Impact of dual listing of companies’ shares on their liquidity

Abstract. The article deals with the impact of double listing of companies’ shares on their liquidity on the domestic market. The research covers data relating to trade in shares both before and after placing them on international markets. Empirical testing of the main liquidity indicators, such as the spread and the volumes of trade, which was carried out before (32 weeks) and after (31 weeks) the share issue on the market which is different from the domestic one where the main operating activities of the company were conducted and where initial public offering took place is the basis of the present research. Historical data of the Warsaw, Prague and Budapest Stock exchanges provide the information basis of the present study. The companies included in the sample relate to the following: banks, chemical industry, retailing, oil and gas industry, resources, power generation, media and telecommunications. Most of the share issues on the foreign markets relating to the companies under consideration date back to the 2014-2015 period. The specifics of the choice of companies is that a significant time frame of about 60 weeks, which is more than one calendar year, is required to conduct the analysis. We analysed local companies from the selected region that accessed external capital markets in the period between 2016 and 2018. Yet, after considering the companies, we did not include them in the analysis due to a lack of sufficient relevance.

The study shows how significant the impact of share issue on foreign markets on liquidity of shares of companies on the domestic market can be. Accessing foreign capital markets increases the investment attractiveness of individual companies and the securities market of the country as a whole, provided there is a sufficient number of reliable issuers, which in turn leads to the development of investment potential.

The research results show that there is a decrease in the spread of shares and a positive effect on the growth of trading volumes on the domestic stock market after the placement of shares on other markets in relation to similar average indicators of the relevant markets.

Keywords: Share; International Listing; Stock Exchange; Liquidity; Spread; Volumes of Trade; Double Listing

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The growth of international integration of world capital markets since the 1970s has been partly due to the intention of corporations to find additional ways to promote their shares and corporate bonds on international markets.

Earlier studies by authors such as G. Alexander, C. Eun and S. Janakiraman (1987) proved that double listing makes it possible for a company to reduce capital costs, increase liquidity of its securities and ease the flow of information [1].

According to J. McConnell, H. Dybvik, D. Haushalter and E. Lee (1996) [2] and G. A. Karolyi, (1998) [3], most works on international listing are focused either on ways to place shares of companies in American stock exchanges or describe placement of shares of American companies on European or Asian markets.

The findings from such research and development studies cannot be considered to be consensus-based in relation to European markets due to the differences in listing models and variations within corporate cultures and practices of European and non-European companies.

European companies have a long tradition of placing their securities outside their local market. Before 1990, most cases of international placement of shares were on other European stock exchanges. However, in recent years, a growing number of European companies have been placing their shares on stock exchanges in the USA. The period from January 1993 to December 1998, European companies accounted for the largest segment of the total number of foreign companies that placed their securities on the New York Stock Exchange (NYSE). At the end of 1998, a total of 133 European companies with their market capitalisation of USD 2,639 billion were registered on the NYSE [4].

According to survey results, a vast majority of corporate managers believe that access to a wider range of investors and an increase in the liquidity of securities are the main advantages of double listing. M. Lasfer (2009) claims that shares of companies are placed on other markets when the quantity of issued shares exceeds the internal capacity of the market [5].

In addition, the domestic market often has limited liquidity. This problem can be resolved by issuing depositary receipts on foreign markets.

Moreover, M. Lasfer argues that the price of shares may be more attractive on the foreign market, especially if there is market segmentation and depositary receipts offer diversified benefits to investors. Besides, domestic investors can also take advantage of the fact that due to double listing companies become more visible at the international level.

Scientists have developed several independent theories describing reasons why companies may be willing to enter external markets. For example, A. N. Licht states that we are observing evolution of theories and research from purely financial aspects of double listing to other business motives.

A significant number of scientific and research works and the growing popularity of international listing among companies suggest that this approach is increasingly used as a means of both improving the level of competitiveness of companies in capital markets and enhancing the level of corporate governance.

1. Introduction

The purpose of the study is to provide a scientific basis to develop a concept of international listing as a means to increase liquidity of shares which results in enhanced corporate reputation among investors and an increasing number of shareholders. The development of the concept is based on a theoretical analysis of the impact of share issue on foreign markets on liquidity of shares of companies on the domestic market.

