

The **market engagement habits** of highly effective public companies.

These are **the highly effective market engagement habits** that listed companies leverage to cut through the noise and consistently generate investor demand.

1. Translate technical information into **investor-friendly language.**
 2. Become the **primary source of information** for the market.
 3. Capture investor **contact details.**
 4. **Communicate frequently** with the market without relying on newsflow.
 5. Build and promote the **personal brands** of the leadership team.
 6. Have a **well-designed company website** for the investor experience.
 7. Engage with the market **in public.**
-

You're competing with **thousands of listed companies** for the attention of investors who only trade a few times a year. Investors are spoiled for choice and 99% of their investments never become more than **just a code** in their trading app.

Be **more than a code** and cut through the noise of the market.

Differentiating yourself is how you **capture the attention of the market**.

We've uncovered the **three factors** that drive investor demand and your share price, and which ones you can **influence** with small actions everyday to stand out from the crowd.

Macro

The **broad spectrum items** that impact your company which you can't influence like market events, regulatory changes, etc.

Micro

The **operational performance** of the company that you can significantly influence like revenue, key hires, results, growth, etc.

Marketing

The **market engagement** strategy that connect you with investors and give you a voice in the market.

The only factor that's **100% within your control is your marketing**.

We've discovered that the listed companies with highly effective market engagement habits outperform their peers by **a large margin** with significant differentials in these key market engagement outcomes each month.

Outcome	Effective	Average	Differential
Views	~6,500	~1,300	5x
Interactions	~82	~26	3.2x
Identified s708s	~18	~5	3.6x
Questions	~19	~4	4.5x

HABIT #1

Translate technical information into
investor- friendly language

+ INVESTOR ENGAGEMENT

+ INVESTOR CONFIDENCE

+ INVESTOR REACH

Translate the technical information into investor-friendly language.

Most investors **lack the technical expertise and industry experience** to understand your company. It's on you to make sure they understand your announcements and company updates, giving you the best chance of acquiring them as a new buyer.

Translating the technical side of your company updates into investor-friendly information **builds market confidence** and ensures your message cuts through the noise of the market.



DID YOU KNOW?

Adding an investor-friendly video and summary to your ASX announcements can **increase traffic by 4.8x**.

Here are **two examples** of the listed companies effectively utilising this habit.

EXAMPLE 1. WESTERN MINES (ASX:WMG)

Drilling results that investors can **actually understand**.

How **Western Mines Group (ASX:WMG)** effectively convert a set of drilling results into digestible and valuable information for their investors and the broader market.

EXAMPLE 2. ASX LIMITED (ASX:ASX)

A complex business with a **straightforward deck**.

How **ASX Limited (ASX:ASX)** utilise clear and concise language to transform an 82 page annual presentation deck that makes them **stand out as a compelling investment**.

Looking for a way to cut through the noise?

With a registry-integrated communications and data tools, InvestorHub empowers public companies to reach and engage more investors in less time. To learn how InvestorHub can help you, **book a call** with our investor marketing experts.

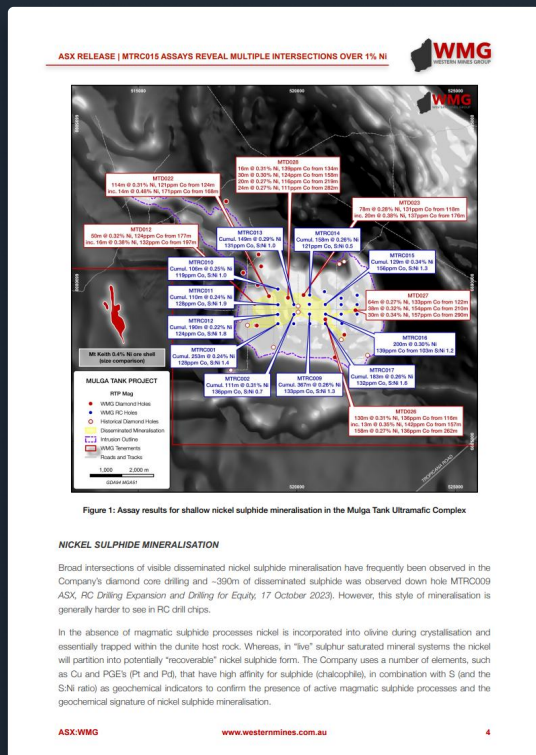
Drilling results that investors can actually understand.

Mining and drilling results are a common type of technical company updates that investors struggle to understand. They're **difficult to analyse**, utilise **industry-specific terms** and often leave investors with no choice but to abandon reading instead of researching further.

IF YOU WERE AN INVESTOR, WOULD YOU UNDERSTAND THIS?

*"The Quartz Felsic Porphyry (QFP) occurs throughout the Yidby Gold Project as a **continuous and lensoidal lithology**, locally to 30m in true width, up to 500m in strike, and open for extension at both ends. This lensoidal lithology commonly contains gold mineralisation."*

Western Mines Group (ASX:WMG) take a traditionally unreadable announcement and apply an effective market engagement framework that provides **digestible and understandable value** for their shareholders and the broader market.



"The assay results continue to highlight that around 45-70% of the samples from these first eleven holes show the geochemical signature of mineralisation"

"The results from these three holes (and eight previously announced holes) are very positive and demonstrate the continuity of this uppermost zone of shallow mineralisation."

"The Company intends to follow-up with further drilling around holes MTRC009, MTRC015 and MTRC016 in early 2024 with its two-pronged exploration strategy."

"The Company looks forward to regularly updating shareholders on further assay results from the RC drilling program as they become available."

KEY LEARNING: USE SIMPLE LANGUAGE FOR A NON-TECHNICAL AUDIENCE.

Your results are important, but only if investors can understand them. Make sure that your technical results are communicated by **straightforward and investor-friendly language** to produce company updates that the majority of investors will understand.

