soon be the world’s largest economy. We would like to add to this that we, within our IR activities, have a duty to educate investors about the differences that exist within China.

GoingPublic: Where do you see the advantages regarding an IPO in Germany?

Chan: The IPO process is relatively quick and transparent for both the company and investors. Compared to

China, Germany is a very advanced capital market with an established network of investment bankers and consultants. The opportunity to undertake an IPO is available to a wider range of companies than it would be in Shanghai or Hong Kong. At the same time, even smaller Chinese companies can attract a high level of attention, far more than would be possible in our home market.



Patrick P.L. Chan



Yunhu Apartments: Cloud Lake Park, Shibe District, Anqiu, Weifang City, Shandong Provinces, PRCP
Photo: Euro Asia Premier Real Estate Ltd.



GoingPublic: Would you say that there are shortcomings?

Chan: It appears not to be quite so easy to reach large institutional investors, as the majority of European investors seems to focus on investments within Europe and North America. A significant proportion of investors who look into emerging markets such as China seem to be those with a presence in those regions themselves.

GoingPublic: Mr Chan, thank you very much for sharing your insights with us.

The interview was conducted by Thomas Müncher.