



 **STONEGATE**

Stonegate is a leading research and investor outreach firm.

Global companies trust us to build and manage institutional ownership

Our team helps amplify your story, expand visibility, and generate new shareholders

The process is powered by best-in-class targeting and analytics

50

Years in business

100+

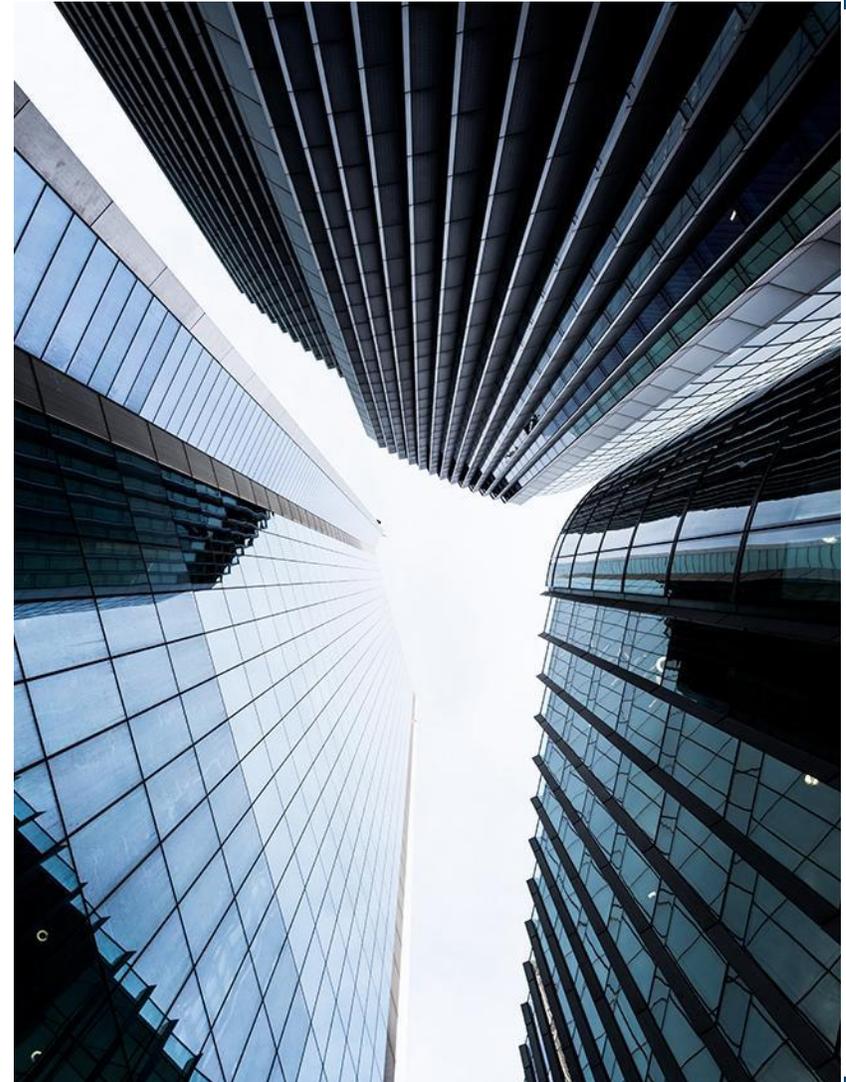
Clients

40

Companies covered with research

2,500+

Investor meetings set annually



Investor Outreach

Our team knows how to package then amplify public companies with a compelling story for a Global audience

We have a dedicated sales desk that performs outreach on your behalf to institutional investors

