

perception audit

**Which is the real face  
of your company?**

Knowing how the investment community attributes value to your organization and what they expect going forward is critical to shaping your annual investor relations program.

**For more than a decade Equicom has been speaking to and building strong relationships with the Street. They trust us and tell us exactly what you need to hear.**

Let Equicom get to the bottom of it for you. What do you need to know?

## perception audit

To ensure that you understand the perceptions of the investment community and that the messages you are articulating are effective and well understood, Equicom conducts a comprehensive anonymous perception audit.

### Understanding your business and your goals

In order to effectively conduct your perception audit, Equicom undertakes a thorough due diligence process that includes:

- Review of all recent analyst reports on your company and sector including key peers
- Review of relevant disclosure materials (investor presentation, conference calls, news releases).
- Management interview to discuss questions surrounding the business and goals for the audit.

In consultation with management Equicom will:

- Develop standard question set (typically 10-20 questions). This includes both quantitative and qualitative questions.
- Generate target list (typically 30-50 stakeholders)

### Execution

Equicom proactively contacts institutional shareholders, research analysts, investment bankers, and retail brokers familiar with the Company in order to gain an unbiased view of how your Company is currently perceived by the investment community. Equicom will also include a number of targets who do not actively follow your story to provide feedback from a distance. We target a 70% success rate.

We do this by keeping respondent identities anonymous. The Street knows this and trusts us; that is how we can uncover detailed information that may be difficult for the company to do on its own.

### Analysis

Once all of the calls are completed, Equicom compiles all answers for review and analysis. Our team identifies the key findings from the audit and makes specific recommendations to address the findings based upon our extensive investor relations experience.

### Result

Equicom will produce a detailed and comprehensive feedback report that includes:

- Executive summary
- Key findings
- Individual anonymous feedback
- Analysis
- Recommendations

**Price: \$17,500**

**For more information, please contact:**

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