

THOMSON REUTERS ADVISORY SERVICES

TURN EQUITY AND FIXED INCOME INFORMATION INTO ACTIONABLE INSIGHT

As you strive to maintain fair valuations and high demand for your company's securities, you need timely and actionable insight into market developments and institutional trading activity. Our Advisory Services can help you identify opportunities and risks across your investor base, so you can build a strategic investor management programme.

Knowing what happened is only part of the picture - you also need to be able to accurately anticipate investor behaviour. Rely on the insight we provide to help your company's management team and Board understand the factors impacting the performance of your securities and to put market developments in context.

WITH OUR ADVISORY SERVICES YOU CAN:

- Understand who is buying and selling the company's securities and why
- Gain visibility into capital flows and the factors impacting your valuation
- Identify prospective investors and prioritise your outreach efforts
- Quickly identify emerging risks and opportunities critical to managing your investors
- Lower your borrowing costs and more effectively manage spreads
- Determine the best use for your free cash flow
- Predict reaction of key constituents to corporate events such as mergers and acquisitions

WHY THOMSON REUTERS?

Because of our global scale, institutional-quality information and unmatched access to the investment community, we are uniquely positioned to provide the actionable intelligence you need:

Intelligent Information

Our 360 global analysts have access to the same information that drives institutional investment decisions, including First Call, StreetEvents, AutEx, Starmine, Datastream, Reuters News, and Lipper. They are able to quickly mine and analyse the vast breadth and depth of information to help you understand capital flows and anticipate investor behaviour.

Global Scale

With operations in 93 countries and 1,500 advisory clients across all major industries and regions, we have unparalleled visibility across capital markets, to help you stay ahead of emerging sector and peer trends.

Community

As the leading information provider to the buy and sell-sides, we have a unique understanding of what institutional investors are looking for. Our analysts are in constant contact with the investment community to monitor the factors driving institutional trading decisions.

VISIBILITY. IN ALL CONDITIONS.

With our industry-leading IR platform you can:

- Understand market sentiment with comprehensive market and competitive analysis
- Identify investor risks and opportunities with detailed ownership analysis
- Reach more than 50,000 institutional and millions of retail investors with our innovative communications technologies
- Connect directly with your peers and the institutional investment community



Build a strategic investor management programme



THOMSON REUTERS™

OUR ADVISORY SERVICES

OWNERSHIP ANALYSIS

Building strong relationships with shareholders and bondholders is crucial in maintaining high demand for your securities. Identifying your most important investors ensures you can allocate your IR resources effectively.

Shareholder Identification

- Understand who is buying and selling your stock and why
- Prioritise and measure the effectiveness of your shareholder outreach efforts
- Identify unusual trading activities which may be causing erratic price movements

Bondholder Identification

- Identify who owns your bonds in the secondary market
- Market, refinance or restructure your debt cost-effectively
- Lower your borrowing costs at the time of issuance or buy-back
- Build a bondholder outreach programme

Cross Ownership Analysis

- Prioritise investors who own both equity and debt in your company

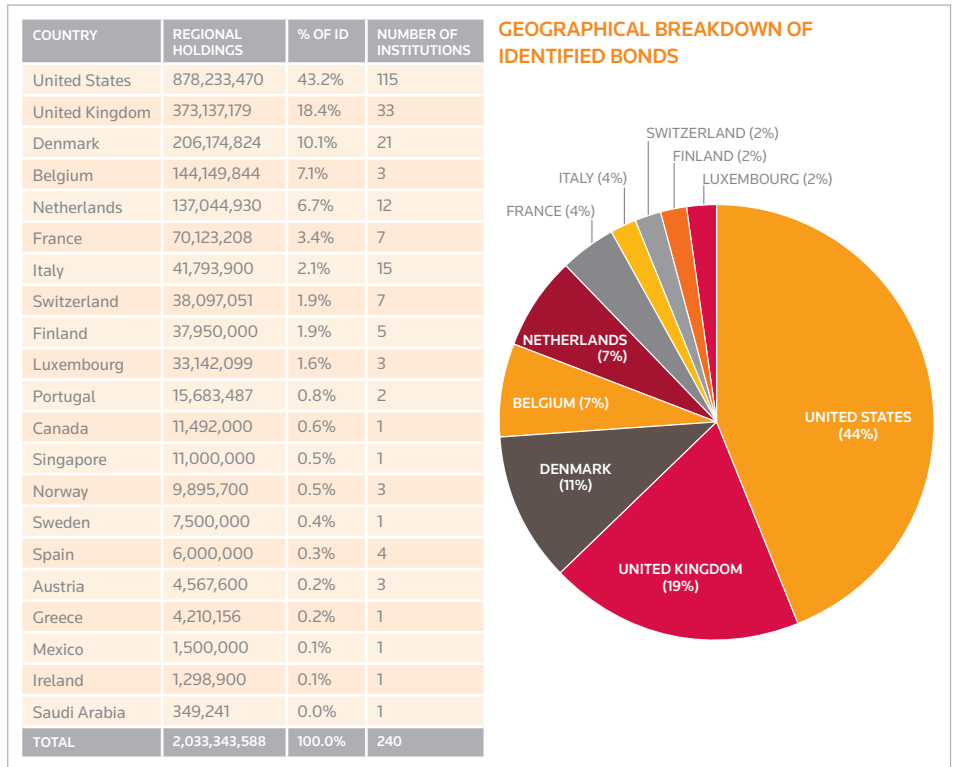
Foreign Private Issuer Analysis

- Identify beneficial owners of a non-US domiciled company's shares and bonds
- Reduce costs by removing unnecessary SEC reporting obligations

