

IPO-RELATED SERVICES

FIRST Advisers supports clients' communication throughout the IPO and beyond, developing best-in-class investor relations programmes.

Corporate PR

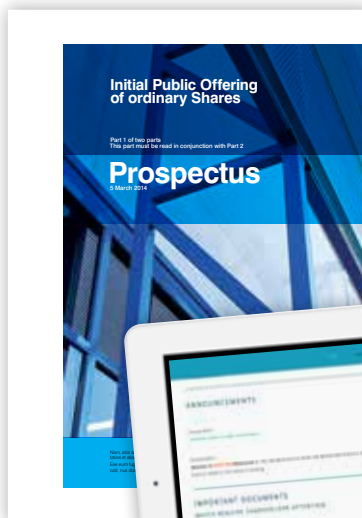
We devise and implement proactive media relations strategies that support the Company prior to listing. We do this by leveraging our strong relationships with influential journalists and editors to obtain informed and effective coverage, liaising appropriately with financial, legal and other advisers to ensure coordinated and timely messaging targeted at relevant potential investors.



Investor relations

Our IR Team runs workshops for senior management to ensure they are well-prepared for meeting with fund managers and analysts in the pre-IPO roadshow. We follow this up with an interactive tutorial on 'life after listing' to ensure management are prepared for the very different regulatory and reporting environment in which they will be operating.

Our experience over 20 years in developing and implementing IR programmes for listed companies, ensures companies are in safe hands from the day they list.



Document and website design

FIRST Advisers' in-house creative team produces Prospectuses and Explanatory Memorandum documents. We provide specialist corporate design, document typesetting and management of print logistics.

We also design and build corporate websites that meet the needs of shareholders and potential investors.

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POST LISTING



Media and corporate communication:

The media will monitor a company's performance post listing so it's vital to keep the conversation going with investors through the media. This ensures the corporate strategy and investment thesis are well understood. However, this is only part of the story.

Keeping shareholders engaged by communicating with them throughout the year is standard practice whether it is via high quality websites with content designed for investors, or newsletters, videos, fact sheets, social media and well-structured annual reports. All are part of the mix in today's world of corporate communications.

Investor relations:

The strategy for communicating with investors as a listed company is different from the IPO and starts on day 1 – the goal is to ensure your investors understand and support your strategy, with the aim of building a stable share register over time. The ongoing administrative and communications requirements associated with investor relations is significant and is in addition to day-to-day operations.

We provide all the IR support a company needs from management of results reporting and drafting ASX announcements to organising roadshows and investor targeting.

Shareholder tracking:

There can be large moves on a share register post listing as certain investors take profits while others seek to increase their holdings. Keeping track of movements in a company's register at the beneficial owner level forms the basis of all investor relations activity and is fundamental to establishing a cohesive IR programme.

We deliver tailored beneficial ownership analysis reports through our online investor relations platform, AccessIR™, which also provides management with access to an extensive database of contacts in the global investment community.

AccessIR™ enables our clients to manage their investor relations programme online including roadshows, distribution lists, meeting notes and document management.

FIRSTADVISERS

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

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