



Snowball Effect to help nurture listing pipeline

24 February 2021 – The accreditation of leading private equity investment marketplace, Snowball Effect, as an NZX Sponsor Participant will further support the Exchange’s focus on nurturing a strong pipeline of companies for potential future listings.

NZX Chief Executive, Mark Peterson, says Snowball Effect has an excellent track record in working with both start-ups, and fast growing and established businesses in New Zealand – including facilitating public and private offers, along with wholesale investor offers.

“We see real synergies in how Snowball Effect can complement our current range of Participants to support our market development initiatives and, as a Sponsor, help bring new issues to the NZX Main Board.”

Given the value of listing which has been highlighted in the current environment, Mr Peterson says NZX’s focus is on promoting the market to other companies who may need to access capital or to owners who may want to release capital for other purposes.

“We have a strong pipeline of potential listings building across equity, debt and funds as companies recognise the benefits of having access to capital and look to attract the large pool of investible cash that is available,” Mr Peterson says.

Simeon Burnett, CEO and Co-founder of Snowball Effect, says: “We’re excited to become an accredited and approved sponsor of the NZX”.

“Snowball Effect has a variety of developed products and we see our accreditation with NZX as another potential solution for companies seeking capital and liquidity. Accordingly, we plan to help companies progress through their funding journey – whether it’s working on their first or second capital raise, or even listing on the NZX.”

Mr Burnett says some of the companies Snowball Effect has worked with – such as Little Island, Behemoth Brewing, Designer Wardrobe, ArchiPro and ZOOM Health – have shown excellent growth.

“Many of these businesses are now interested in potentially listing on the NZX, and we’ve played a role in making this activity as smooth as possible.”

Since launching in late 2014, Snowball Effect has raised over \$90m for a wide variety of New Zealand growth businesses. The company was accredited as an NZX Sponsor in July 2020 meaning that it can bring, but not distribute, any new issue of securities to NZX’s primary market.

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About NZX:

For more than 150 years we have been creating opportunities for Kiwis to grow their personal wealth and helping businesses prosper. As New Zealand's Exchange, we are proud of our record in supporting the growth and global ambitions of local companies.

NZX operates New Zealand's equity, debt, funds, derivatives and energy markets. To support the growth of our markets, we provide trading, clearing, settlement, depository and data services for our customers. We also own Smartshares, New Zealand's only issuer of listed Exchange Traded Funds (ETFs), and KiwiSaver provider SuperLife. Our NZX Wealth Technologies subsidiary is an online asset management platform. Learn more about us at: www.nzx.com

About Snowball Effect:

Snowball Effect is New Zealand's leading online investment marketplace. Snowball Effect helps high-growth Kiwi companies raise capital from private investors, family offices and the public. The company has facilitated over \$75 million in investment for over 46 companies. Snowball Effect also provides related services including preparation of investment materials, shareholder communication, share registry management and sourcing of company directors. <http://www.snowballeffect.co.nz>