



Whether the need is for a one-time situation or a long-term partnership, our team specializes in blending clarity and transparency to tell an equity story that resonates with investors. We help articulate – through all facets of communications – a company’s strategy, operating strengths and market positions to create the context for full valuation.

## STRATEGIC SUPPORT

### *Messaging*

We help pinpoint what differentiates a brand’s offering, then tailor and convey these messages across the spectrum of investor communications, from quarterly earnings statements to executive speeches and presentations.

### *Analyst/Investor Perception Study*

We help develop a target list of sell-side analysts, shareholders and non-shareholders, and we have candid conversations with these audiences to better understand how they view the company’s strategy and communications.

### *Investor Relations and Financial Communications*

Through defined goals and guidelines, we generate and maintain investor interest and support in the investment community. We also coordinate closely with other corporate functions to align IR efforts with business priorities, and we map an organization’s optimal shareholder base (in terms of investment style, geography, etc., and more).

## ONGOING SUPPORT

### **Peer Monitoring**

*Monitor peers’ quarterly results, ad-hoc announcements, participation at conferences*

### **Investor Targeting**

*Manage global targeting of institutional investors, monitor changes in shareholder base*

### **Analyst Targeting**

*Assist with securities analyst targeting and analyze coverage of peers*

### **Annual IR Calendar**

*Construct full-year calendar of recommended investor relations activities, synced with conferences, management travel*

### **Quarterly Earnings Report**

*Advise on news releases and scripts, handle logistics and train representatives*

### **Annual Investor Day**

*Advise on topics, rehearse presentations, provide on-site support*

### **Roadshow Planning**

*Review roadshow presentation, liaise with corporate access teams, provide backgrounders*

### **IR Website**

*Provide guidance on using Internet and other tools for IR functions*

## LEARN MORE

For more information about FleishmanHillard’s financial and professional services expertise, please visit [fleishmanhillard.com/financial-professional-services](http://fleishmanhillard.com/financial-professional-services).

