

RORI ANALYSIS BENCHMARKING

Know how you rate when capital is being allocated across your sector

How do you rate? Do you know how your peers are performing and what they are saying to the market? Why are some fund managers investing in your peers but not in you?

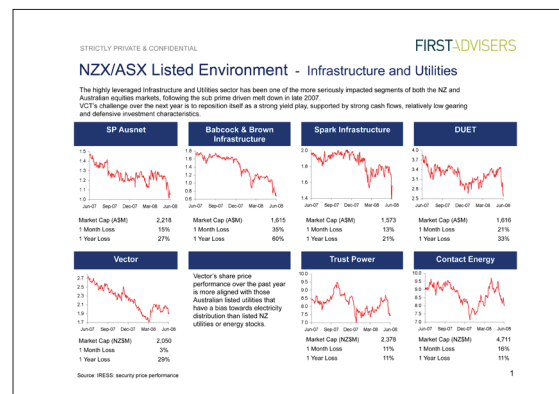
Equity markets are highly competitive and fund managers will typically invest in only one or two companies in a sector. They never assess a company's investment credentials in isolation but always in relation to **the alternatives available**. Knowing how you stack up and what investment attributes are driving analysts towards particular stocks is critical.

FIRST Advisers' approach to investor relations is shaped by its knowledge of financial markets and the experience of its team in broking and funds management. We identify a company's key strengths, relative to its peers, that should be emphasised as well as drawing attention to issues of perceived or real vulnerability that need to be addressed.

Peer Group Analysis

We incorporate peer group analysis of up to five companies in monthly or quarterly management/board reports. Shifts in the market's rating of companies within the sector can be identified early by tracking:

- ASX announcements
- Relative price performance
- Total Shareholder Return



Identifying which Institutions are investing in your Peers

FIRST Advisers can identify and track over time which institutions are regular investors in your sector, whether your focus is on active domestic institutions, offshore investors or both.

We can focus on a particular group of institutions to determine which stocks they tend to favour or we can simply identify those institutions that currently choose to gain their exposure to the sector through your peers.

This is valuable intelligence as it improves the effectiveness of investor targeting and management's time on roadshows. This, combined with our Peer Group Analysis, informs the CEO and CFO about an investor's bias before meeting with them.

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Target Best Practice in Investor Relations and Communication amongst your Peers

Set as your goal best practice IR and communications, not just amongst peer companies, but in the market as a whole.

Analysts and fund managers respect and take note of companies that are committed to quality disclosure, transparency, consistency and regular engagement with shareholders and investors. Studies out of the US and Asia have provided clear evidence for some time now that **“companies delivering more and better-quality information earn a premium in market value.”** Set the benchmark for your peers, not the other way round!

Broker Coverage of Peers

We track the research coverage by brokers of your peers to identify what drives their recommendations in relation to both the sector and particular stocks.

We can help craft your investor presentations so that your investment case is clearly differentiated from peers.

If brokers are following your peers but not your company, we facilitate introductions and identify the catalyst that will move them to initiate coverage.

Why FIRST Advisers?

The principals have extensive experience as analysts in broking, funds management and corporate finance. This combined with ten years advising listed corporates on best practice IR enables us to provide our clients with a unique perspective on their communication needs.



FIRST ADVISERS

Investor Relations
Corporate Communications
Transaction Communication Services
Digital and Document Design
Shareholder Analytics
Proxy Solicitation

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