

European Buy-Side Exposure

Phoenix-IR coordinates European road shows to give companies greater quality visibility to European investors.

The need for large corporations to access international investors has become necessary in today's global economy. Half of the Top 20 largest asset managers in the world are based in Europe. Europeans hold the highest proportion of international equities investments. As a result, senior management needs direct access to this key market. Moreover, this access needs to be managed in a controlled way that matches the right investors with the right companies. Phoenix-IR's bespoke service delivers quality contact building that makes effective use of senior management time.

INVESTOR RELATIONS OUTREACH

Phoenix-IR has built a strong relationship with NASDAQ® over many years by working jointly on its international IR program. It has conducted investor targeting and outreach programs for several hundred NASDAQ-listed companies.

Focused on assisting global companies to gain exposure to targeted investors throughout the U.K. and continental Europe, Phoenix-IR provides expert IR specialists who tailor personalized road shows for individual companies ensuring that they meet the appropriate investors. Over many years, Phoenix's senior consultants have built strong trust relationships with portfolio managers and analysts.

Phoenix-IR provides a balanced approach to new potential investors and current holders that provides stability to the share register, broadens the shareholder base and helps bring liquidity to the stock.

TARGETING THE RIGHT INVESTORS

Through a quantitative and qualitative approach, Phoenix-IR goes beyond traditional analysis in evaluating the interest of potential new investors. The firm provides meaningful results through its personalized pre-qualification process. And

because Phoenix-IR has no conflicts of interest, it can help companies target appropriate qualified investors according to their purchasing power, investment time horizon and stock picking methodology.

EUROPEAN ROAD SHOW SERVICES

Phoenix-IR will create a special three-day U.K. and European road show program for NASDAQ-listed companies with over \$1 billion in market capitalization. The first day starts in London with a group lunch meeting in NASDAQ's London office as well as one-on-one meetings with key investors. The number of one-on-one meetings is subject to investor demand. Typically, there will be two meetings in the morning and two meetings in the afternoon. The other two days will be spent in European cities with three to five one-on-one meetings per day. Companies can choose to extend their road show if there is an appropriate level of investor demand.

The road show service includes:

- Advice on selecting cities
- Advice on best fit investor targets
- Meetings with the key decision makers
- Road show briefing with insights on targeted investors
- Logistical planning and arrangements

To learn more, contact your NASDAQ Relationship Manager.

NASDAQ Corporate Services provides unmatched support for listed companies with access to innovative products and services that facilitate transparency, mitigate risk and inspire better corporate governance.

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