



# Financial Communication

## Supporting your equity story

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investor relations | corporate communication | strategy communication | perception and reputation audits  
corporate positioning | coaching and best practices recommendations in ir | press monitoring | crisis communication  
m&a and corporate transactions

## A strategic component of corporate communications

Over the last few years, financial communication has evolved from merely being a legal obligation to a strategic component of corporate communications. Whether you are providing more transparency to your existing shareholders or seeking renewed attention from investors, analysts or the media, financial communication has become an essential tool that integrates the company's investment story and thesis with finance, marketing and securities laws obligations.

## Financial communication challenges

Trust and transparency are essential to attracting and retaining investors. The complexity of financial reporting and the changing nature of accounting and regulatory standards often make understanding a company's true performance and prospects difficult. Investors increasingly rely on non-accounting communications to assess a company's strengths for their investment decisions, making a compelling and cohesive investment story and thesis even more important.

Financial communication involves an on-going dialogue between the company and financial markets regarding business fundamentals and opportunities. It should aim to provide clear, timely and insightful information within the boundaries of the regulatory framework. Effective and efficient financial communication requires senior management to focus on the essentials of the company's strategy, business and investment story when communicating with stakeholders.



### Key questions we help you answer:

- How am I perceived by my stakeholders?
- What measures should I adopt to improve my investor relations programme?
- How can I reach out to new investors?
- How do we monitor social media?
- Are the growth drivers of my company and its business well understood?
- What key messages do I want to convey about my company?
- Which information should I prioritise?
- Do we have the in-house capacity to support communication efforts?
- Do I comply with my legal obligations as a listed company?
- How to communicate about sensitive corporate development transactions?

# What can we do for you?

In today's highly interconnected world, our integrated communication approach offers key insights on how to effectively address various stakeholders as well as helping listed and unlisted companies cope with a demanding and competitive capital markets environment.



## In-depth reputation survey

On behalf of the company we engage with media, sell-side analysts, institutional and retail investors and other opinion leaders for a complete reputation-al survey. We conduct a zero measurement survey to be used as a benchmark and KPI to regularly assess improvement. We then evaluate the company's positioning to offer strategic insights to executive management teams to improve their positioning and the dialogue with financial stakeholders.



## Best practice recommendations and IR coaching

We offer management teams advice on content, timing, sensitivity and the right distribution channels for the circulation of company information in compliance with the regulatory framework and market expectations.

If the company has no in-house, full-time, dedicated IR officer, we offer training and support to employees with investor relation responsibilities with no prior experience. We fill the gap and offer advice and resources on IR best practices and procedures.



## Define and formulate your investment proposition

We assist the management team with developing the company's investment thesis. We help develop a compelling and cohesive story for investors, along with the supporting corporate documents and communication tools (company fact-sheet, slideshows, website, etc.).

Whyte Corporate Affairs combines a comprehensive communication expertise and extensive experience in Investor Relations with a granular understanding of the dynamics of capital markets.



## Develop an investor relations programme to support your equity story

We examine opportunities – always operating within the boundaries of the regulatory framework - to efficiently and consistently use management's time to reach the targeted audience and increase coverage (Investor Day, analyst meetings, face to-face meetings, media interviews, etc.).



## Coordinate communication around sensitive corporate transactions and events

We provide essential support during strategic corporate transactions, such as an IPO, M&A activity, capital increases or bonds issuances, by assisting management in defining and implementing an efficient and effective communications strategy in line with the company's equity story.



## Crisis communication

Working closely with the executive management team and the Board of Directors, we provide effective crisis support that enables companies to face tough challenges while protecting their reputation and preserving the trust of their key stakeholders, including financial market constituents.

## Contact

Would you like to know more about our services?

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