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PRESS RELEASE

Start BVB Arena 2024. Bucharest Stock Exchange launches today the new edition of the program dedicated to Romanian entrepreneurial companies, which will be called BVB Arena from this year onwards.

- **Bucharest Stock Exchange launches today a new edition of the program dedicated to promoting Romanian entrepreneurial companies, which will be called BVB Arena from this year onwards. The transformation that the program undergoes reinforces the mission of Bucharest Stock Exchange to position itself as the main financing channel for Romanian companies and to promote companies that contribute to the development of the local economy**
- **All details about the BVB Arena and the new online platform of the program can be found at www.bvbarena.ro**
- **The launch event also comprised the presentation of the book with the 15 success stories of the Romanian companies that were finalists in the previous edition of the program**

As of today, BVB Arena has been launched on the Bucharest Stock Exchange (BVB). What is BVB Arena? BVB Arena is the stock exchange program initiated as early as 2017 under the name Made in Romania, a program dedicated to identifying and promoting successful local entrepreneurial companies. With the launch of the new edition at the event that took place today, the new name and visual identity of the program were presented. The new identity and the new name, i.e. BVB Arena, visually places this iconic program dedicated to Romanian entrepreneurs under the umbrella of BVB projects. Moreover, they reinforce BVB's committed mission to position itself as the main financing channel for Romanian companies and to promote companies that contribute to the development of the local economy, encouraging them to be part of the BVB 'Arena'. BVB Arena, through its online platform www.bvbarena.ro, will continue to be the place where Romanian entrepreneurs can meet investors, consultants and other entrepreneurs.



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This was also the launching day of the book *‘Made in Romania: 15 companii pentru creșterea economiei românești și poveștile lor de succes’* (*‘Made in Romania: 15 companies for the Romanian economic growth and their success stories’*), which includes the entrepreneurial stories of the finalists in the 2023 program. The 15 finalist companies of the previous edition are: Adrem, Amber, Apidava, Ascendia, Bookster, Chic Bijoux, Croco, Exonia, Farmacia Tei, Fiterman Pharma, Grup Șerban, Kinderpedia, Mobexpert, QFORT and Ultragreens. We invite you to rediscover their stories in the book available [here](#). On the [YouTube](#) channel of the Bucharest Stock Exchange, you can listen to the podcast dedicated to the program, which broadcasts the stories of these companies told exactly by those who started them.

The launch of the book and the announcement of the program rebranding, which took place at today's event, kick off the BVB Arena 2024 edition under the slogan *‘Antrenăm capitalul românesc’* (We mobilize Romanian capital).

"As Romanian entrepreneurship evolves year after year, so does our flagship program dedicated to identifying and promoting Romanian companies. As of today, all the local companies that have been part of the program over the years, along with those that will join the program in the future, will be part of the «BVB Arena» community. We are delighted that, through the program, we have discovered, over the years, companies with a huge development potential that have grown spectacularly. We are looking forward to welcoming to BVB Arena the next local companies that can become the engine of the Romanian economy. As today's event officially marks the end of the previous edition of the program, I would like to congratulate once again the 15 finalist companies.", said Radu Hanga, BVB Chairman.

"Starting with this edition of our program dedicated to Romanian entrepreneurs, we bring in the same arena, "BVB Arena", Romanian companies that wish to become hallmarks in the industry they represent, together with investors, consultants and other capital market players, all with the aim of mobilizing the Romanian capital, as the new slogan of the program says. We are proud of the results of the program so far and I am convinced that we will discover genuine success stories among the future companies that will join the program. We, at the BVB, will be ready to offer them the support they need for further development through the stock exchange", said Adrian Tanase, BVB CEO.

What are the stages of BVB Arena 2024?

The BVB Arena program has a multi-stage structure. The first stage is taking place between April 23rd and May 31st, when the entrepreneurs, the community formed around companies, employees and partners, as well as members of the Nominating Committee can register the company they believe in on the www.bvbarena.ro platform. Nomination in the program is possible for Romanian companies whose shareholding is made of at least 51% resident individuals and/or legal entities, companies in all industries and of all sizes, having operated for a minimum of 3 years

or having reported in the last year a turnover of at least EUR 250,000. Full eligibility criteria can be found in the Guidelines for BVB Arena Program.

At the second stage, dedicated to the month of June, the Nomination Committee will select the 50 semi-finalist companies, followed by the public voting for the favourite company between July 1st and 31st. Of the 15 companies, the public vote will determine the top 3 winners of the 2024 edition. On August 1st, the Jury will meet in order to designate the other 12 finalist companies. In September, the BVB Arena 2024 Gala for Finalists Awards will be organised.

Another stage of the program, which is to take place between October and November 2024, is dedicated to the Mentoring Program, in which finalist and semi-finalist companies, companies nominated in the current edition or companies registering in the program platform will be able to participate. The final stage of the edition is the writing of the book containing the success stories of this year's finalists, which will be launched early next year.

The project was launched in 2017 and the 6 editions brought together over 1,200 companies nominated in the program and 20 semi-finalist and finalist companies that used the tools provided by BVB. The total value of the 37 rounds of equity and bond financing at BVB, carried out by the 20 companies, exceeded EUR 236 million.

Enter the BVB Arena. We mobilize Romanian capital.

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