Book an introductory call with our team to learn how InvestorHub can increase the impact of news, announcements, and reports.

A complex business with a straightforward deck.

If you're looking to introduce investors to the company with a single update, the annual report is where you should focus. Most companies get this wrong by structuring their deck for investors who already understand the business, rather than the 90% that don't.

IT'S NOT JUST A DECK.

When an investor sees your annual report, they should know exactly who you are, what you do and why they should buy. Easier said than done, because a business is complex while a deck need to be straightforward.

ASX Limited (ASX:ASX) had a fantastic annual report deck for FY23. They may be a large company with complex operations, but their deck was easily digestible with clear, concise language alongside an **extensive appendix for investors** who wanted more context.



ASX FY23 ANNUAL PRESENTATION



No one loves reviewing a deck more than our CEO, **Ben Williamson**, and he liked this one so much that he recommended it as an example for other listed companies to gauge and improve their own decks.

"The business breakdown appendix is beautiful. You can't help but understand their business after this".

"They've clearly gone to pains to make sure that the language is very easy to digest".

"It's a big deck, but for a reason. There's a lot of info here that's really useful for investors".

"As an investor, you've got no excuse to not understand the business. It's all such clear and concise language".

KEY LEARNING: CREATE MULTIPLE ASSETS FOR MAXIMUM ENGAGEMENT.

A deck or video is a fantastic accompaniment to complex reports and announcements, providing new investors with a **more accessible version** of the information you're releasing that, ultimately, increases their understanding and trust.

Book an introductory call with our team to learn how InvestorHub can increase the impact of news, announcements, and reports.

HABIT #2

Become the
primary source of information
for the market.

Become the **primary source** of information for investors.

The buying journey of the average investor rarely involves the **actual company**. It's based primarily on third party information which removes your ability to **clarify** key details and **address** common investor concerns.

Becoming the primary source of information **opens up a dialogue between you and your investors**, where you can influence their buyer journey to become more than just a code.

THE AVERAGE INVESTOR JOURNEY

Visit **HotCopper** to find new opportunity.

Google > click on **Motley Fool** or **Market Index** link.

Buy on **Stake** or **CommSec**.

Here are **two examples** of the listed companies that have become the primary source of information for investors.

EXAMPLE 1. EMYRIA LTD (ASX:EMD)

Creating exclusive value with **investor webinars**.

How Emyria (ASX:EMD) positioned themselves as **the source of truth** on a recent acquisition by opening up a dialogue through an exclusive, interactive company webinar with the leadership team.

EXAMPLE 2. RACE ONCOLOGY (ASX:RAC)

Bringing the conversation **directly to investors**.

How Race Oncology (ASX:RAC) introduced the company voice to investors by proactively **engaging them directly** on the platforms where they source their third-party information.

Want to be the source of truth for investors?

With a registry-integrated communications and data tools, InvestorHub empowers public companies to reach and engage more investors in less time. To learn how InvestorHub can help you, **book a call** with our investor marketing experts.

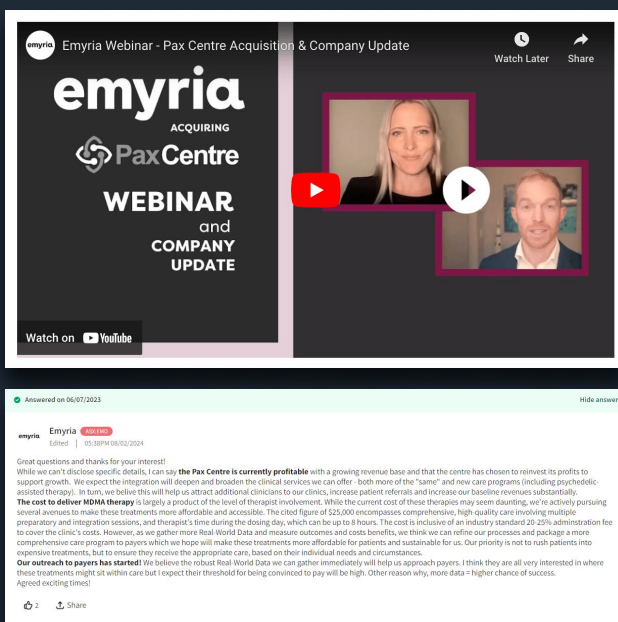
Creating exclusive value with investor webinars.

For many investors, the **discussion of an announcement** with like-minded peers is more valuable than the actual announcement. But with the right approach, listed companies can take advantage of this desire and represent themselves in the conversation.

💡 DID YOU KNOW?

Only **18% of investors** considered a company website or investor centre as a primary source of information that influences their investing.

Emyria Ltd (ASX:EMD) converted a company update into an investor webinar where investors were encouraged to participate in an **interactive Q&A** with exclusive access to the leadership team unavailable on other platforms.



EMYRIA INVESTOR WEBINAR – JULY 6, 2023

➡ KEY LEARNING: REPURPOSE YOUR COMPANY UPDATES INTO FORMS OF DIALOGUE.

Without the right information, investors can gravitate to platforms that encourage speculation. An investor webinar is the perfect way of repurposing your updates into a direct dialogue with the company where **investors feel comfortable** asking questions from the right source of information.

Book your call today

Book an introductory call with our team to learn how InvestorHub can give you the platform to host company webinars seamlessly for your investors.

Emyria's investor webinar process.

- Promote their investor webinar **via an email campaign** to all investors providing key participation details and the timeline.
- Publish the investor webinar as a company update on their company website or investor hub, complete with a video presentation or summary.
- Utilise the CEO (Dr. Michael Winlo) to host the video presentation and **provided the key discussion points** for investors, with a reminder for investors to ask questions.
- Monitor this investor webinar for any investor questions and answer them publicly, so anyone can gain value from the interaction.

Bringing the conversation directly to investors.

Most companies prefer to engage investors **who come to them**, but that can be a restrictive approach. Many investors don't come to companies when they feel like they're starved of information but instead turn to other communities to share investment ideas and bond over the investor experience.

