

Create a Loyal Following

Strategic retail outreach is critical to the success of any IR program

Sheer Volume – One in three people in the U.S. – an estimated 91 million – owned equities in 2005.¹

Competition for Investment Dollars – 57% of companies have increased the quality and quantity of individual shareholder services over the past several years.²

Vast Ownership of Equities – 57% of all U.S. households own equities, as direct shareowners or through mutual or pension funds.¹ Of those U.S. households, 55% of financial assets are held in equities.¹ About 50% of these households own individual stocks.¹

Loyalty and Stability – Individual shareholders are loyal – they tend to support management and vote with them on proxy issues. Individual holders are long-term owners¹, enhancing a stock's stability.

FRB'S RETAIL IR PROGRAMS

Message Development and Positioning – Creating an investment thesis tailored for the retail audience

Investor Fact Sheets – Developing a concise, compelling investor marketing document

IR Website – Developing Website navigation and content for retail investors

Retail Outreach – Cultivating relationships with pre-qualified brokers and independent money managers

Retail Meetings – Arranging group meetings with retail brokers and in-house presentations at brokerage firms to deliver the story

FOOTNOTE

¹ Investment Company Institute and Securities Industry Association, 2005

² The Conference Board, Inc., 2003

Best Practice Studies – Researching leading practices, key issues and current trends in retail IR

Customer/Affinity Marketing – Coordinating public relations branding with IR

Employee Marketing – Creating employee ownership programs and outreach

Reaching Individual Investors Through the Media – Media targeting and outreach focused on retail investors

Advertising To The Individual Investor – Researching selective advertising in retail-focused publications

NAIC Membership – Promoting participation in programs offered by The National Association of Investors Corporation

Financial Relations Board offers innovative and results-driven programs for enhancing shareholder value through proactive retail outreach. Our programs tap into thousands of retail professionals nationwide. Beyond investor targeting, we have broad expertise in developing and implementing a host of retail program elements.

Consistent, concerted outreach is the key to success for retail investor relations. The practice must be ongoing and focused on the long-term outcome. Financial Relations Board has invested four decades in establishing solid relationships with investment professionals, retail investors, independent money managers, as well as 13-F institutions. Our retail marketing programs focus on developing investor pipelines and solidifying investor relationships. Our communications strategies connect corporate branding with investment positioning for clear, compelling investment messages.