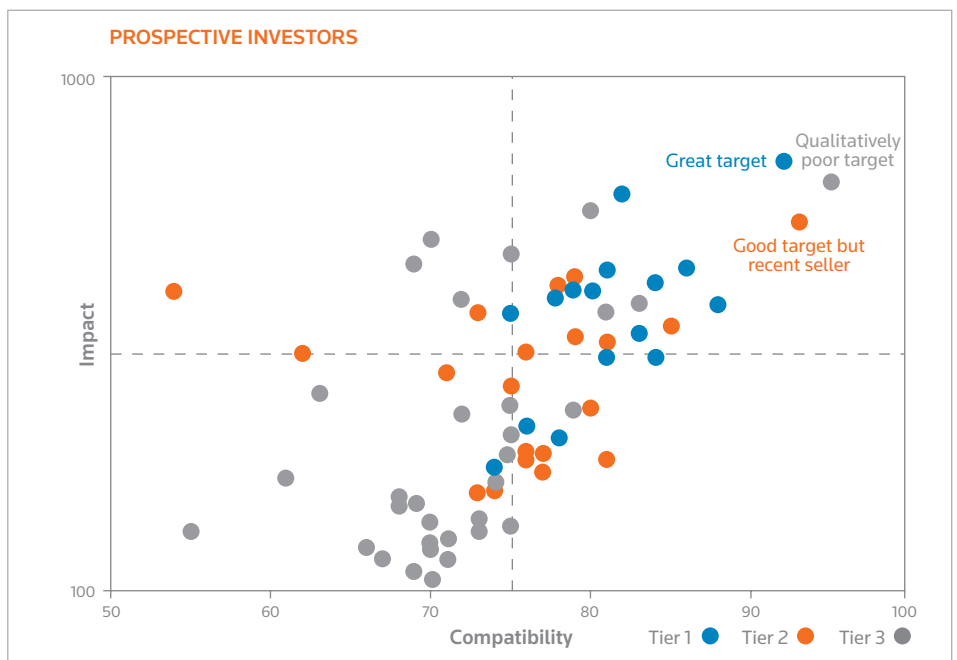
INVESTOR TARGETING

Strategic shareholder and bondholder targeting maximises your chances of attracting and retaining quality investors who can have a long-term, positive impact on your company's valuation. Partner with us to effectively prioritise your outreach efforts:

- Understand how your valuation compares to your industry and fundamental peers
- Understand investment style, fundamental drivers and trading patterns of current and prospective investors
- Improve roadshow planning and ensure management's time is invested effectively



