



## MERCi+ lists on NYSE Alternext

Paris, 23 March 2010 – NYSE Euronext today announced the admission to NYSE Alternext of MERCi+, a home help company specialising in cleaning services and home-based childcare.

The admission of MERCi+ (mnemo: ALMCI) was by the listing of the 800,000 existing shares making up its share capital and the issue of 225,000 new shares as part of a global offering.<sup>1</sup> To meet demand resulting from the public offering, MERCi+ made use of the extension clause allowing it to issue an additional 33,750 new shares and also sold 93,632 existing shares. The total amount raised was €5.1 million<sup>2</sup>. Shares made available through the global offering were oversubscribed 2.1 times, and through the public offering 2.9 times.

The admission and issue price of MERCi+ shares was set at the top end of the spread at €14.35 each. The company's capitalization on the day of admission amounted to €15.2 million.

*"We are delighted at the success of MERCi+'s listing on NYSE Alternext, which is also this market's first admission through a public offering since 2008," commented Ronald Kent, Group Executive Vice President and Head of International Listings at NYSE Euronext. "This key stage in its development gives MERCi+ all of the benefits of listing on NYSE Alternext—including liquidity, quality of execution and visibility—to meet its needs as it grows and deploys its business strategy."*

Gabriel Pacheco, Chairman and CEO of MERCi+, commented, *"We are very pleased with the successful listing of MERCi+ on NYSE Alternext. This is an important stage in our development. I would like to thank our shareholders and in particular the many individual investors who have placed their trust in us and who are now backing our expansion and the deployment of our strategy."*

NYSE Alternext today counts 130 listed companies from countries including Belgium, Canada, China, France, Italy, Luxembourg, the Netherlands, Spain, the UK and the US. They have raised over €2.26 billion altogether and their market capitalization totals €4.4 billion.



<sup>1</sup>A global offering consists of a public offering (open-price offering) and a global placement with institutional investors.

<sup>2</sup> This includes the proceeds of the global offering and the sale of 93,632 existing shares following 100% subscription of the projected capital increase.

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**About MERCI+**

Founded in 2003, MERCI+ is a group that specialises in providing home help services for individuals. Its two main business lines are **home cleaning** and **child care**. Present throughout France with **48 agencies**, MERCI+ has around **6,000 clients** and expects to record **revenue of €13.1 million and operating profit of €0 million** in 2009.

MERCI+ stands out through its **virtuous and high-performance business model** that is notably based on three complementary distribution methods: direct and under franchise or management agreement partnerships.

**Profit-making ever since its creation**, MERCI+ is structured to favour profitable growth on a **high-potential market** and is planning to strengthen its leadership in major French cities and to increase its network throughout the country.

For further information, go to [www.merciplus.fr](http://www.merciplus.fr)

**About NYSE Euronext**

NYSE Euronext (NYX) is a leading global operator of financial markets and provider of innovative trading technologies.

The company's exchanges in Europe and the United States trade equities, futures, options, fixed-income and exchange-traded products. With more than 8,000 listed issues, NYSE Euronext's equities markets – the New York Stock Exchange, NYSE Euronext, NYSE Amex, NYSE Alternext and NYSE Arca – represent nearly 40 percent of the world's equities trading, the most liquidity of any global exchange group. NYSE Euronext also operates NYSE Liffe, the leading European derivatives business and the world's second-largest derivatives business by value of trading. The company offers comprehensive commercial technology, connectivity and market data products and services through NYSE Technologies. NYSE Euronext is in the S&P 500 index, and is the only exchange operator in the S&P 100 index and Fortune 500. For more information, please visit: <http://www.nyx.com>.