

# CJP Investor Relations

CJP Communications (CJP) is among the 35 largest public relations firms in the U.S. and one of the few domestic, midsize firms that offers its clients a gateway to Europe through its London office. CJP has 75 professionals working in its New York, London and Connecticut offices. We deliver powerful results through targeted programs in media relations, financial public relations, investor relations, digital communications, strategic consumer campaigns, corporate advisory, executive positioning, design and publishing.

CJP's Investor Relations (IR) Team has been recognized for the success of its IR and financial media communications programs, winning this year's SABRE award for Telecommunications and receiving an Honorable Mention from *PRWeek* in the category of Investor/Financial Communications Campaign of the Year. CJP has also been recognized by *mergermarket* for its high ranking in the league tables for PR advisers to North American M&A.

At the core of our programs is our winning formula comprised of five key components: Counsel, Knowledge, Experience, Relationships and Execution.

## Counsel

Trusted, consistent and proven counsel is the lynchpin of any successful client relationship. The absence of such counsel can render a communications program ineffective. At CJP, we have spent our entire careers honing this skill set so that we can effectively serve our clients.

## Knowledge

Moving beyond just reading research reports, SEC filings and peer press releases, we become experts in the sectors our clients operate, often meeting with client and non-client management teams and industry professionals. The knowledge we obtain enables us to anticipate changes in Wall Street sentiment and industry

dynamics before they take root. With this information, we prepare our clients to take advantage of market opportunities.

## Experience

Each communications program is tailored to the specific needs of our clients and is designed to leverage the diverse skill sets of our entire senior staff, as appropriate. The core investor relations team has represented clients serving a multitude of sectors and has experience working on both the agency-side and in internal IR/communications roles.

## Relationships

Longstanding and trusted relationships with all levels

of Wall Street and the financial media are imperative to ensuring results-oriented communications programs. We spend as much time speaking with our clients as we do maintaining and cultivating our professional relationships.

## Execution

While often taken for granted, successful execution is a requirement of any communications program. Failure to identify and address all potential issues in advance can be detrimental to achieving success. At CJP, we pride ourselves on seeing through all aspects related to implementation and execution and being available to our clients at a moments notice should any unforeseen issues arise.

## Investor Relations Capabilities

Setting benchmarks for investors and analysts to evaluate growth and returns against key market, industry and company metrics is an integral aspect of a successful IR program. CJP helps its clients relay these benchmarks to the investment community and articulate the successes that they represent.

### Strategic Investor Relations Offerings

- Financial Message Development
- M&A Counsel and Execution
- Materials Development
- Reg. FD & Sarbanes-Oxley Compliance Training
- IR Web Site Development and Maintenance
- Media Training

### Core Investor Relations Programs

- Corporate Messaging and Positioning
- Investor/Media Perception Analysis
- Investor Research, Targeting and Roadshow Execution
- Shareholder Intelligence
- Investor and Board Presentation Development
- Full Quarterly Earnings Support
- Annual Report Preparation

## Financial Communications Capabilities

Investor relations is no longer a stand-alone function. Speaking with the Street is only a portion of what makes a financial communications program successful.

Daily financial publications, broadcast stations and Internet sites have moved from an occasional source to a daily essential for publicly traded companies. The importance of these media outlets has created a vast audience for investor relations. Therefore, a financial media component is essential to reaching the investing public.

### Financial Communications Execution

- CJP holds strong relationships with relevant journalists at:
  - Business publications
  - National and regional dailies
  - Industry trade journals
  - Broadcast outlets
  - News wires
  - Internet sites

- Responding to the News:
  - Identifying current issues within the media to secure opportunities for clients to comment on an ongoing basis
- CEO/management positioning:
  - Positioning C-Suite executives as industry leaders
  - Positioning other executive managers in areas of expertise to demonstrate depth of management team
- Interviews:
  - Securing phone interviews between management and reporters/editors
  - Providing counsel on interviews and reporters' backgrounds
  - Procuring copies of placements
  - Cultivating ongoing relationships with key reporters

## What Sets Us Apart:

- Independently owned and operated
- Creative, entrepreneurial culture that attracts and retains the most talented professionals
- Long-standing relationships with top-tier and trade media outlets
- Specialty financial services and investor relations practices
- Proactive approach to developing and executing issues management and crisis communications programs
- Digital media and entertainment group on the leading edge of communications technology
- Unique CJP programs like "Fast Start" and "Network Orange" that target client needs
- Award-winning graphic design, web development, editorial and publishing services

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