

# CASE STUDY

## THE START

- Commenced services: October 1996.
- Market cap: \$27 million.
- No research coverage and 5.6% of shares institutionally held.

## OUR ONGOING ROLE

- Prepare compelling written communications, including news releases, Annual Reports, and pitch letters.
- Manage an active, multi-city contact and meetings program targeting analysts and institutional buyers. Initial focus was small-cap growth investors; evolved into small-cap value during the economic downturn in '02 and '03. In '04, the target audience was mid-cap growth investors and in '09 back to value investors.
- Pitch national business media
- Relieve management of administrative IR duties, respond to phone/e-mail inquiries from individual and institutional investors, fulfill requests for investment materials, maintain lists, other.

## RESULTS

- Market cap topped \$1 billion.
- Seven leading investment firms follow Mobile Mini in research.
- 21 institutional owners with 500,000 or more shares.
- Feature stories in key business media, regular media coverage in local press.
- Added to the Russell 2000® & 3000® Indexes and the S&P Small Cap Index.

## CLIENT TESTIMONIAL

*"Working with you for the past 12 years has been one of our better professional experiences of that time period. At the time we engaged The Equity Group, Mobile Mini had a market cap of \$20 million; today it is nearly \$800 million. From no meaningful sell-side research or institutional holders, Mobile Mini now has a number of prominent investment firms writing on it and a large and loyal cadre of institutional holders. Furthermore, thanks to your relentless follow-up, our local papers are now regularly reporting our news and we have had favorable press in major national media including Investor's Business Daily, The Wall Street Journal and Forbes. We have been impressed by The Equity Group's continuing ability to develop and execute investor relations programs and activities that match our needs during the various stages of Mobile Mini's corporate development. That is due in part because you know your business very well, but just as importantly, you've taken the time to understand our business very well. Throughout the years, The Equity Group has been extremely knowledgeable, responsive and helpful. While we did our job of building a successful company, I am firmly convinced that the caliber of the investor relations/corporate communications services provided by The Equity Group has been a critical element in the gains we have achieved in our shareholder value."*

**LARRY TRACHTENBERG**  
**Director & Former CFO**  
**Mobile Mini, Inc.**  
**(NASDAQ:MINI)**

## MEDIA SUCCESS