Dr. Daniel Tillet (CEO of Race Oncology) does an amazing job of **bringing the conversation to investors**. He's been an active and popular participant on third party forums where he maintains a dialogue with his shareholders, amassing more than **98,645 likes** from **18,464 posts**.

Real conversations with investors.

"I'm concerned about the share price performance"

*"I understand how you're feeling since I feel exactly the same about the current share price. I look at how much money I've lost and wonder how such a number is possible. **What keeps me motivated to see this through** is knowing that bisantrene is a drug that will **make a real difference to millions of patients if we succeed**. I am a scientist who has critically looked at every aspect of bisantrene and I can't find any serious flaws beyond the usual that are inherent to any drug."*

"I don't understand why we can't fund these research programs"

*"They did a lot of work on the mechanism of action. These collaborative research programs will be more science and less commercial than the work we do ourselves. When we have limited resources, **we have to concentrate on those areas that have the most commercial impact**. Unless you guys want us to issue a few billion shares, or call in Lind Partners for a convertible note issue (same thing), then we need to make some hard choices"*

"What does this scientific term mean?"

*"Synergistic has a particular meaning in biology and it means the size of the effect is more than the sum of the independent effects. **If two drugs are synergistic then the effect of the two drugs on the target is greater than x+y**. If you knockdown two genes and see an effect greater than the sum of the two genes knockdown individually, then you would say they are synergistic. The big problem is side effects are often synergistic too. I would want to see a lot of safety data that targeting both FTO and ALKBH5 can be tolerated."*

➔ **KEY LEARNING: FIND YOUR INVESTOR CONVERSATIONS AND PARTICIPATE IN THEM.**

There are thousands of conversations being had about your company online in public forums and social media. By participating in them, you have an opportunity to build goodwill, nip speculation in the bud, and become a trusted source of information by the market that builds a community of loyal investors.

Unlock investor engagement

Book an introductory call with our team to learn how to create a community that your investors and shareholders can engage with.

HABIT #3

Capture the **contact details** of
investors

+ MARKET INFLUENCE

+ INVESTOR TOUCHPOINTS

+ INVESTOR ENGAGEMENT

Capture the **contact details** of investors.

Just like you wouldn't buy a car off one advertisement, most investors don't choose to invest after reading **one announcement or report**. The decision to invest is a journey that's influenced over multiple touchpoints, where the goal of investor marketing is to position your company as the best investment option amongst all considered alternatives.

Repeated exposure to investors throughout the journey is key and **capturing the contact details** of your investors is the most effective and efficient way to nudge them to buy your stock on-market and during a raise.

DID YOU KNOW?

Having their email address increases an investors' likelihood of participating in an SPP by 280%.

Here are **two examples** of the listed companies that capture the contact details of their investors.

EXAMPLE 1. PHARMAXIS (ASX:PXS)

Collecting investor emails with **valuable content**.

How **Pharmaxis (ASX:PXS)** created and distributed an informative sector report that added value for investors and the market through broad and objective education, resulting in investor emails collected for future re-engagement.

EXAMPLE 2. PHARMAUST LTD (ASX:PAA)

An **investor centre** that collects investor contact details.

How **PharmAust Limited (ASX:PAA)** converted their investor centre into an asset that attracts and incentivises investors to provide their contact details for access to the leadership team.

Want to improve how you collect investor information?

With a registry-integrated communications and data tools, InvestorHub empowers public companies to reach and engage more investors in less time. To learn how InvestorHub can help you, **book a call** with our investor marketing experts.

Collecting investor emails with **valuable content**.

Collecting investor emails can be a difficult task; personal information isn't something easily volunteered **without a clear exchange of value** for current or potential investors. Without an email address though, investor marketing is significantly more difficult to achieve.

💡 DID YOU KNOW?

It takes an average of 7 touchpoints before an investor makes a buying decision?

Pharmaxis (ASX:PXS) created a win-win situation where current and prospective investors were **incentivised to provide an email address** in order to access a bespoke report for biotech investors, resulting in an influx of investor emails.

Why was this so effective?

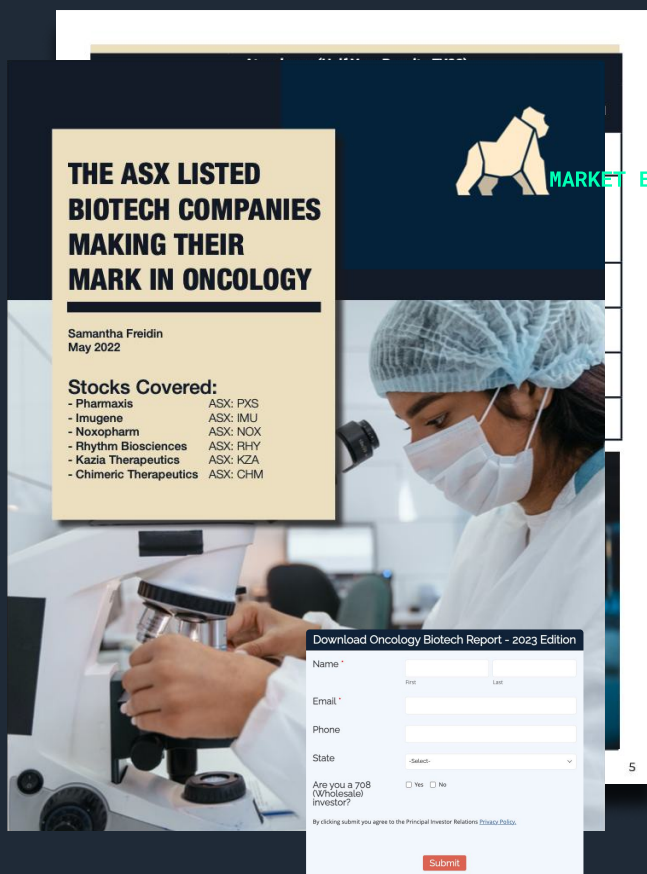
This market report is the perfect example of a strategy that provides **enough value to the market** for investors to be happy to provide their email address for future re-engagement.

