



This time you may need more convincing tools

Many factors combine to make a corporate transaction successful: deal terms, legal issues and regulatory considerations, to name a few. Communications, while often overlooked, is also a critical component. A well-crafted and executed communications strategy can often make the difference between success and failure in securing shareholder approval for an acquisition or in successfully defending an unsolicited takeover bid.

Why Equicom?

As Canada's leading investor relations firm, representing more than 100 issuers, Equicom has unparalleled relationships within the professional investment community and a deep understanding of the capital markets and the media. Because we are interacting with the Street every day, we are perfectly positioned to help a company develop compelling messages that will resonate with investors, analysts, financial media and employees and persuade them to support management's position. And we provide a detailed playbook for delivering these messages.

We understand that getting your messages right, in the media, is important to achieving a successful outcome. But unlike many public relations or communications firms, which focus principally on the media, Equicom brings a broad perspective to M&A engagements. Our constant interaction with the investment community means our clients benefit from our understanding and experience in all of the key areas — from high-level strategic messaging to media relations, regulatory issues and investor outreach.

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Our M&A services

- M&A activity
- Solicited or unsolicited takeovers
- Proxy contests
- Shareholder activism
- Corporate restructuring
- Strategic message development
- Development of communications playbook
- Media relations, including media training
- Presentation development and speaker training
- Roadshow planning and execution
- Investment community conference calls/webcasts
- Full administrative support

How we do it

We carefully select a team from our group of seasoned consultants, giving you depth and breadth of experience and insight.

We provide a broad perspective that reflects all key stakeholders: investors, analysts, media, and employees.

We have end-to-end capabilities in-house (strategic consulting, media relations, creative services, administrative support).

We have superior relationships in the professional investment community and work closely with investment bankers and lawyers on a day-to-day basis.

Relevant experience

In each of the examples below Equicom was engaged to help shape key corporate messages and build visibility of those messages during an M&A transaction or proxy contest:

- Arius
- Borealis Infrastructure (OMERS)
- Bridgewater Systems
- CML HealthCare
- Cryocath
- Gateway Casinos
- Liquor Barn
- SXC Health Solutions
- Vincor International

Selected clients

- Absolute Software
- Algonquin Power Income Fund
- Cluff Gold
- COM DEV International
- Gaz Métro
- Gerdau Ameristeel
- Goldcorp Inc.
- Gran Tierra Energy
- High Liner Foods
- Medical Facilities
- Sprott Inc.
- Timminco
- West49
- Yamana Gold