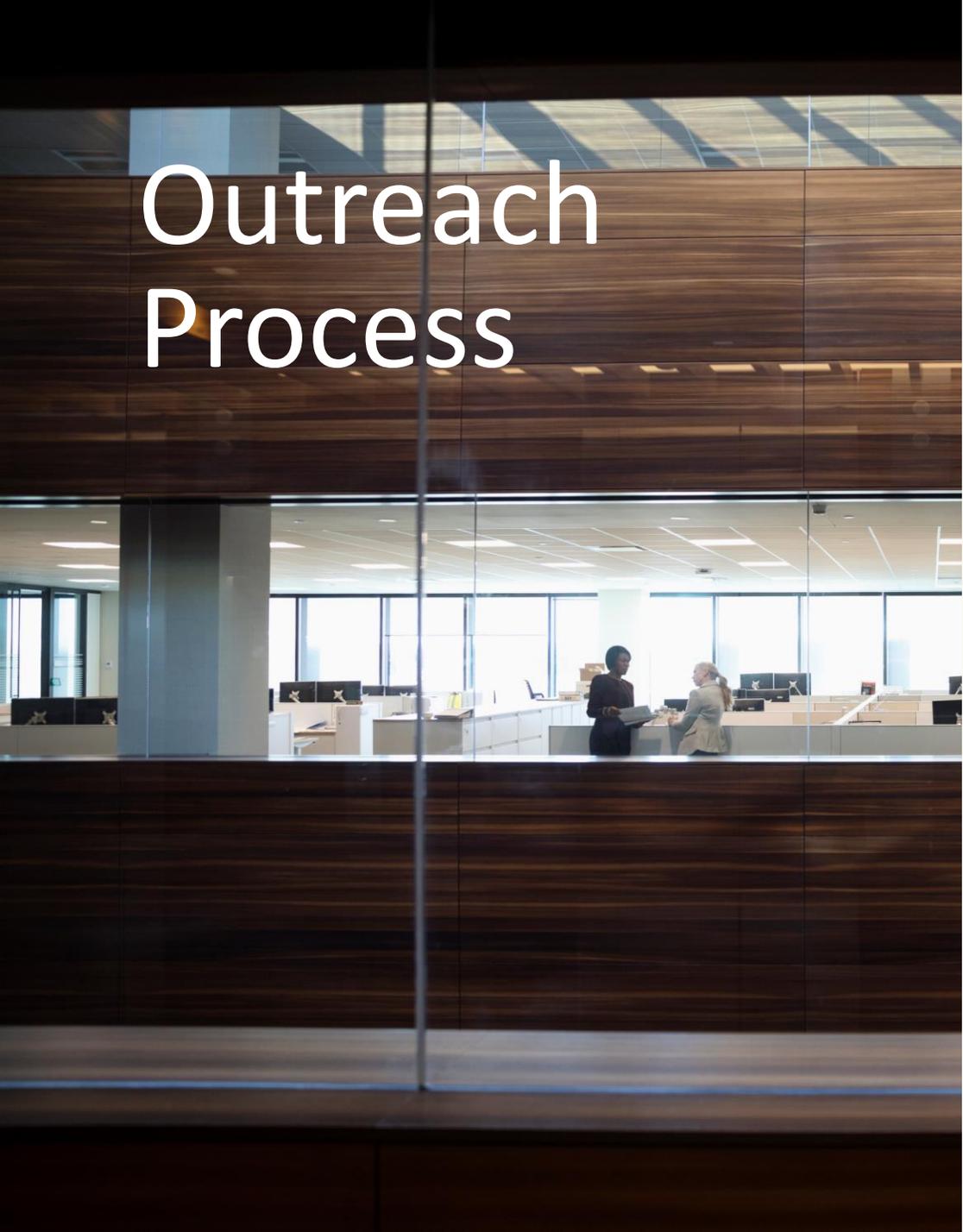
Research Coverage

Many public companies struggle to attract analyst coverage, which is a key tool to share your story

Our research has extensive reach and is read by thousands of institutional and retail investors all over the World



Outreach Process



Targeting

Develop and maintain master target list, prioritize funds, identify contacts, choose target markets.

Messaging

Position client for success by crafting the pitch, email. Edit existing marketing materials.

Meetings

Arrange virtual and in-person investor meetings including scheduling and logistics.

Follow Up

Maintain an ongoing dialogue with investors post meeting, collect feedback, determine next steps.

Reporting

Track all activities in CRM, share data and analytics, provide investor feedback.

Global Reach

We have relationships with thousands of mutual funds, investment managers, and family offices



750

Investment Firms

1,250

Individual Contacts

15

Countries

35

Cities

Sell-Side Model in a Long-Term Decline

- Institutional Investors have become **less reliant** on the sell-side for research and corporate access
- Commission budgets have **declined 50%+**
- Hedge Funds represent **70%+** of sell-side commissions – NDR's are heavily weighted to hedge funds
- **Slashed research budgets** has resulted in firms dropping coverage for nonbanking clients
- MiFID II has resulted in **decreased trading commissions**
- Issuers face a continued **decline of sell-side support**

Institutional Outreach

New Model for Investor Outreach

- IRO's are seeking alternative solutions to **target institutional investors directly** vs. relying on the sell-side
- Mutual funds and investment managers have **internal corporate access teams**
- Investment managers welcome company introductions **outside the traditional broker channel**
- **Virtual investor calls** have transformed how companies communicate with institutional investors
- Management teams and investors have found virtual calls to be **more time efficient** and **cost effective**

Equity Research

- Our CFA level analysts conduct thorough analysis and valuation
- Full report updated quarterly (not just a brief note) so investors can easily track the original thesis
- Revenue and earnings estimates are included in consensus
- Research is distributed via press releases to financial news services like Yahoo Finance
- Release includes a link to download the report allowing both retail and institutional investors full access
- Distributed via major data services (Bloomberg, FactSet, S&P CapIQ, Blue Matrix) and through our institutional sales team
- Institutional investors have unlimited access to our analysts and their model



Bloomberg

S&P
CAPITAL IQ



THOMSON REUTERS

FACTSET

yahoo!
finance

bluematrix®

Reportable

newsfile

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- **Investor Outreach (US \$3,000/month)**
 - Includes a global target list
 - Our sales desk would then contact targets to arrange 1x1 meetings
 - We share all activity and contact data
 - **Research Coverage (US \$3,000/month)**
 - Estimates are added to consensus and data services like Bloomberg and CapIQ
 - Reports are press released so retail investors can access
 - Full text report updated quarterly and distributed proactively to targets
 - **Investor Outreach + Research Coverage (US \$5,000/month)**
 - Discount for using both services

REITs & Financials



Healthcare



Technology & Services



Natural Resources



CLIENTS

Industrials



Consumer

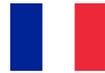


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