By covering multiple stocks (not just their own) and distributing it via a third party, the team was able to provide investors with a **genuinely valuable piece of research** that informed and educated the reader.

This focus on core value meant that (a) the report collected **more email addresses** and (b) the goodwill built by the quality of the report **increased investor sentiment** towards its authors.

🔑 KEY LEARNING: MAKE PROVIDING AN EMAIL THE COST, NOT THE FOCUS.

Instead of just asking your investors to provide their contact details, create something valuable that they'd be **willing to trade their email address to access**. This could be a report, access to the leadership team, merchandise, etc.



ONCOLOGY BIOTECH REPORT – MARCH 31, 2023

Book an introductory call with our team to learn how InvestorHub can help you create valuable forms of content to collect more investor contact details.

An interactive investor centre that collects contact details.

A investor centre is for investors to access announcements, updates, reports, and team bios. As a critical stage in the investor journey, **it is also commonly one of the weakest** - the most common mistake being companies not effectively collecting investor emails, which can number in the thousands.

MAXIMISE THE OPPORTUNITIES.

Up to **16% of all investors** who visit an interactive investor hub provide their contact details in exchange for direct company access.

PharmAust Limited (ASX:PAA) recently launched their interactive hub, an initiative from the leadership team to upgrade their investor centre into an asset that attracts and captures investors through a value-driven sign-up flow.

The PAA investor hub is effective because it incentivises investors to **provide their contact details** in exchange for exclusive value from the company.

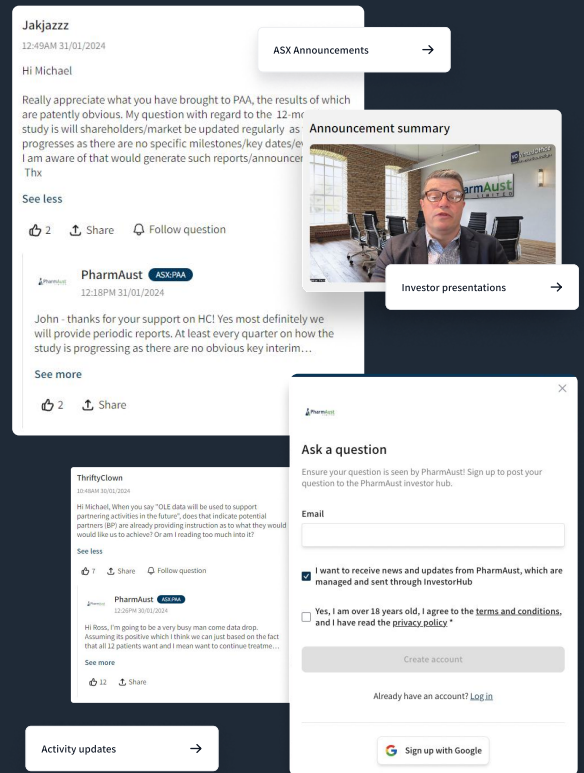
Investors get **direct access** to the leadership team through a variety of features on the investor hub.

- The **integrated Q&A feature** enables investors to ask questions on announcements and updates, which the company can answer publicly to benefit others.
- The announcements and updates can be enhanced with **additional video and text summaries** to provide investors with more context.

Compared to a traditional investor centre, the investor hub becomes an engagement asset that creates value for investors, making it **an easy decision** to sign up.

KEY LEARNING: MAKE PROVIDING AN EMAIL THE COST, NOT THE FOCUS.

An investor engages with you a few times a year, so you need to **make the most of each interaction**. Upgrading your investor centre into an asset that actively attracts and collects investor details makes your future engagement easier, more efficient and more impactful.



PAA INVESTOR HUB – FEB 19, 2024

Book an introductory call with our team to learn how InvestorHub can help you create valuable forms of content to collect more investor contact details.

HABIT #4

Communicate frequently with the market without relying on newsflow.

+ MARKET ENGAGEMENT

+ COMPANY NEWSFLOW

+ INVESTOR SENTIMENT

Communicate **consistently and frequently** with the market.

One of the biggest mistakes public companies make is an over-reliance on major announcements for newsflow. The timeline of investment and project updates **can stretch for months or years**, and material newsflow can be scarce for investors. For a market that's always searching for information and reassurance, a business that stays quiet for too long can be easily forgotten.

Having a **structured plan** to consistently engage and remind investors of your company and the people behind it is how you can combat periods of news scarcity and minimise investor selling.



MOST INVESTORS CHECK EVERY DAY

Market engagement is a game of **maintaining investor interest and attention**. If you're only posting the minimum required reports and announcements, that's a lot of downtime for investors to learn about other opportunities. Stand out by tailoring your engagement cadence to the frequency of your investors, and you'll stay top of mind.

Here are **two examples** of listed companies who create their own newsflow, regardless of material announcements.

EXAMPLE 1. TEMPEST MINERALS (ASX:TEM)

Activity updates to keep the market interested.

How **Tempest Minerals (ASX:TEM)** communicates frequently with the market through consistent activity updates that provide unique insights into projects, the leadership team and the broader company.

EXAMPLE 2. PARKWAY CORPORATE (ASX:PWN)

Building an ecosystem for investors to participate in.

How **Parkway Corporate Ltd (ASX:PWN)** fills the newsflow gap by creating a consistent engagement cadence with different forms of secondary information and form a year-round ecosystem for investors.

Want to improve how you collect investor information?

With a registry-integrated communications and data tools, InvestorHub empowers public companies to reach and engage more investors in less time. To learn how InvestorHub can help you, **[book a call](#)** with our investor marketing experts.

Activity updates to keep the market interested.

