

ABOUT US

SERVICES

CONTACT



PRIVILEGE RELATIONS

FINANCIAL COMMUNICATIONS AND MARKETING

PRIVILEGE RELATIONS LIMITED LIABILITY PARTNERSHIP

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ABOUT US

***We are Professional Intermediaries between
Companies, the Media and the Capital Market.***

- ➔ Outstanding network of international financial and popular media
- ➔ Excellent relationships with small and midcap investors
- ➔ Distinctive expertise in financial analysis
- ➔ Direct contact with international, independent research companies
- ➔ Direct access to contact-rich online financial platforms and e-mail distribution lists

We increase your company's value!



SERVICES: SITUATION ANALYSIS

SWOT

- ➔ Comprehensive discussions with management
- ➔ SWOT analysis from perspective of financial journalists and investors

Strengths / Opportunities

- ➔ Brief, succinct and comprehensible equity story
- ➔ Positioning in capital market

Weaknesses / Risks

- ➔ Which arguments can be used to defuse them?
- ➔ Crisis PR begins before the crisis



Creating and Updating the Communication Schedule

- ➔ Who communicates?
- ➔ When? What?
- ➔ In what form? With whom?

SERVICES: COMMUNICATION I

Presentation for Investors and Financial Media

- ➔ Creation of targeted sample presentations based on our analysis
- ➔ Adaptation of presentations to available data and CI
- ➔ Analysis and optimisation of presentation style



Production / Distribution of Press and Ad-Hoc Releases

- ➔ Specification of internal processes (approval of releases, placement on homepage etc.)
- ➔ Creation of targeted press distribution list (financial and business press as well as online media)
e.g.: n-tv, Reuters, Bloomberg, dpa-AFX, Yahoo Finanzen, Wallstreet-Online, Aktiencheck, OnVista
- ➔ We explain even complex issues briefly, comprehensibly, succinctly
- ➔ Setting up and analysing press monitoring / Contact for questions on ad-hoc relevance

SERVICES: COMMUNICATION II

Contact for Press and Investors

- ➔ We perform this role as "external investor relations", easing the burden on your Executive Board
- ➔ Analysing themes of enquiries and adapting information policy accordingly (e.g. wording)



Investor Pool Expansion and Support

- ➔ Choice of appropriate investors: Targeting, Competitor analysis
- ➔ Initial contact inc. preliminary meeting
- ➔ Continuous meetings and discussions with investors

SERVICES: COMMUNICATION III

Roadshows for Investors and Financial Media

- Extensive personal contacts
- Choice of appropriate investors or media
- Organisation of roadshow
- Management preparation and support
- Analysis of individual meetings



Point of contact for international, independent research companies

- Making contacts for establishing long-term research coverage or one-off studies
- Project support
- Distribution of studies (in liaison with authors)

SERVICES: MEDIA I

Media / Interview Training

- ➔ **Theory:** Handling the media and journalists
- ➔ **Training:** Face to face and TV interviews at different levels of difficulty
- ➔ Analysis of interviews
- ➔ Creation of question and answer database



Preparation for Conference Calls, Press Conferences, Shareholders' Meetings

- ➔ Identifying critical themes and issues in advance
- ➔ Preparing sample answers
- ➔ Practical test

SERVICES: MEDIA II

Perception Analysis

- Qualitative (quantitative also possible)
- Through meetings with investors and journalists
 - How is the company perceived in the capital market?
 - Where does the capital market see weaknesses and risks?
 - What would need to be changed to increase the level of interest?



SERVICES: BACKGROUND WORK I

Generating and Communicating News Flow Beyond Mandatory Reporting Obligations

- ➔ Identification of interesting themes through continuous dialogue with management
- ➔ Which of these themes is the capital market receptive to at present?
- ➔ Which media / investors would be interested in that theme?

Organisation of Special Events (e.g. Roadshows)

- ➔ Strengthening links to journalists, analysts and investors
- ➔ Getting to know and understand the company better (products, processes, 2nd tier management etc.)
- ➔ Intensive discussion of specific issues (accounting, acquisitions)



SERVICES: BACKGROUND WORK II

Managing Earnings Expectations

- Avoiding negative surprises
- Necessary result revisions in small increments
- Creating freedom for increasing forecasts



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