

# THOMSON REUTERS EXTEL PERCEPTION STUDIES

KNOW HOW YOUR COMPANY IS PERCEIVED BY KEY STAKEHOLDERS.

As you strive to deliver results, differentiate yourself from your peers, and attract and retain investment capital in today's dynamic market conditions, you need to understand how your company is perceived in the marketplace. You need direct feedback from key constituents and the institutional investment community. This will help you refine your messaging or realign your strategy if necessary.

Leveraging our relationships with the institutional investment community, we will develop a detailed interview comprised of quantitative and qualitative questions targeted to your needs. We will then analyze the responses and provide you with actionable insight – including recommendations for enhancing your perception in the market and guidance to implement these changes.

## Leverage our Extel Perception Studies to answer key questions such as:

Is the value of your company truly reflected in your stock price?

Does your stock trade at a discount or premium compared to your peers? Why?

How is your management team perceived by the investment community?

What do the buy- and sell-sides think of your business strategy?

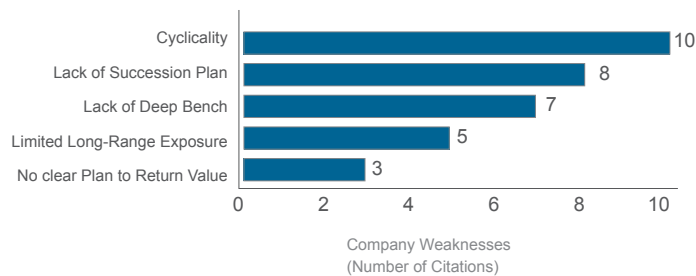
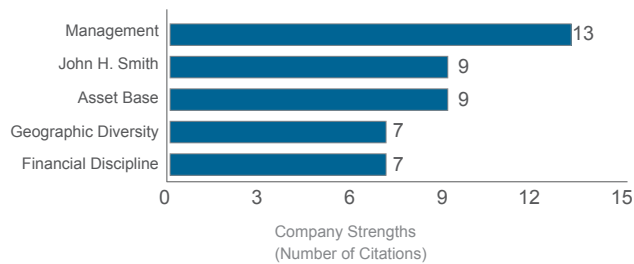
What are the key messages you should highlight in your upcoming roadshows and communications?

How will your key constituents react to corporate and market changes?

What is the best use of your cash?

## Our Extel Perception Studies help you:

- Gain insight into institutional positioning and investment approaches
- Benchmark how stakeholders perceive your company's value creation strategy and key messages
- Identify any disconnects between what your company is saying and what the institutional investment community is hearing
- Understand what relative importance key stakeholders attach to specific company initiatives and objectives
- Assess the impact your company's strategic decisions may have on the market dynamics of your stock
- Identify actionable strategies for addressing event-driven shifts in perception
- Understand how your management is perceived by the investment community
- Gauge the impact of your outreach efforts

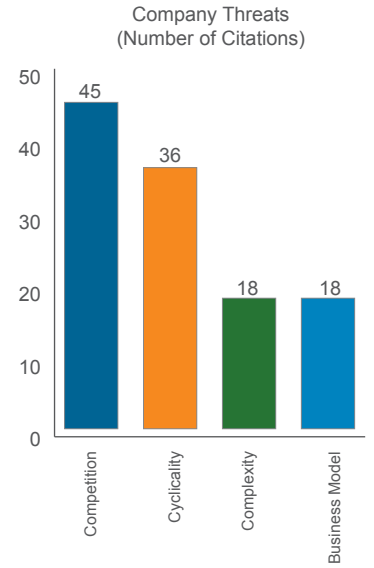
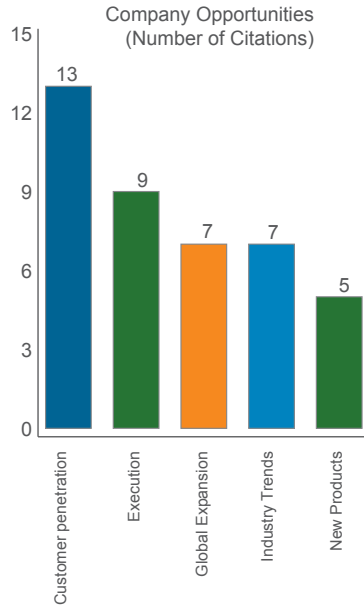


Understand what participants view as your company's strengths and weaknesses.

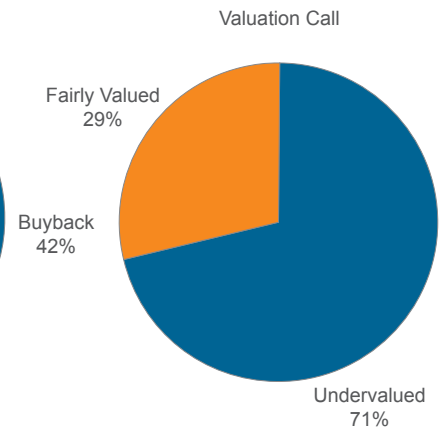
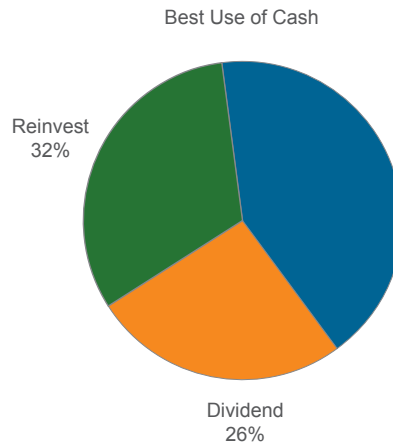


**WITH ADVISORY SERVICES, YOU CAN:**

- Understand who is buying and selling the company's financial securities; and why.
- Quickly identify emerging risks and opportunities critical to managing your investor base.
- Leverage support and predictive analysis to determine reaction of key constituents to corporate events such as an M&A.
- Lower your borrowing costs and more effectively manage spreads.
- Identify and target prospective investors.
- Optimize your use of free cash flow.

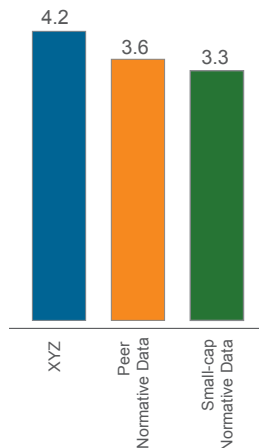


Gain insight into what the market perceives as your company's greatest opportunities and threats.



Gain insight into what your key constituents believe to be the best use of cash—whether to return it to shareholders through dividends or a share buyback program or reinvest.

Your perception study can also include analysis with regards to your company as an investment.



Compare your management relative to your peers based on scalar questions posed to buy-side and sell-side participants rating your company relative to other companies with which they interact.

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