2. Brief Literature Review

The purpose of the study is to provide a scientific basis to develop a concept of international listing as a means to increase liquidity of shares which results in enhanced corporate reputation among investors and an increasing number of shareholders. The development of the concept is based on a theoretical analysis of the impact of share issue on foreign markets on liquidity of shares of companies on the domestic market.
The companies included in the sample relate to the following: banks, chemical industry, retailing, oil and gas industry, resources, power generation, media and telecommunications. In our opinion, this approach allows us to minimise the impact of significant changes within certain industries and to analyse the securities market of the selected region as a whole. Also, we analyse the most relevant data. Most of the share issues on the foreign markets relating to the companies under consideration date back to the 2014-2015 period (Table 1).

| Company                     | Industry                  | Country                | Issue date |
|-----------------------------|---------------------------|------------------------|------------|
| Komerční Banka, A.S.        | Banking                   | Czech Republic         | 17/01/2014 |
| Alior Bank                  | Banking                   | Poland                 | 28/04/2014 |
| Asseco Poland               | Information technology    | Poland                 | 14/02/2014 |
| Bank Zachodni               | Banking                   | Poland                 | 04/05/2015 |
| Cyfrowy Polisa              | Process equipment         | Poland                 | 28/01/2014 |
| Eurocash S.A.               | Retailing                 | Poland                 | 30/12/2013 |
| Getin                       | Financial services        | Poland                 | 07/01/2014 |
| Globe Trade Centre          | Business property         | Poland                 | 02/01/2014 |
| Grupa Lotos                 | Oil and gas industry      | Poland                 | 02/01/2014 |
| Jastrzębska Spółka Węglowa  | Extractive industry       | Poland                 | 13/01/2014 |
| Lubelski Wegiel Bogdanka    | Construction industry     | Poland                 | 26/02/2014 |
| Polbank                     | Financial services        | Poland                 | 29/11/2013 |
| Tauron Polska Energia       | Electric power industry   | Poland                 | 06/11/2013 |
| ANY Security Printing Company | Other                   | Hungary               | 14/04/2014 |
| Appeninn Vagononkezeló Holding | Business property      | Hungary               | 17/03/2014 |

Source: https://www.investing.com

The specifics of the choice of companies is that a significant time frame of about 60 weeks, which is more than one calendar year, is required to conduct the analysis. We analysed local companies from the selected region that accessed external capital markets in the period between 2016 and 2018. Yet, after considering the companies, we did not include them in the analysis due to a lack of sufficient relevance. Among other factors that affected the decision to include a number of companies in the comparative portfolio, we can single out the following: a sufficient amount of relevant information on volumes of trade and selling prices of shares (Table 2), the fact that share issue on international market occurs after their placement on domestic markets, a sufficient time frame required to analyse the average indicators regarding the circulation of shares on domestic markets before the issuance on foreign markets (Table 3). Also, we exclude companies, shares of which are traded on Over-the-Counter markets. The obtained data were compared with the average market indicators, such as WIG and PX for the Warsaw and Prague stock exchanges, and information on trading volumes and spreads on the Budapest Stock Exchange, which is not related to double listing on international markets.

To obtain an unambiguous conclusion about a possible effect of share issue, we used the r-statistic with 90% probability intervals.

The choice of the credibility level for an interval determines the probability that the credible interval has a valid parameter.
value. A general choice for the credibility level corresponds to 0.90 and 0.95. Such figures correspond to percentage values of the area of the normal density curve. For example, the 90% credible interval covers 90% of the normal curve, with a probability of less than 0.1 outside the relevant area. Since the normal curve is symmetric, one half of the area is in the left tail of the curve, while the other half of the area is in the right tail of the curve. Regarding the $C$-level credible interval, the area in each of the tails is $(1 - C)/2$. As for the 90% credible interval, the area of each tail is $0.1/2 = 0.05$.

To test the hypothesis that the volume of shares traded after their issue on international markets increased if compared with their average market rates, and the value of spread decreased if compared with the average market rates, we use a $t$-test, which is a method to test hypothesis (statistical criteria) based on Student’s $t$-distribution.