The **ebb and flow** of newsflow is familiar to all public companies, but it is most strongly experienced in the mining sector. The move from a confirmed discovery to an operational project is a **very long time**, and the gap in newsflow between milestones can cause problems.

💡 DID YOU KNOW?

Frequent activity updates can be just as effective in engaging investors as material announcements if **they're distributed effectively**. Here's our [guide to distribution tactics](#) that let you acquire more shareholders at scale.

Tempest Minerals (ASX:TEM) keeps their investors interested without major newsflow by utilising frequent and consistent activity updates that focus on the people behind the business.

'Inside Tempest' video series.

Tempest launched a video series titled 'Inside Tempest' with the goal of bringing investors **closer to the action** and actively participating in the company story.

They covered a variety of topics that were relevant and interesting to investors, including:

- The individuals and teams behind the scenes.
- Their approach to sustainability.
- The journey and steps of exploration.
- Insights into the field of geology from the CEO.
- Education around projects and technical terms.

➔ KEY LEARNING: SHOW THE PEOPLE BEHIND THE PROJECTS.

Every update you provide to your investors, **whether it's material or not**, is information that's valuable to them because it connects them to the people and projects that execute the goals of the company. Focus on updates **that involve your people**, because that's what investors resonate with.

The screenshot displays three social media posts from Tempest Minerals (ASX:TEM), each featuring a video thumbnail and a brief description of the content. The posts are arranged vertically and include engagement metrics such as likes, questions, and company answers.

- Post 1:** "Inside Tempest: Season 1 Ep 3 - Sustainability". The video shows a close-up of a hand holding a small object. The text describes the third video in the series, featuring Don Smith, Managing Director, discussing sustainability.
- Post 2:** "Inside Tempest: Season 1 Ep 2 - People & Collaboration". The video shows a man in a grey shirt. The text describes the second video in the series, providing a glimpse into the company's world.
- Post 3:** "Inside Tempest: Season 1 Ep 1 - Intro". The video shows two people in yellow safety gear. The text describes the first video in the series, kicking off the company's journey.

TEM ACTIVITY UPDATES

Book an introductory call with our team to learn how InvestorHub can help you highlight the people behind the business and why they should maintain faith in times of slow newsflow.

An ecosystem that investors can participate in year-round.

Many companies think that if an update or piece of news doesn't meet the material threshold for a **regulatory announcement**, there's no point in providing it to the market. This approach inevitably leads to gaps in engagement cadence and adds friction to the investor experience along the company story.

USE EVERYTHING

Research report, webinars, conference presentations, project details, industry education. **It's all useful to investors.**

Parkway Corporate Ltd (ASX:PWN) blends several types of secondary information to create an information ecosystem that investors can engage and connect to without requiring material news.

What that looks like with PWN.

02 June - They start by answering an investor question publicly on their investor hub and providing a timeline for an upcoming research report.

26 June - They publish the research report as an independent update on their investor hub, resulting in a peak in investor traffic.

28 June - They follow up with another company update, which shares a market article that references the research report for investors.

KEY LEARNING: SHARE IT ONCE, SHARE IT TWICE, SHARE IT THRICE.

Investors have questions between your announcements and material updates. *Who are you? What are your priorities? Your concerns?* Use company updates like webinars and research reports to establish an ecosystem where investors can always engage with you.

The screenshot shows three activity updates on the InvestorHub platform:

- Answered on 02/06/2023:** Parkway Corporate (ASX:PWN) responds to an investor question about a research report update. The text says: "Hi Seagee, thank you for your question. FYI, the basis for the research report is being updated to incorporate a component relating to our Master Plan concept. We plan to make an announcement in relation to the above, hopefully on Monday."
- NEW PWN RESEARCH REPORT - 26 June 2023:** Parkway Corporate (ASX:PWN) publishes a research report. The text includes: "INITIATION OF COVERAGE - Parkway Corporate Limited (ASX:PWN) 26 June 2023. IIR has just released a detailed research report (the 'IIR Report') covering Parkway and providing an overview of the potential investment case for investing in the company. Publication of the IIR Report, following the release of a detailed Master Plan presentation by Parkway, on the ASX, on 22 June 2023." It also includes a disclaimer and a link to the report.
- STOCKHEAD: Analyst Reckons Parkway has Potential to be 50-bagger:** Parkway Corporate (ASX:PWN) shares a market article. The text states: "Independent Investment Research (IIR) has flagged that Parkway's innovative tech for treatment of coal seam gas (CSG) brine could become best available technology (BAT) with a solid financial uptake for shareholders." It also includes a link to the article.

PWN ACTIVITY UPDATES

Book an introductory call with our team to learn how InvestorHub can help you establish a consistent engagement cadence for your investors between material updates.

HABIT #5

Build and promote the **personal brands** of the leadership team.

+ MARKET DIFFERENTIATION

+ INVESTOR RELATIONSHIPS

+ INVESTOR TRUST

Promote the expertise of the leadership team.

A company becomes more than a code when an investor understands the story, the journey, and the people involved. The average investor who lacks the experience to understand the technical aspects of a listed business falls back on the **leaders they trust** to gauge how suitable a company is to invest in.

People buy from people they trust, especially when they're unsure and need guidance about other parts of the business. Your leadership team is the perfect way of **adding a face to the code** that investors can connect with.

💡 DID YOU KNOW?

'Analysis paralysis' is a behavioural phenomenon where an overwhelming amount of information can **result in inaction** which is increasingly prevalent in investing.

Here are **two examples** of listed companies effectively marketing the leadership of their leadership team.

EXAMPLE 1. ALTECH BATTERIES LTD (ASX:ATC)

Bringing expertise **front and centre** with Iggy Tan.

How Iggy Tan leverages his experience as one of the first Australian lithium mining executives to connect and build trust with his shareholders and prospective investors at conferences.

