



We have served as investor relations consultants for hundreds of companies over the past 25 years. In that capacity, we have worked with senior managements and boards of directors to address evolving issues and meet key corporate objectives. Our role involves providing advice as well as program implementation. The confidential nature of our client relationships requires that the companies described below remain anonymous.

IPOs with Control Shareholders

We have extensive experience working with newly-public companies whose ownership is controlled by private equity firms, management, parent companies, and the like.

New Technology, a large-cap company, completed its IPO just before the window closed. Lacking a track record as a public company, and without the benefit of sell-side research due to the “quiet period,” the Company’s shares declined but remained slightly above the offering price. The volume of trading, however, pointed to significant turnover in the Company’s public ownership. While the Company’s management and control shareholders have a long-term view of stock price performance, both were concerned about NEW’s image as a public company. MBS Value was hired to bring professional IR experience to the situation and to help the Company ensure that it was proceeding with a “best practices” approach.

We were able to assist NEW in a number of areas:

- Utilizing a combination of communications strategies to build the reputation of the Company and its senior management as industry/sector leaders with a strong social conscience
- Refining the investment thesis to reflect new developments, a changing market climate and a non-deal environment
- Updating and analyzing the Company’s shareholder profile and developing ownership objectives
- Drafting financial communications documents (releases, conference call scripts, etc.) that reinforced NEW’s competitive strengths and reflected a level of transparency that was equal to, or greater than, peer companies
- Reaching out to existing holders to find/cultivate potential sources of third-party commentary to the media, as needed
- Developing opportunities to gain additional sell-side coverage and buy-side support amongst value and GARP investors, as well as those with sector specialization
- Synthesizing third-party commentary on the Company’s peer group competitors, major customers and suppliers and providing periodic reports to management, as well as summaries for NEW’s board
- Working with operating group management to develop additional corporate spokespeople
- Leveraging the IR effort to provide employees (often stock and/or option holders) with an understanding of current investor views

NEW Technology is now 80% owned by public shareholders. The Company is followed by over 20 sell-side analysts and owned by institutional investors on both sides of the Atlantic.