

The Collingwood Group's *Investor Relations*

It is critical that publicly-held companies communicate with their shareholders, ensuring they are kept informed of company earnings, management team activities, and other matters of importance. In addition, analysts, banks, and other financial institutions require information on public companies that, when relayed to the public through these third parties, can contribute to helping – or hurting – a public company's reputation. The Collingwood Group has experienced, knowledgeable Investor Relations executives that will work with CEOs and CFOs of companies in expanding their investor outreach, building key relationships with global equity holders, and enhancing communications with investors, analysts, bankers, and other stakeholders. The Collingwood Group's Investor Relations professionals can provide the following:

Business Strategy Development

- Create a value proposition to position the company to the best potential equity investors.
- Identify the major building blocks of the organizations' foundation to develop appropriate short and long term initiatives.

New Equity Investor Development

- Establish well constructed investor strategies to improve shareholder value by providing insight into managing investors' perceptions, broadening current sell-side strategies, and initiating introductions to new equity investors.
- Identify major building blocks of foundation for value proposition based on market position, industry competition, competitive advantage, revenue projections, outlook for performance metrics, expected returns, etc.
- Uncover intangibles regarding investors' decisions, quality of management, execution, business model, industry leadership, and growth of industry.
- Build solid understanding of current investors' views and motivations.
- Create presentations to introduce the firms to investors.

Financial Communications

- Ensure team is well versed in historic, current and future activities with investors and analysts.
- Refine messaging, create metrics, and help design disclosures for quarterly financial slides and conference calls.
- Contact financial services analysts to gain their insight into investors' disposition for financials and current equity activities.
- Train management teams in fair disclosure issues and create corporate talking points.
- Plan and orchestrate roadshows for selected regions and cities.
- Create opportunities to broaden investor reach by speaking at financial services conferences.
- Work with management to develop conference call messaging.

Plan Development, Metrics and Execution

- Ensure understanding of success measurements by major equity holders and analysts.
- Develop firms' value proposition for shareholders.
- Formulate financial overview regarding revenue sources, return on invested capital, projected ERPS growth.

- Work to understand intangibles regarding investor decisions, quality of management, execution, business model, industry leadership, and growth of industry.
- Conduct research on targeted firms to understand current coverage of the market sector.
- Build plan to educate analysts and targeted firms on company's story and industry.
- Create peer list of comparable companies to use as basis for valuation.
- Initiate introductions between potential analysts and management teams.
- Develop priority ranking of existing shareholders and create list of long-term, focused prospective equity investors.
- Gain intelligence on selected firms and views of industry.
- Develop strategies to position companies' fundamental profile, public disclosures, and performance metrics in all financial presentations, conference calls, and speeches.
- Build annual plan suggesting frequency of investor interaction based on each groups' holdings and buying potential.



The Collingwood GroupSM

The Collingwood Group provides advisory services and business development opportunities combined with access to decision makers, financial sponsors, corporate boards and senior industry executives. The firm's core focus is set on helping companies and investors in the financial services industry, utilizing its unique ability to combine the Partners' federal sector knowledge with nearly a century of combined private sector industry experience. Offering extraordinary perspective on federal agencies and private sector entities at the center of today's restructuring of financial services, The Collingwood Group's expertise spans all aspects of FHA financing programs, Ginnie Mae securitization activities; domestic and international secondary market activities and issues, risk and loss mitigation, primary and special servicing, vendor and talent management, and all elements of portfolio acquisition, property management and asset disposition.