EXAMPLE 2. RACE ONCOLOGY (ASX:RAC)

The "**right man for the right time**" with Dr. Daniel Tillet.

How Dr. Daniel Tillet combines his scientific background with a consistent, valuable engagement cadence to build investor trust and shareholder sentiment as the face of Race Oncology.

Want to become more than just a code for investors?

With a registry-integrated communications and data tools, InvestorHub empowers public companies to reach and engage more investors in less time. To learn how InvestorHub can help you, **[book a call](#)** with our investor marketing experts.

Bringing expertise **front and centre** with Iggy Tan.

A leadership team with industry expertise and reputation is priceless because it takes **years of goodwill**, effort and results to build. It's an intangible asset that's chronically underutilised by most public companies when engaging with investors.

💡 DID YOU KNOW?

Iggy Tan is also the Non-Executive Chair at [Lithium Universe \(ASX:LU7\)](#) and his expertise is a significant focus of their investor marketing.

Altech Batteries Limited (ASX:ATC) market Iggy Tan's industry expertise as part of the company brand to educate and guide shareholders and prospective investors.

No words, just pictures.

Most company presentations at investor conferences are the same. A slide deck and an executive from the leadership team, **reading through it** from the screen.

Altech's latest investor presentation at RIU Conference 2024 was one of **the best the market's seen** from a listed company.

- A slide deck without **any** text.
- A presentation without reading **from** slides.
- A leader with **clear** expertise in the industry.

It's hard to describe just how good this presentation was, so we **highly recommend that you watch it [here](#)**.

👉 KEY LEARNING: PUT YOUR EXPERTISE FRONT AND CENTRE

No one knows the company or industry better than your leadership team, so remember to use them to guide investors on their journey. Your leaders can **decipher technical details** on announcements or at conferences which'll simplify the buying decision for investors.



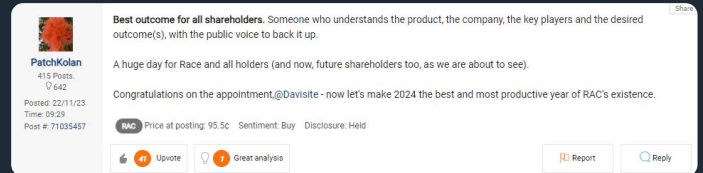
ATC INVESTOR PRESENTATION - FEB 2024

Book an introductory call with our team to learn how InvestorHub can help you leverage your leadership team as an effective source of expertise for investors.

Creating the “right man for the right time” with Dr. Daniel Tillet.

For many investors, the leadership team can **feel** far removed from the daily discussions and concerns about a business. That distance is **difficult to bridge** because investors don't often **trust** listed executives as fellow investors with aligned interests.

WHAT INVESTORS HAD TO SAY



Race Oncology (ASX:RAC) are an example of a listed company with a CEO who is *treasured* by the investor community for his commitment to frequent and down-to-earth market engagement.

Dr. Daniel Tillet has been an **active member** of investor communities since 2016 where he contributes scientific insights into company discussions for the benefit of investors.

In that timeframe, he's gained more than **100,000 likes** from investors who appreciate his time and effort, and the **trust of the investor community** as a whole.

When appointed as the CEO of ASX:RAC, the reaction from shareholders and investors was a mixture of **excitement, relief, awe** and **joy** - the perfect start for a new leader taking the helm.

KEY LEARNING: BUILD INVESTOR TRUST FROM THE START

Adding value for investors doesn't need to be complicated or time-consuming. Create situations where **multiple investors gain value** from your team's background and expertise.

Find an investor question, answer it, share that to your socials and broadcast it to the market. The cost remains the same, but **the upside is infinite**.



DR. DANIEL TILLET APPOINTED CEO - NOV 23

Book an introductory call with our team to learn how InvestorHub can help you own your investor relationships at scale by leveraging the value of your leadership team.

HABIT #6

Have a **well-designed company website** for the investor experience.

+ MARKET UNDERSTANDING

+ INVESTOR SENTIMENT

+ INVESTOR EXPERIENCE

Maximise your investor experience with a great website.

Owning the investor relationship is a part of market engagement that's underinvested in by public companies. It's an easy area to miss because how investors connect with your announcements and newsflow has evolved significantly in just a few short years. Your company website is a digital tool **you need to leverage** to improve your investor experience, build investor confidence, and own investor relationships.

Simply having and presenting the information **isn't enough**. Making it accessible and actionable for investors is how you make it **great**.

CUSTOMER EXPERIENCE AND INVESTOR EXPERIENCE

Design plays a major role in traditional customer experience by creating a **memorable representation** of a brand or company for the audience and investor experience can benefit from the same.

Here are **two examples** of listed companies who've optimised their company websites to deliver a great investor experience.

EXAMPLE 1. LITHIUM UNIVERSE (ASX:LU7)

Introducing a **capital raise** to shareholders.

How **Lithium Universe (ASX:LU7)** converted the launch of their Share Purchase Plan (SPP) into a seamless experience for shareholders looking to participate in the capital raise.

EXAMPLE 2. RENTOKIL INITIAL (LON:RTO & NYSE:RTO)

A straightforward **investment case** for the market.

How Rentokil Initial (LON:RTO) simplifies the research process and differentiates themselves for their investors by compiling an accessible investment case directly on their website.

Want to become more than just a code for investors?

With a registry-integrated communications and data tools, InvestorHub empowers public companies to reach and engage more investors in less time. To learn how InvestorHub can help you, **[book a call](#)** with our investor marketing experts.

Introducing a capital raise to shareholders.

A capital raise can be a confusing experience for investors. Most public companies don't take the extra steps to provide accessible and transparent raise information, even though it **directly affects** the likelihood of shareholder participation.

💡 HOW IMPORTANT ARE INVESTOR EMAILS?

Having an investor email raises the likelihood of raise participation by up to 280%. [Learn more here.](#)

Lithium Universe (ASX:LU7) converted the launch of their Share Purchase Plan (SPP) into a seamless experience for shareholders looking to participate.

