

Establish Your Company's Financial Brand

Positioning your company to heighten investor awareness and clarify the investment opportunity

Ideally, we not only want to increase the investor awareness of your company, we also want to move the needle on its stock market valuation.

To achieve this, we do extensive research on your company and its financials to determine the factors that might influence a portfolio manager or analyst to take a position in your stock. Then we incorporate this knowledge into your message platform to articulate positioning and investor relations strategies. The result is a much more effective investment story that truly speaks to investors. We also provide experienced counsel on a project basis on a number of business and financial issues:

- Acquisitions, mergers, sales of operations
- Financial restatements/restructurings
- Share repurchases
- Dividend policies
- Stock splits
- Industry best practices
- Stock valuation
- IPOs and spin offs
- Investor relations brand equity
- Crisis communications
- Corporate governance
- Proxy issues

Joy Global

After emerging from reorganization, Joy Global instituted a proactive investor relations program to gain new Wall Street coverage. At the outset, a **new investor message platform was developed**, highlighting the company's focus on cash flow generation and debt reduction. A **perception study among Joy's institutional investors** helped identify the critical issues and benchmarks against which analysts and portfolio managers would grade management. **Quarterly**

earnings releases were enhanced with greater disclosure of supplemental information, making for more productive conference calls. Toward the end of the program's first year, **an analyst day was held** and was extremely well-attended. The feedback confirmed the effort by management to communicate openly and credibly.

These efforts contributed to an increase in the stock price that surpassed all market averages, as well as a host of new analyst coverage.

"Financial Relations Board worked very closely with us to create an effective positioning platform, develop collaborative materials, and introduced us to a number of highly qualified investors and analysts."

This teamwork and counsel was an integral factor in solidifying investor confidence and attracting new institutional support. After the first year of the program, our stock price has performed well, trading volume rose substantially and our investor base is strong."

Donald Roof,
Executive VP, CFO
Joy Global, Inc.
(Nasdaq: JOYG)