

EXCHANGE FEED:

INSIGHTS *from*
your **EXCHANGE****JOIN US AT AN UPCOMING EVENT!**

- **TMX Charity Golf Classic**
Vancouver, BC - July 12, 2016
- **Canadian Society of Corporate Secretaries (CSCS) Annual Corporate Governance Conference**
Whistler, BC - August 21-24, 2016

**TSX TRUST—REBRANDING OUR CORPORATE TRUST,
SECURITIES TRANSFER BUSINESS**

TMX Equity Transfer Services has changed its name to TSX Trust in a move that better reflects our corporate trust and securities transfer services for public and private companies. There has been no change in the overall organizational structure, and we continue to provide the same full suite of services with reliability and efficiency.

For more information, please [click here](#).

INTRODUCING TSXV LIQUIDITYPRO™



TSX Venture Exchange will launch a new service in September aimed at helping venture companies enhance liquidity. The TSXV LiquidityPro™ program is optional and introduces issuer-sponsored market making services to TSXV companies under the oversight and governance of TSXV.

Market making offers several benefits to growing companies during their formative years. Having a committed market maker can promote market stability when there are gaps in natural liquidity, help to mitigate price volatility, and enhance the trading experience for investors. In fact, based on recent analysis by TSXV conducted between January 1, 2014 and August 2015, companies that engaged professional market maker services experienced a \$0.02 decline in their average spread, an 18% increase in the number of days when a trade occurred, and a 6% decline in price volatility measured by the closing price against the 10-day moving average price.

Through the program, TSXV companies can select from a pool of pre-qualified TSXV LiquidityPro™ Providers (LPPs), each of which submits a bid across a standardized set of market making metrics along with their related monthly fee. This process helps companies select a market maker specific to their individual needs while also establishing clear expectations around the service level to be delivered. Once in place, LPPs are monitored and measured against the governance, reporting, and enforcement standards of TSXV and full transparency is provided to companies around market maker performance.

The key features of TSXV LiquidityPro™ include:

- A centrally managed bidding process for pre-qualified and experienced TSXV market makers.
- Standardized agreements and terms supplied by TSXV with a flexible framework to facilitate more customized market making needs.
- Monthly accountability and support. TSXV will issue monthly reports to listed companies showing the performance of their market makers in meeting their performance objectives.
- Billing administration provided by TSXV.

Companies that have already adopted market making services may also benefit from transferring their existing arrangements into the TSXV LiquidityPro™ program (subject to meeting program requirements) to benefit from the enhanced reporting, oversight, and day-to-day administration provided by TSXV.

For more information, please contact [Arne Gulstene](#), Regional Head of TSX Company Services.

HOW MUCH SHOULD YOU SPEND ON PR?



In a recent blog post, CNW Vice President, Strategic Communications and Audience Relations Laurie Smith outlines a number of considerations for PR spending by companies. Here is an excerpt:

"Determining a budget for PR is more about risk analysis and managing expectations than it is about financial modeling. Executive teams processing PR budget requests need to think carefully through their organization's need for the broad benefits of an engaged and empowered PR and Communications function."

To read the full article, please [click here](#).

TMX LEARNING ACADEMY WORKSHOPS - REGISTRATION IS OPEN

Vancouver

[Rules and Tools, October 18](#)

Calgary

[Rules and Tools, October 18](#)

Toronto

[Investor Relations Fundamentals, September 30](#)

[Rules and Tools, October 18](#)

Montreal*

[Managing a Public Company, September 29 & 30](#)

[Rules and Tools, October 18](#)

[Investor Relations Fundamentals, October 27](#)

**Conducted in French*

WELCOME TO NEW ISSUERS!



Toronto Stock Exchange and TSX Venture Exchange are home to a diverse array of issuers, and we were thrilled to welcome the following new listings since the previous issue of the Exchange Feed (June 8, 2016):

REAL ESTATE

Mainstreet Health Investments Inc.*

TSX: HLP.U

SPAC

Kew Media Group Inc.

TSX: KEW.UN

**Graduated from TSXV to TSX*

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