Lithium Universe LIMITED

Record Date of Offer (5:00PM AWST) **1** → 12 MARCH 2024

13 MARCH 2024 → **2** Announcement of SPP

Opening date of the Offer under the Prospectus **3** → 15 MARCH 2024

3 APRIL 2024 → **4** Closing Date of Offer (5:00PM AWST)

Announcement of results of Offer **5** → 8 APRIL 2024

8 APRIL 2024 → **6** Issue of Shares under Offer

Key information

Raise structure
Share purchase plan

Raising
AUD \$3,000,000

Offer price
AUD \$0.02

Closing date
03/04/2024

[Apply now](#)

Ask a question

If you have additional questions about the offer, please submit them to our announcement page through the button below, and a member of our team will be in touch shortly.

[Go to announcement](#)

How to apply

Applications for the Automatic will be processed by Lithium Universe's share registry, Automic.
Please review the options below for accessing your Application Form digitally.
All applications and payments must be submitted to the Registry.

I already have an online account with Automic

I do not have an online account with Automic

LU7 INVESTMENT OFFER - MAR 2024

Starting a raise the right way.

Lithium Universe (ASX:LU7) did a great job launching their Share Purchase Plan (SPP) with key initiatives to improve the shareholder experience and raise uptake.

1. A dedicated **raise page**.
2. A **video presentation** from leadership.
3. An extensive **timeline graphic**.
4. A shareholder **FAQ**.
5. An option for investors to ask **questions**.

When combined into a cohesive launch, it creates **the perfect start** to a capital raise for shareholders by providing accessible information, ongoing communications and a transparent timeline to follow.

➔ KEY LEARNING: START OFF ON THE RIGHT FOOT

The way you present your capital raise to investors can **make the difference** in whether they participate or not. So make it easy for them and set up a timeline graphic, answer investor questions, and keep the leadership team available to walk investors through the raise.

Book an introductory call with our team to learn how InvestorHub can help you create an efficient raise experience for your shareholders to maximise intake.

A straightforward investment case for the market.

Investors need a reason to invest and most slowly journey to that decision by building conviction for the companies they're interested in. This process takes time but **companies add friction** when key information isn't easily available for investors.

HOW DO INVESTORS MAKE DECISIONS?

Finimize surveyed thousands of investors to understand how they behave and make decisions when it comes to investing. [Learn more here.](#)

Rentokil Initial (LON:RTO) simplifies the research process and differentiates themselves for their investors by compiling an accessible investment case directly on their website.

Do the hard work for them.

Rentokil Initial (LON:RTO) gave their investors **six reasons** to invest in the company by compiling their news, financials and other newsflow into a **cohesive investment case** on the company website.

By streamlining the sourcing and research of this information, they've simplified the investor experience **into a single action** - read the investment case.

If investors want to research further on their own, **they've got access** to all the relevant resources on the same page at their fingertips without needing to leave.

KEY LEARNING: REDUCE THE BARRIER TO ENTRY

You only have a limited amount of time where you can influence an investor's experience and conviction in your company. Get them to the important parts **quickly** - why they should invest, what you offer, and where they can learn more - all in one easy resource on your website.

Investment case

A strong global business with leading positions across three core categories and excellent growth opportunities through differentiated investment and accretive M&A, delivered at pace.

- 1 - A leader in our chosen markets, generating high returns with good growth opportunities


World's No. 1 Commercial Pest Control company:

- Our engine for growth. The leading international pest control brand with unrivalled technical expertise.
- Fragmented market providing strong M&A opportunity, delivered through in-house capability.

Global leader in Hygiene Services:

- Market leader in two thirds of our markets. Focus on service to drive share and back office synergies with other categories.

- 2 - Clear differential management strategy to drive performance and capital allocation
- 3 - Financially strong
- 4 - Experienced and proven management team executing strategy at pace
- 5 - Clear plan to deliver mid-single digit revenue growth
- 6 - Further scope for profit growth and margin enhancement



Andy Ransom
Chief Executive

"The Company has performed strongly in 2019 with a combination of organic and acquisitive growth. We are confident of delivering further operational and financial progress in 2020. The new decade presents clear opportunities for sustained profitable growth."

[Download Strategic Report](#) [Download Q&A with CEO](#)

Investors

- Investment case
- Results centre
- Annual reports
- Regulatory news
- SEC filings
- Governance
- Shareholder centre
- Analyst coverage
- Debt information
- Share price
- Portfolio definitions
- Financial calendar

RTO INVESTMENT CASE - MAR 20, 2024

Book an introductory call with our team to learn how InvestorHub can help you simplify the investor experience and buying decision to acquire more shareholders.

HABIT #7

Engage with the market **in public.**

+ EXPONENTIAL VALUE + SCALABLE ENGAGEMENT + EFFICIENT USE OF TIME

Engage with the market **in public.**

A common obstacle for most public companies that are engaging with the market is **the amount of time, resources and effort** it takes. Only engaging with individual investors at a time restricts the value you can provide to the market to a single interaction. That's why a one-on-one approach isn't **scalable or cost-effective** for you or your shareholders.

We want to scale your individual investor interactions into **broader engagement pieces** that benefit multiple shareholders and the most efficient way to start this is to take your investor questions public.

DID YOU KNOW?

*There's a **strong correlation** between how many investor questions you answer publicly and the amount of investor leads you have.*

Here are **two examples** of listed companies who've converted their investor questions into broader market engagement.

EXAMPLE 1. DREADNOUGHT RESOURCES (ASX:DRE)

Answering investor questions with Dean Tuck.

How Dreadnought Resources creates market engagement that's **exponentially** larger than the time cost by consistently and publicly answering investor questions.

EXAMPLE 2. RS GROUP PLC (RS1:LON)

An effective shareholder FAQ with RS Group.

