

RETAIL PERCEPTION RESEARCH

The power of retail shareholders and those who advise them is on the rise. You need to know who they are and what matters to them.



Who are your retail shareholders?

Retail shareholders are not all the same and, while we know that, the challenge is to build a profile of this critical stakeholder group that will inform how a company communicates with them and delivers information that is relevant to their needs.

FIRST Advisers retail Perception Study offering provides this essential profile.



Information gathering is all about asking the right questions

Communicating with shareholders, whether institutional or retail, is what we do everyday. As investor relations professionals we have spent the past 15 years gathering feedback, organising meetings, targeting investors and managing the retail shareholder engagement strategies around high stakes transactions.

Our perception studies are designed to deliver insights to the IRO, Board and Management team on how retail shareholders view particular aspects of the company's business, dividend policy, investor relations and whether they have access to information that is relevant to them.



Contacting retail shareholders requires experience, an engagement strategy and resources

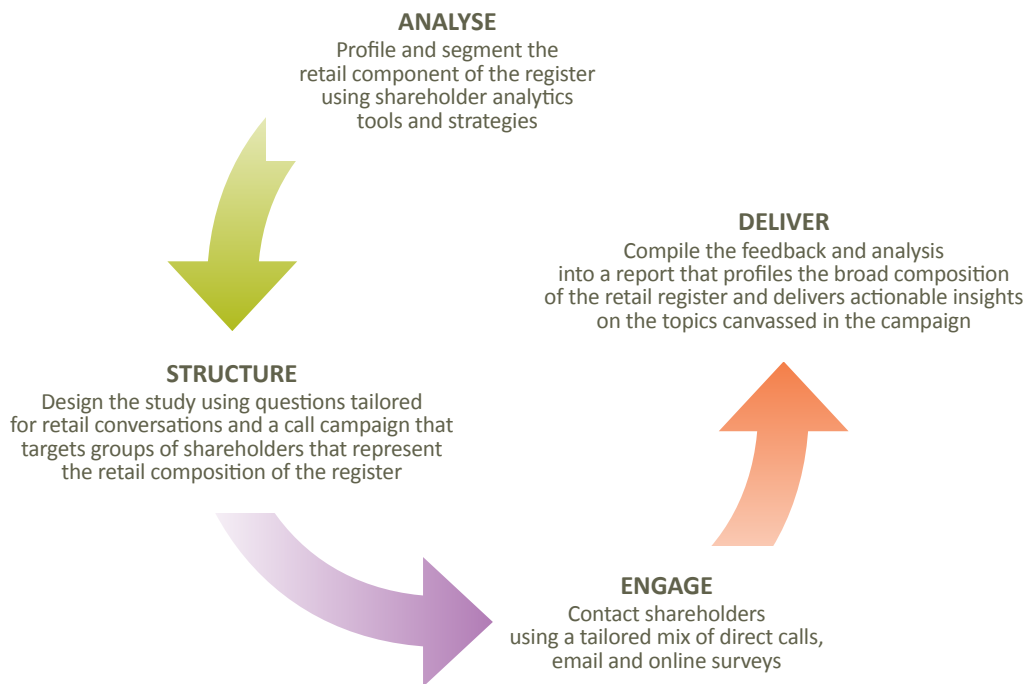
Retail shareholders frequently number in their thousands so contacting them requires resources and experience in shareholder engagement.

We have managed countless campaigns over the past two decades, calling, emailing and surveying retail investors about important issues impacting all shareholders.

Our unique and tailored approach to retail shareholder engagement earned us the ranking of Number 1 Australian Proxy Solicitor in 2019.

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IR + ANALYTICS + DIRECT ENGAGEMENT = POWERFUL INSIGHTS FROM RETAIL SHAREHOLDERS



Why FIRST Advisers?

We are an integrated investor relations and corporate communications firm, including sophisticated register analytics and proxy solicitation capabilities that have been developed in-house over many years.

We have an established track record in engaging with retail shareholders and over a decade of experience in surveying investor attitudes.

How to find out more

Contact Ben Rebbeck or Victoria Geddes on +61 2 8011 0350 or email us at info@firstadvisers.com.au

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