



## INVESTOR RELATIONS SERVICES

### Who we are

We are a boutique corporate advisory and IR firm that is excited about helping companies maximize shareholder value (i.e. higher share price, less dilution on capital raisings, larger market capitalization, etc.). We do this by working with a select number of ASX listed small cap companies (and pre-IPO unlisted companies) with tailor made Investor Relations activities.

Our key principals, Trevor Beazley and Nanne van 't Riet, have extensive broking, advisory, senior commercial, CEO, and senior legal backgrounds. We have worked both nationally and internationally and for big blue chip companies as well as ASX listed start-ups. We have also served as directors on a number of ASX listed companies.



### The need for Investor Relations

Once a small to medium size ASX listed company has raised capital – the tendency is to focus completely on operational matters (after all, that is what the money was raised for).

Given the substantial and competing demands on executives' time, investor relations' activities (and to some degree PR) often takes a back seat. The expectation is that good operational results automatically translate into a higher share price. Reality indicates however that nothing is farther from the truth. Yes, good operational results (meeting of KPIs, sticking to deadlines, executing new contracts, etc.) are crucial to securing an upward trend in the share price.

Without good operational results, achieving an upward trend in a company's share price is unlikely. However, the inverse is not automatically true and good operational results by no means guarantee future share price increases. A credible



investor relations program is essential to get the message out to relevant parties and to maximize the chances of success in the capital markets.

It is also too late to start thinking about investor relations only when the cash is starting to dry up. “Investor relations” is a continuous, engaged, well-directed and crucial activity to maximize a company’s market capitalization, shareholder satisfaction and ability to raise capital at highest possible levels. Without the right distribution channels and distribution methods to get the message / results to the right market participants, a company’s share price is likely to under perform. The market is littered with companies who realized this too late or failed to realize it at all.

Listed companies in particular need to have a solid corporate marketing strategy. We are not talking about the marketing of the company’s products or services but about the marketing of the company in its own right.

Relying on the company’s mandatory reporting is not enough to get the market excited (no matter how good the results are or how good the distribution network is). Thousands of companies all report at the same time. Without some special effort, reports simply get lost in a vast sea of other quarterly, half yearly and annual reports. Brokers and fund managers get presented to by numerous companies each day and a company will simply not get any “air time” if it relies on ASX/ASIC mandatory reporting to get its message out to the market (other than, perhaps, with some of the existing shareholder base). In our experience, having a far-reaching distribution channel by itself is not enough either. You need a specific “in” and, in most instances, face-to-face contact over a sustained period.

Related to this is the fact that reputation development (personal as well as corporate) is a longer-term proposition and damage to it is difficult to recover from. Establishing a good reputation requires sustained effort; and a good reputation needs to be well established by the time the company needs to raise more capital.



The business needs to market itself to the financial markets. This requires considerable dedication on behalf of the company and its advisors. A lot of businesses do *not* like doing this (not their skill set) and see it as a peripheral distraction. A lot of companies prefer to outsource this activity to advisers (who, more often than not, simply hit their distribution networks without tracking results). The simple reality is that in order to be financially

successful, marketing to financial markets must be a core activity for any listed business - like good financial management, corporate governance and the like.

## **What we do**

At Maiden Capital, we are excited about helping companies maximize value. In order to do so, we help companies (management teams and boards) to develop and execute a strategy to maximise market exposure (with existing & potential shareholders, brokers, funds, HNWs, etc.). *We work to directly link our activities to improving the client's market capitalisation and market recognition*

Our key deliverables revolve around:

- Developing a comprehensive 12 months IR Strategy;
- Ongoing assistance with developing “on message” presentations and ASX announcements;
- Organising targeted road shows (focused on Perth, Melbourne, Sydney and Brisbane);
- Assisting with the development relevant shareholder updates / newsletters;
- Distributing the company's market announcements to our proprietary networks (and liaising with a number of PR firms that can provide PR over and above our Investor Relations work).

In short, we help you get the message right and we work to get you and your company noticed with the right parties.

Our work will be tangible and result driven.

Any questions? Do not hesitate to contact us to discuss your specific requirements:

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