

# THOMSON REUTERS ADVISORY SERVICES

TURN EQUITY AND FIXED INCOME INFORMATION INTO ACTIONABLE INSIGHT

## 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?

Our 360 analysts provide timely and actionable insight into market developments and institutional trading activities so you can build a strategic investor management programme.

### Unique information and insight:

To help you understand capital flows and anticipate investor behaviour, our Advisory Services analysts mine and analyze the same information that drives institutional investment decisions. Much of this information is only available from Thomson Reuters, including:

- **First Call research and estimates** for real-time insight into sell-side sentiment
- **Reuters News** for the most timely market-moving news
- **StreetEvents calendar, transcripts, and guidance** data for peer analysis
- **Smart Targets** to anticipate investor risks and opportunities, and identify the factors driving the predicted buying and selling activities for each investor
- **AutEx** for block trading data and indications of interest
- **Worldscope fundamentals** for analysis of standardized financials across your peer group
- **Reuters fundamentals** for analysis of as-reported financials
- **Vestek portfolio attribution** to understand how each investment impacted a portfolio's performance
- **Datastream** for key economic indicators to assess regional developments
- **SDC deals data** to monitor transactions across your peer group and industry

### In-Depth Knowledge of Your Industry:

Our analyst teams are organized by industry to provide you with the focused insight you need to stay ahead of emerging sector and peer trends.

### Insight into Buy-Side Decision Making:

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 key factors impacting your share price
- Anticipate investor behaviour
- Communicate with internal and external stakeholders
- Measure the impact of your investor management programme



Build a strategic investor management programme



# 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

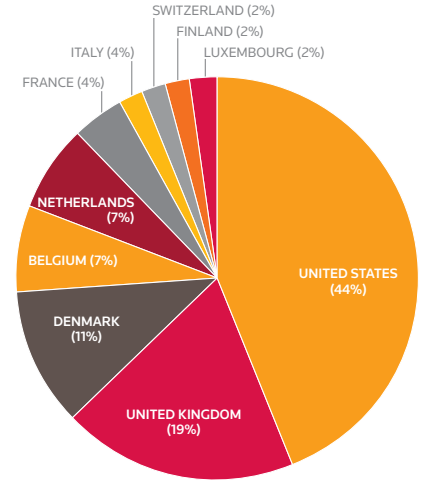
- Prioritise investors who own both equity and debt in your company

### Foreign Private Issuer Analysis

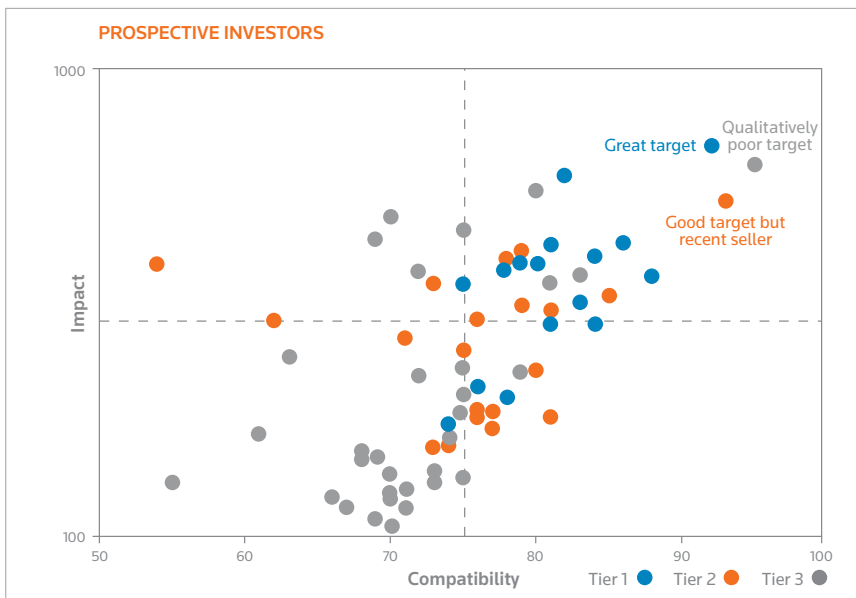
- Identify beneficial owners of a non-US domiciled company's shares and bonds
- Reduce costs by removing unnecessary SEC reporting obligations

COUNTRY	REGIONAL HOLDINGS	% OF ID	NUMBER OF INSTITUTIONS
United States	878,233,470	43.2%	115
United Kingdom	373,137,179	18.4%	33
Denmark	206,174,824	10.1%	21
Belgium	144,149,844	7.1%	3
Netherlands	137,044,930	6.7%	12
France	70,123,208	3.4%	7
Italy	41,793,900	2.1%	15
Switzerland	38,097,051	1.9%	7
Finland	37,950,000	1.9%	5
Luxembourg	33,142,099	1.6%	3
Portugal	15,683,487	0.8%	2
Canada	11,492,000	0.6%	1
Singapore	11,000,000	0.5%	1
Norway	9,895,700	0.5%	3
Sweden	7,500,000	0.4%	1
Spain	6,000,000	0.3%	4
Austria	4,567,600	0.2%	3
Greece	4,210,156	0.2%	1
Mexico	1,500,000	0.1%	1
Ireland	1,298,900	0.1%	1
Saudi Arabia	349,241	0.0%	1
TOTAL	2,033,343,588	100.0%	240

## GEOGRAPHICAL BREAKDOWN OF IDENTIFIED BONDS



Identify who owns your bonds



Strategically target long-term quality investors

## 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



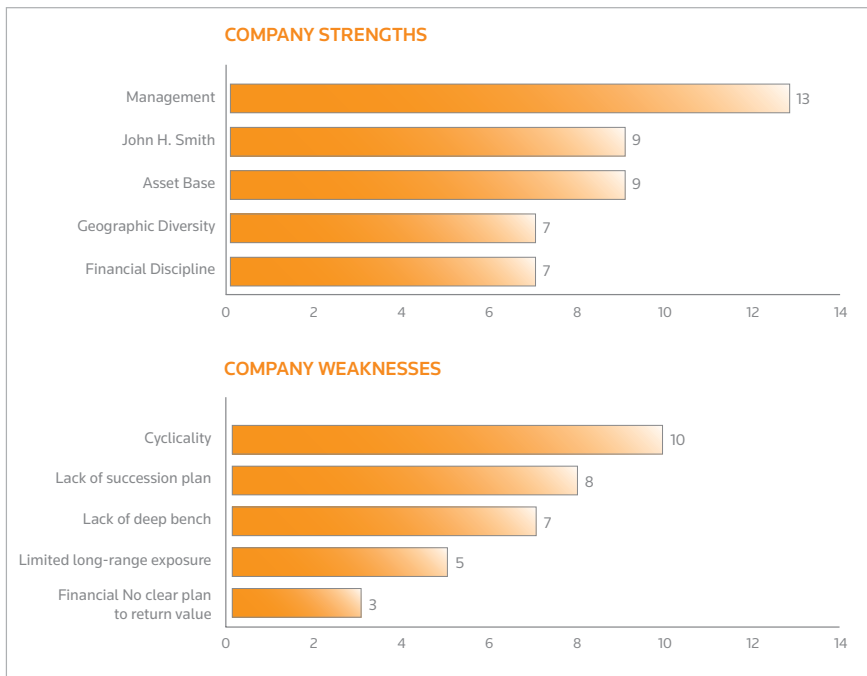
**MARKET SURVEILLANCE**

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



Understand how your company is perceived by key stakeholders

**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



**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

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