

Effective
Investor Relations
At Reasonable
Cost

Research
Strategy
Plan
Target
Program



The IR Marketing Program

With necessary information in hand following our start up procedures, IRC fine-tunes the original action plan for final approval. The tailored program encompasses a rationale for its recommendations and appropriate tactics aimed to further your corporate long-term objectives and specific needs in marketing your company. It also can list measurement criteria which always include improving liquidity.

While IR is a fact-based financial discipline, there always should be some art to it. A company that wants its stock to sell at a premium to its peers must have available not only fact-based, proactive but artful investor relations representation that has, in the words of one money manager when referring to IRC's services, "...devoured the essence of management." You want a practitioner with the experience, *talent* and *judgment* to appropriately direct investors' attention beyond the historical financials toward a valuable strategy, plan, and non-financial or "soft" information that can indicate a capable management worth an investment. The successful, resourceful, creative investor relations professional can add an authoritative dimension others can't, all within the necessary boundaries of securities law. This superior discussion is an important element in building a platform for outstanding successes. In our programs, we strive to provide exceptional tailored communications strategies and activities aimed at the most appropriate investors of various types, and the business media and shareholders if required. We are prepared to implement a full or partial program including only the most essential ingredients for success.

Tactics

Basically, we can assist management and/or your internal staff in preparation and execution of all forms of corporate financial information such as annual and quarterly reports (up to turnkey if wished), personal contact with the financial community and setting up meetings for management, conference invitations, preparations and reprints, news releases, "active" corporate eight-page fact sheets, powerpoint and multimedia presentations, webcasting, web pages, financial advertising and special investor mailings, emailing, and surveys. We can help you with teleconferences. We have expertise in unmasking and reaching institutional and beneficial owners and can advise on proxy solicitation coordination. We are adept at increasing the consistency of corporate coverage by trades or the national, regional and local financial media and national or regional investment advisory services, web sites, data-bases and financial newsletters. We offer advisory services for the specialty of Internet marketing including recommendations on suppliers that can handle this important area for you.

We have evolved cost-effective program tactics and techniques based on notable achievements for hundreds of successful corporations whether over-the-counter including Bulletin Board or Pink Sheet, or on the New York Stock Exchange. An IRC-created annual report won the Financial World Magazine "Best of Industry" award for "financial institutions with \$1-10 billion in assets" and another annual report won "Best of Industry" in the construction/machinery market from the National Association of Investment Clubs.

We also from time-to-time will help on-going clients raise fresh capital.

Are you truly marketing your company or just going through the motions?

A key thread that runs through all our activities is effective marketing. Our in-depth marketing abilities are brought to bear, complementing our award-winning financial knowledge. The result is an intelligent stock marketing plan — from goals and integrated activities through anticipated results and measurements.

Effective and sustainable marketing sure does not mean being overly aggressive or “stock touting.” Effective marketing means adequate preparation and forethought, knowing the market and the client and approaching the market in the most effective ways to assure long term, sustainable success. Today’s effective marketing also means providing ample data-base and Internet abilities to take advantage of “segmenting,” “customer profiles,” “repeat business,” and “affinity groups” as well as access to social media. IRC aims to make these concepts work in IR.

Through effective marketing techniques, IRC aims to excel in creating better marketing platforms to find and followup on initial investor interest.

Our in-house emphasis has been embodied and embellished in our very popular book “New Dimensions in Investor Relations, Competing for Capital in the 21st Century,” published by John Wiley and Sons as part of its Frontiers in Finance series. The book can be ordered at most book stores, on Amazon, through The National Investor Relations Institute or from IRC. It was one of the top ten best sellers of The National Investor Relations Institute book selling division immediately after its introduction. Some industry leaders called it the best book ever written on IR.

The main thrust of the book continues to be extremely valuable. However, there is some updating needed for this decade. At this time, the best way to get that additional expertise is to talk to us.

For example, since the book was published, the type of marketing to be applied to IR for small and medium sized companies has contuned to evolve. The financial community landscape has changed, as most serious investors are aware. Whereas one-to-one marketing could have been the only type in a program once, that is no longer the case .

Small and medium size companies find it much more difficult to develop support from the professional investment community. The structure is there but it no longer contains much of the substance it once had. Market makers do not support stocks like they used to and brokerage houses no longer write research reports on micro, small or even medium size companies. Indeed, many brokerage houses -- mostly the wrire houses -- generally discourage their representatives from selling micro and small cap stocks (although larger producers successfully buck the trend and IRC spots those). Many investors have become do-it-yourselfers through discount brokers who do not guide them toward any specifiic company investment. These investors are more reachable today at a reasonable expense online.

That is why a growing list of orphaned companies are also becoming do-it-your-selfers. Some companies unfortunately embrace true mass marketing conducted by people that could rightfully be called promoters. Companies are paying comparatively exorbitant sums of \$250,000 a year or more to reach 1,000,000 investors through mailings, emailings and telemarketing that are nothing more than shrill puffery, and sometimes

worse. IRC does not believe in such ostentatious and excessive one-sided promotion divorced from firm IR principles and goals or from actual client company value. A one-time push no matter how large is not marketing. Nevertheless, this trend will continue as long as smaller companies are cut off from the mainstream of the financial community, naive, and they become desperate to reach more investors.

IRC has been developing sustainable ways to help orphaned companies integrated within a legitimate IR program. IRC is prepared to dovetail efficient (more affordable) limited mass marketing techniques within its IR programs to reach more investors. We continue to seek out the most expeditious ways to blend effective personal marketing with limited mass marketing for better results. Today, there is still an acute need for one-on-one personal contact with thoroughly professional investors complemented by a simultaneous program to reach many more. IRC is one of those firms that can operate on both levels. We know so many top level professionals after so many years at this and so can get their attention and yet we understand the importance of reaching and entering into new relationships with more investors to expand the benefits for our clients. The larger number of contacts cultivated through various means provides entry to new potential stock buyers that are needed in today's challenging environment.



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