



Great stock market performance: 2Performant, the most liquid stock on its first trading day since the launch of the AeRO market

The technology company ends its first day on the stock exchange as the 3rd most liquid stock across all BSE markets

The first trading day on BSE's AeRO market for **2Performant shares (stock symbol [2P](#))** accomplishes a double feat for the Romanian technology company: **the most liquid share on its first trading day, since the launch of the AeRO market**, but also third place on all Bucharest Stock Exchange markets in terms of liquidity, since December 9. By the close of the market 2Performant had registered a total of **900 transactions** worth **3,006,839 lei**, which made it the most liquid share on its first trading day since the AeRO market was launched. Regarding company rankings for all Bucharest Stock Exchange markets, 2Performant ended the day in third place in terms of the value of transactions, after SIF2 (stock symbol SIF2) and BRD-Groupe Societe Generale (stock symbol BRD). In total, on 2Performant's first trading day on the BSE, **106,525 2Performant shares were traded**.

*"It is a great joy that our first day as a listed company was such a success. It is a good signal for us, but also for the technology company segment. I am convinced that the Romanian capital available on the Stock Exchange meeting the opportunities which exist for innovative, entrepreneurial Romanian companies, with growth potential, can make serious contributions to the Romanian economy. I am encouraging Romanian entrepreneurs to start looking at the Stock Exchange as a source of funding for the coming years. AeRO is an accessible market. The listing process requires effort, but a validated, well managed business can easily access this market", said **Dorin Boerescu, 2Performant CEO**.*

On its first trading day, the average price for a 2Performant share was 28.2 lei. At the opening of the stock market share price was 27 lei, and 29 lei at the close of the trading day, 7.4% higher. Also, the maximum 2Performant share price registered on December 9 was 29.4 lei.

*"We came to the capital market confident that there is potential and that opportunities exist for Romanian technology companies, and our first day on the stock market was proof of that. We started the trading day with an opening price of 27 lei per share, and by the close of the market we had reached 29 lei. As a company listed on the AeRO market we've set a liquidity record on our first day, which is proof of the trust investors have in technology companies", said **Bogdan Aron, 2Performant CFO**.*





*"It was a day full of effervescence on the AeRO market of the Bucharest Stock Exchange. I saw a lot of interest and a lot of activity among investors, as it rarely happens on a company's first day of trading. Along with 2Performant's listing on the Stock Exchange, we also welcome new investors to the capital market. In the long run, I think we need this kind of energy and people on the local stock market", added **Virgil Zahan, Goldring CEO**.*

2Performant Network S.A., the Romanian technology company, the leader of the Romanian affiliate marketing market, got officially listed on the AeRO market of the Bucharest Stock Exchange on December 9, on the BVB Multilateral Trading System, under the symbol 2P.

2Performant

2Performant is a Romanian technology company that develops, operates, and monetizes [2Performant.com](https://2performant.com) - an integrated affiliate and influencer marketing platform. Through this platform, businesses can call on partners, affiliates, and influencers, with whom they can work through the two collaboration models available at the moment: affiliate marketing and influencer marketing. According to company data, 2Performant is the largest local source of traffic for Romanian online stores, generating about 4.5 million monthly clicks for clients in their portfolio.

2Performant is a company listed on the AeRO market of the Bucharest Stock Exchange, under the symbol [2P](#).

With a 12-year activity, the company is the one that launched Romania's first affiliate marketing network, under the name *2Parale.ro*. Three years later, it entered the Bulgarian market. In 2016, the platform and all operations migrated to *2Performant.com*, a new technical solution and a new mode of operation with an emphasis on self-service and prepay as a payment solution. So far, the company has invested over 1 million euros in technology to increase performance, streamline processes, launch an influencer marketing platform, and improve the user experience (UX & UI).

With a unique vision for the *uberization* of marketing based on performance and transparency, over its years of activity, and through its affiliate marketing platform, 2Performant has managed to generate sales worth over 227 million euros, through more than 424 million clicks, for over 600 Romanian and regional eCommerce players, from over 30 industries.

