

## Improving Shareholder Value is not an Option for Most Public Companies, it is a Priority

- With today's information flow and access to the correct influencers it is easy to determine the metrics that require improvement
- Changing the IR status quo is usually mandatory
- Barnes Communications can provide both execution advice and capability to initiate positive results

**BARNES COMMUNICATIONS** provides public companies with a full service solution, including perception surveys, introduction to new investors, overhaul of investor messaging, and utilization of websites, social media and New Media.

We know how to establish and build credibility with institutional investors, analysts, retail brokers and financial media.

Boards of Directors and management know that in today's environment investors have a multitude of choices. Ensuring your company stands out from its peers is a priority and should not be left to chance.

### APPROACH

Every client situation is unique and we make it our business to understand the nuances of your story, strategy and markets. To do this effectively and efficiently, we follow a proven process to create value in your investor communications activities. Our ability to apply this process sets us apart from our competitors in achieving the desired results.

### THE BARNES EDGE

- More experience than any IR firm in Canada
- Recognized investment community brand name & contacts
- Pure focus on investor relations
- Entrepreneurial and independent
- Award-winning creative
- Proven process
- Multi-disciplinary team with demonstrated expertise

### SERVICES

- IR strategy development and implementation for IPOs, newly-listed companies and M&A/proxy defence situations
- Annual and quarterly reporting
- Perception surveys
- Executive speaker coaching
- Shareholder identification and outreach
- Deal/non-deal roadshows
- Asset tour design and management
- New media design including investor presentations and special purpose websites
- Financial media outreach and social media implementation
- Media training

#### STRENGTHENING YOUR IR REQUIRES PROVEN INDUSTRY KNOWLEDGE AND OUTSTANDING EXECUTION CAPABILITY

Our consultants have developed their knowledge base by working with clients in virtually every sector of the Canadian economy, including mining, financial services, energy & energy services, cleantech, technology, industrials, income trusts, and structured products.

This broad experience serves us well when beginning a new client assignment and complements our thoroughness in understanding our clients' requirements, and executing the program.

#### PRESENTATION



#### PRINT



#### WEBSITE