Identify who owns your bonds

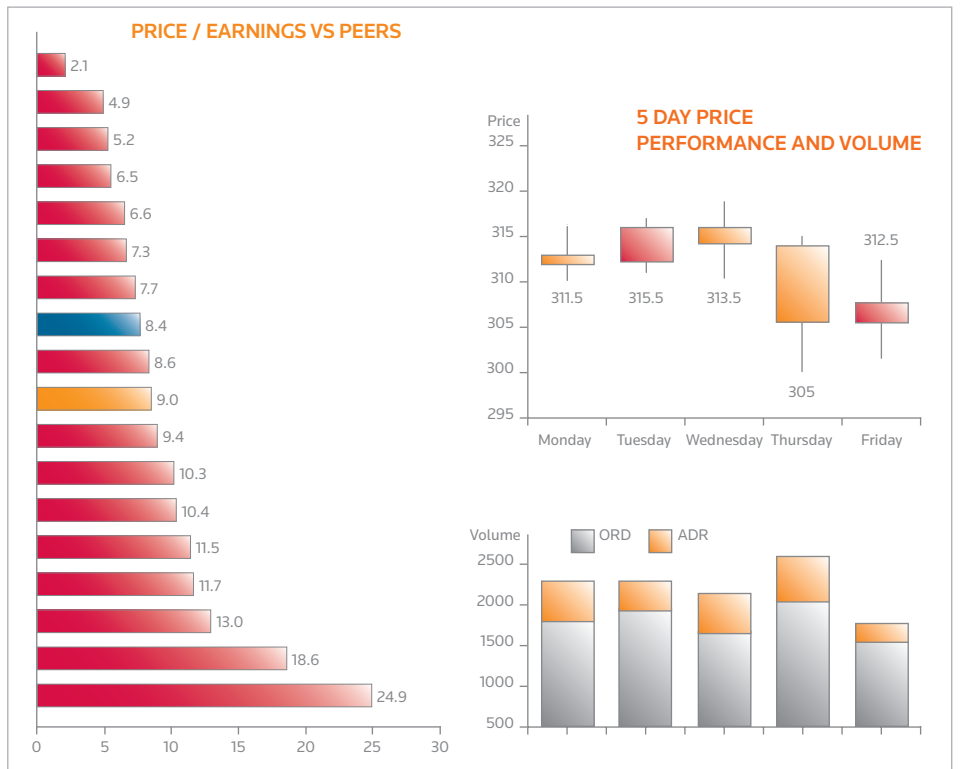


Strategically target long-term quality investors

MARKET SURVEILLANCE

With markets moving rapidly, it can be challenging to stay on top of all the latest developments that could be impacting the performance of your securities. Our surveillance service helps you keep your finger on the market pulse.

- Understand the factors driving the performance of your stock, your sector and the broader market
- Benchmark your share performance against peers on an ongoing basis
- Understand global macroeconomic activity affecting equity and fixed income markets
- Understand asset flows into and out of your sector
- Provide management with critical and timely market information
- Stay up-to-date on buy-side and sell-side views

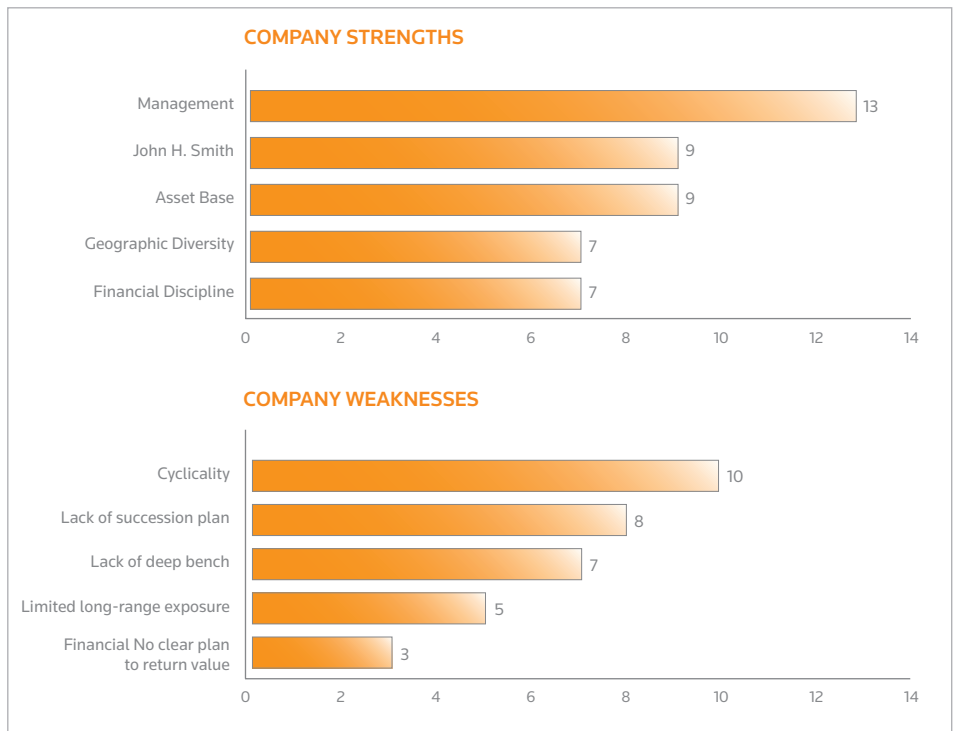


Monitor trading activities

THOMSON REUTERS EXTEL PERCEPTION STUDIES

As you strive to deliver results and differentiate yourself from your peers, you need to understand how your company is perceived by the investment community.

- Benchmark perceptions of your company as an investment against your peers
- Understand how investors view your company's strategy and key initiatives
- Assess the likely reaction of key stakeholders to corporate and market changes
- Understand how your management is perceived in the marketplace
- Gauge the impact of your IR and communications efforts



Understand how your company is perceived by key stakeholders

STRATEGIC ANALYSIS

As your company responds to changing market conditions and new opportunities, managing your investors through any change is critical. This often requires unique and specialised intelligence. We provide a range of consulting services tailored to your specific needs, including:

Dividend Analysis

- Anticipate investor reactions to a change in your dividend policy

Transaction Analysis

- Understand how existing and inherited investors will react to a transaction
- Understand how the transaction will impact your valuation relative to peers
- Identify 'at risk' investors and develop plans to mitigate selling pressures
- Effectively position the new company to your target base

UK and Ireland

+44 (0) 207 542 5881

Germany

+49 (0) 911 926 99 450

France, Benelux

+33 (1) 4949 5290

Nordics and Baltics

+46 8700 1020

Italy, Spain and Portugal

+39 (02) 6612 9517

Russia, Central and Eastern Europe

+43 1 53112 340

Middle East and Africa

+971 506 320 428

North America

+1 866 915 9891

Asia Pacific/Australia

+61 2 9373 1200

corporateservices@thomsonreuters.com

thomsonreuters.com

