

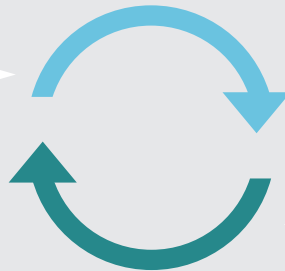
FTI Consulting's Approach to Financial Communications Research

Measureable Insights. Better Results.

There is a symbiotic relationship between messaging (what you say) and targeting (to whom you say it).

Compelling Messaging

is dependent upon the having the appropriate audience.



Effective Targeting

is dependent upon compelling messaging.

Effective shareholder engagement combines both in FTI Consulting's unified platform.

Problem Available resources today do not accommodate both targeting and messaging, and the gap between the two creates costly inefficiencies.

FTI Consulting's Solution

The only integrated research solution for both messaging and targeting.

At the core, the firm's solution is based on understanding, quantifying and evaluating the DNA of investors and their decisions.

FTI Consulting's Integrated Approach



Baseline-and issue-specific sentiment audit: Evaluate the interplay between key investment factors, initiatives and communications effectiveness.



Message testing and narrative development: Identify and quantify areas for high-impact communications.



Investor targeting and engagement: Generate unique profiles based on investment drivers.



Program benchmarking and reporting: Tailor an integrated dashboard to specific client needs.

Integrated Approach Drives Powerful Results: 1 + 1 = 3

- 1 Drive a **more effective and efficient** IR program.
- 2 **Increase ROI** of investor targeting and engagement.
- 3 **Improve** message resonance.
- 4 **Predict investor reactions** to corporate developments.

CONTACT

Bryan Armstrong, CFA
Managing Director, Strategy Consulting & Research
Strategic Communications
+1.312.553.6707
bryan.armstrong@fticonsulting.com

Jim Koppa
Senior Director, Strategy Consulting & Research
Strategic Communications
+1.312.553.6709
jim.koppa@fticonsulting.com



The Strategic Communications segment at FTI Consulting is one of the world's most highly regarded communications consultancies. With more than 25 years of experience advising management teams in critical situations, the firm helps clients leverage communications to protect and enhance their reputation and enterprise value. www.fticonsulting.com