Parameter values and statistical characteristics tend to fluctuate along with the change in the sample volume, it is necessary to provide assurance that the values of the relevant indicators are not equal to zero in aggregate data, which is essential to refute the so-called null hypothesis, and that their magnitude is within certain credibility intervals. The evaluation of the reliability of the parameters and statistical characteristics of the model, known as substantiality check, is determined by Student’s $t$-distribution. Generally, a $t$-distribution is calculated as a ratio between the value of a certain indicator and its standard error.

On the basis of the collected data, a two-tier test with different dispersions for each of the hypotheses is conducted.

After conducting the $t$-test we will either accept or reject the H0 hypothesis that mean values are equal to each other. If the H0 hypothesis is rejected, the probability of error is determined by the $p$-value which is calculated on the basis of the $t$-test.

The approbation of the hypothesis by using the $p$-value is an alternative to the classic verification procedure due to the critical value of the distribution (Table 4 and Figure 1). The calculations were performed by using the MS Excel data analysis software package.

As a result of the statistical study with its credibility level of statistical findings equal to 96%, the H0 hypothesis can be rejected. Thus, with a high probability, the volume of trading in shares of the selected companies increases after their issue on international markets, if compared with the average market rate.

In this case, the trading volume shares of selected companies averaged 85.6% after the issue. The dynamics of changes in the average volumes of trade over the relevant periods was negative and the market showed an average decrease of 26.9% (Table 5 and Figure 2).

### Tab. 3: Average market rates of daily trading volumes and spread according to the issue date

| Issue date   | Average trading volumes, thousand | Spread, % |
|--------------|-----------------------------------|-----------|
|              | Before issue | After issue | Before issue | After issue |
| 17/01/2014   | 99,161      | 41,701     | 1.21        | 1.09       |
| 28/04/2014   | 96,933      | 71,439     | 0.98        | 0.89       |
| 04/05/2015   | 43,218      | 48,695     | 0.82        | 1.05       |
| 28/04/2014   | 97,367      | 62,668     | 1.15        | 0.99       |
| 30/10/2013   | 96,479      | 76,704     | 1.12        | 0.92       |
| 02/01/2014   | 96,668      | 70,802     | 1.13        | 0.92       |
| 02/01/2014   | 96,668      | 53,836     | 1.13        | 0.94       |
| 13/01/2014   | 96,147      | 53,317     | 1.13        | 0.94       |
| 26/02/2014   | 101,001     | 49,169     | 1.06        | 0.94       |
| 29/11/2013   | 101,432     | 56,157     | 1.11        | 0.96       |
| 06/11/2013   | 105,005     | 57,934     | 1.15        | 0.96       |
| 14/04/2014   | 2.12        | 2.74       | 1.63        | 1.15       |
| 17/03/2014   | 2.25        | 2.79       | 1.76        | 1.13       |

Source: Compiled by the authors based on https://www.investing.com
As a result of the statistical study with its credibility level of statistical findings equal to 81%, the H0 hypothesis can be rejected. Thus, with a high probability, the spread of shares of selected companies decreases after companies in the United States issue on international markets, if compared with the average market rate.

In this case, the spread of share prices of selected companies decreased by 0.31%, along with a 0.21% decrease in the relevant market rate.

6. Conclusions

The results of scientific analysis have proven that companies use international listing to increase liquidity of their shares, to work in capital markets, to improve the image of their companies among investors and to increase the number of shareholders. International listing is an effective strategy for companies accessing small, illiquid, inert and opaque segmented markets.

This study shows how significant the impact of share issue on foreign markets on the liquidity of the shares of companies on the domestic market can be.

L. Zingales (2007) argues that liquidity has always been one of the most important reasons why multinational companies access the US stock markets. However, more recent data from R. Dobbs and M. H. Goedhart (2008) show that volumes of trade between American depositary receipts of European companies in the United States usually account for less than 3% of the total volumes of trade.

The use of international markets to increase the liquidity of shares of companies is a proven tool that is actively used in world practice.

Taking into account the fact that the Ukrainian stock market is very weak, the use of tools that increase the liquidity of companies’ securities through placement of such securities on international markets is one of the few tools to increase companies’ capitalisation in modern realities.

Another positive effect is an increase in the overall liquidity of the domestic market, which leads to the improvement and development of the Ukrainian investment market and simplified access to capital, which, consequently, leads to a lower cost of the capital. This will increase the efficiency of financial markets, which, in turn, will have a positive impact on the economy of Ukraine as a whole.

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