How RS Group gets ahead of their market engagement by leveraging investor questions into a shareholders FAQ that frees up time and resources for their leadership team.

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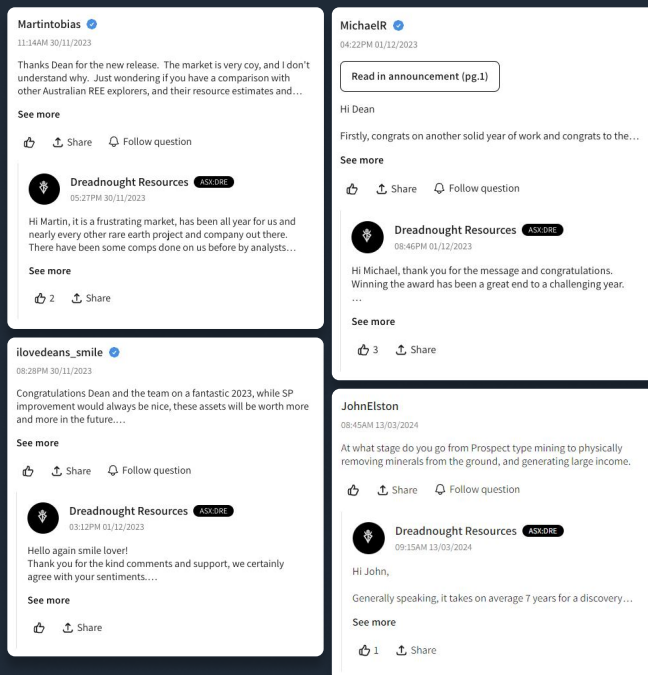
Answering investor questions with Dean Tuck.

Leading a public company requires a lot of time, so every second spent on market engagement needs to be cost-effective and scalable for the leadership team because the opportunity cost is so high.

💡 DID YOU KNOW?

On average, investor questions that are answered publicly can create up to **6.5 investor leads** and **300 unique views**.

Dreadnought Resources (ASX:DRE) does more with less by sharing their investor questions publicly and creating a market engagement impact that's greater than the cost.



DRE INTERACTIVE INVESTOR HUB - MAR 2024

Less time, more impact.

Since launching their interactive investor centre in October 2023, **Dean Tuck** (CEO of ASX:DRE) has answered **68 public investor questions**.

By making these investor questions into market engagement that's accessible to all investors, they've contributed to **90 thousand investor views** from **7 thousand unique investors** in **less than 6 months**.

Investors have **praised** this approach and highlighted the value of a leadership team that's not afraid to answer and publish investor questions without bias.

🔑 KEY LEARNING: IDENTIFY WHERE YOU WASTE TIME

If you're answering the same investor questions privately, **over and over again**, that needs to change. Identify which questions appear most frequently (on social media, or email) and answer them publicly for all investors to see and benefit from.

Book an introductory call with our team to learn how InvestorHub enables you to answer investor questions publicly to scale your market engagement.

Building an effective shareholder FAQ.

When it comes to investing, **not all investors are familiar with the process**. Basic questions and queries are common when it comes to understanding the process, the company and knowing where to turn for more information.

YOUR TIME IS VALUABLE

*Investor questions can relate to general queries around investing or company administration that **don't require a member of the leadership team** to answer.*

RS Group PLC (LSE:RS1) do an excellent job of pre-emptively answering basic shareholder questions and investing queries with an effective shareholder FAQ to educate investors and save the company time and effort.

- Where** are your shares traded?
- When** is your next results announcement?
- How** do I get a copy of the Annual Report?
- What** is your dividend policy?

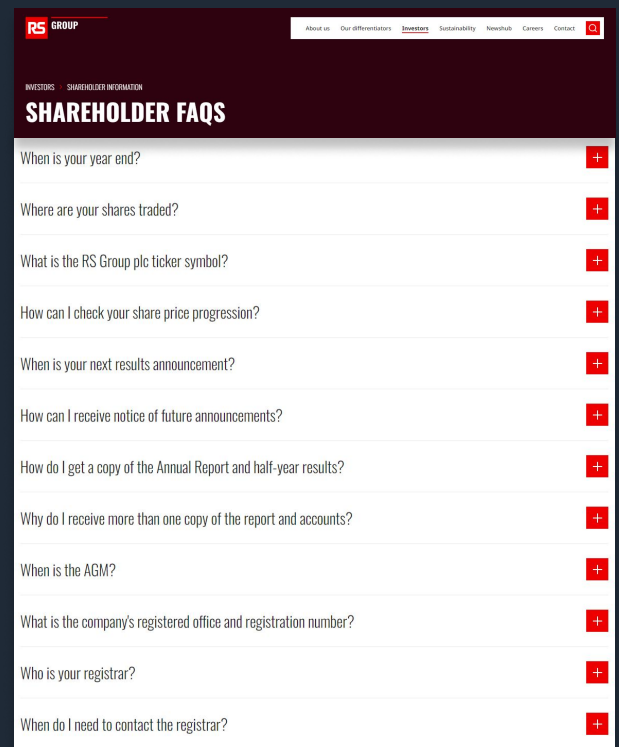
These questions may seem very simple but remember that the **majority of your investors are individuals** who don't have a professional background in the industry.

By investing some time early, RS Group has created an accessible resource that helps investors understand the company, the process and demonstrated how they communicate to their shareholders.

Even better, by getting these foundational questions answered early, they **free up time for the leadership team** to answer the important ones later down the line.

KEY LEARNING: GET AHEAD OF YOUR INVESTOR QUESTIONS

Investors reach out to you all the time so let's use that to **build a list of common questions**. Set this up as a FAQ on your company website or investor centre, and link it in your announcement footers for good measure.



RS GROUP SHAREHOLDER FAQ - MARCH 2024

Book an introductory call with our team to learn how InvestorHub can help you elevate your investor centre and announcements to improve how your investors understand your business.



www.investorhub.com