



## HELPING COMPANIES NAVIGATE WALL STREET AND PROACTIVELY ENGAGE THE RIGHT INVESTORS

### WHO WE ARE

Three Part Advisors is a leading full-service, strategic investor relations advisory firm. Through measurable and proactive investor relations programs, we help our clients develop an effective strategy to communicate their investment thesis to Wall Street, which ultimately brings new investors into the stock and lowers their cost of capital.

### EXPERIENCED IR AND CAPITAL MARKETS PROFESSIONALS

With extensive backgrounds in capital markets, our team understands what motivates the buy side to take a position in a stock or to exit one; what drives buy side perceptions; what motivates a sell side analyst to cover a stock, and what investors need and expect from company management teams.



### IDEAS INVESTOR CONFERENCES

Our firm also produces three independent IDEAS investor conferences, which provide a forum for publicly traded companies to engage with large groups of investor prospects. Unbiased by investment banking fees and / or trading commissions, we have a proven track record built solely on the premise of engaging companies with strong investment merits and proven fundamentals and helping them communicate their stories to Wall Street in a more effective manner.

# WHY WE ARE DIFFERENT



## Extensive Contacts

We have a large and continuously growing base of relationships with institutional investors, family offices, high net worth individuals, retail brokers, and other influential investors. We accomplish this through our client investor outreach and our three IDEAS conferences, which are attended by over 1,000 investors annually. We have strong relationships with quality investment targets in all the major and minor investment communities across the country.



## Investors Trust Us

Not only do we have a large and growing base of relationships, through the years we have become a trusted source of good ideas for investors. We have a successful track record with our client base and our investor conferences. We have a reputation to protect, and as such, we only work with companies that we believe are good long-term investments.



## Track Record of Delivering Success

We develop annual IR plans with each of our clients with defined goals every year. We regularly measure our success and have developed an excellent track record for delivering tangible results. Our programs are designed to help plan, execute and track the key activities that will allow our clients to achieve their investor relations goals. We realize the management time related to interacting with investors is scarce and we work hard to make sure that time is used effectively.



## You Deal Directly with Experienced Professionals

Our senior professionals have an average of 20 years' experience in investor relations and/or capital markets. Our team strategically includes experienced IR agency professionals, former directors of research, sell side research analysts, and money management firm analysts. Our team is also actively involved in the National Investor Relations Institute (NIRI) and the CFA society, the organization that sets ethical and professional standards for professional investors.



## Every client is important to us

To ensure we can deliver exceptional service, we work in teams on each account and cap the ratio of clients to staff members, which allows our team to focus significant time on each client. We also tie staff compensation directly to how well clients are serviced and retained.



## IDEAS Investor Conferences

### Sponsored By Investors. For Investors.

Our conferences are independent venues for quality public companies to present their investment merits to the RIGHT group of influential professional investors. And unlike traditional conferences, we think it makes more sense for institutional investors to have input on which companies are invited to present. Attendees are limited to presenting company management teams and professional investors only. Each conference has an average attendance of 350 investors and 70 presenting companies per event.

# INVESTOR RELATIONS SERVICES

We help clients with outreach, messaging, consultation, and full-service investor relations programs. Our programs are customizable to fit each client's IR goals. We can augment internal IR or function as your external IR department. Our annual IR programs include 12-month goals and a 12-month activity calendar.

## INVESTOR MARKETING

- Assess current shareholder base  
Analyze mix of shareholders by investment type (retail/institutional), by investment style (growth, value, etc.), geography, industry focus, etc.
- Generate target list of the RIGHT new prospects  
positioning clients with the right investors through various targeting efforts
- Arrange investor roadshows and calls
- Gather critical feedback to determine stock interest  
performed through ongoing dialogue with current and prospective investor contacts
- Activity reporting and deliverables

## MESSAGE DEVELOPMENT & INVESTOR EDUCATION

- Develop investment thesis  
Create or refine points that highlight key reasons to own the stock
- Develop investor presentation  
Create or refine investor presentation that will emphasize the investment thesis and key supporting themes
- IR messaging via fact sheet, investor website and other communication tools  
Create or refine all investor-related messaging
- Investor relations contact  
Respond to investor inquiries and acting as a conduit to educate the investment community on key investment merits

## SELL SIDE TARGETING

- Target prospective sell-side analysts based on type (retail/institutional) and size of distribution, analyst reputation and influence as well as the analyst's stock ratings and fit within investment themes
- Conference invitations  
Obtain invitations to the RIGHT bank-sponsored investor conferences

## MANAGE QUARTERLY REPORTING

- Create / update quarterly earnings reporting process including the earnings release and conference call procedures
- Manage quarterly earnings release, conference call set up, monitoring and prioritizing list of callers
- Conference call script & Q&A preparation

## INVESTOR RELATIONS ADVISORY

- Provide input and investor reaction to strategic decisions & corporate events (M&A, financing, etc.)
- Independent advice on all investor-related matters
- Peer Analysis
- Review and make suggestions for best practices of communications and trading policies
- Annual and periodic reviews of IR activities and goals
- IR vendor selection and management



## PROJECT-BASED SERVICES

In addition to our investor relations retainer programs, we also offer additional project-based services.

### PERCEPTION STUDIES

- Determining investor opinion about your company through detailed conversations with targeted investment professionals
- Our comprehensive perception report will delineate investor/analyst opinions and provide IR recommendations

### ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG)

- Assessing materiality and establishing key ESG topics
- Developing a roadmap for continuous improvement
- Developing CSR disclosure that encapsulates your practices
- Project planning, content management and creative design

### CRISIS COMMUNICATIONS PLANNING & EXECUTION

- Creating detailed crisis communications plans to ensure management preparedness as well as strategizing and managing crisis events

## GRAPHIC DESIGN SERVICES

Our seasoned creative design team at Briley Design Group (a subsidiary of TPA) is available to create visual solutions to help tell your story.

BDG has built a solid reputation for providing exceptional graphic design solutions for branding, marketing, communications and advertising.

Visit [brileydesigngroup.com](http://brileydesigngroup.com) to see samples of our work and how we can create something great, together.



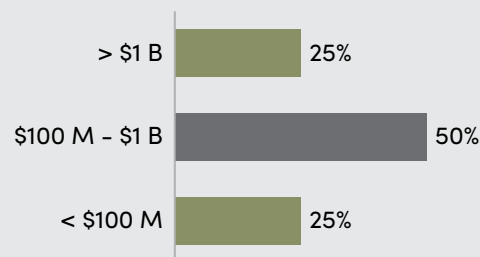
## CLIENT DEMOGRAPHICS

We work with companies across a broad range of industries and market capitalizations.

### DIVERSE INDUSTRY EXPERIENCE

BASIC MATERIALS  
COMMUNICATION SERVICES  
CONSUMER GOODS & SERVICES  
ENERGY  
FINANCIAL SERVICES  
HEALTHCARE  
INDUSTRIALS  
TECHNOLOGY  
UTILITIES

### CLIENT MARKET CAPITALIZATIONS



[www.threepartadvisors.com](http://www.threepartadvisors.com)

## CONTACT US

For more information on our Investor Relations programs, please contact:

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