

10 Key Components of Successful IR

EQUITY GROUP
INVESTOR RELATIONS



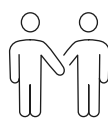
Best Practices that are adopted to meet investor expectations and refined to address changing market dynamics



Direct Outreach & Meetings with potential investors and analysts to maintain a pipeline of interest in the company



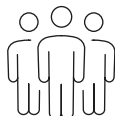
In-depth Research & Analysis into business model, fundamentals, liquidity, competitive landscape and relative performance, macro opportunities and threats



Relationship Building with existing and potential investors, as well as covering and prospective analysts



Strategic Planning driven by the company's fundamentals, long-term vision, and IR goals



Informed & Trusted Counsel on a wide range of matters related to public company status



Ongoing High-Level Market Intelligence that drives IR decision-making, and identifies ways to align multiple interests



Accessibility & Responsiveness to investors and analysts in good times, and especially during the notso-good times



Carefully Crafted Messaging & Communications geared toward investing audiences, and building credibility among all stakeholders



Organized Administration to support an efficient, cost effective and professional IR program

THE EQUITY GROUP is an investor relations firm specializing in strategic communications, investment community outreach and relations, market intelligence and advisory for micro, small and mid-cap companies.

We perform a full range of investor relations services - on strategic and tactical levels - and produce a highly customized investor relations program for each client. Client tenure averages 7 years and team tenure averages 12 years.

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