

Investor Relations

Capabilities

- Strategic Counsel on Capital Markets Landscape and Regulatory Issues
- Investor Proposition Messaging and Communications Materials
- Investor Relations Audit/Best Practice Benchmarking
- Industry Peer Review and Analysis
- Investment Community Perception Audits
- Shareholder Analysis
- Analyst and Investor Event Management
- Investor and Sell-Side Targeting
- Financial Media Relations
- Website and Digital Solutions

The investor relations professionals of FTI Consulting advise management teams and boards of directors on how to communicate their investment proposition, financial results and strategic decisions to help ensure their company's corporate reputation is strong and the share price reflects the true value of the business.

Our Team

We have one of the largest investor relations teams in the world, offering access to a broad global footprint that includes offices in every major financial centre and a team of multilingual professionals.

In the Asia Pacific region, we have a team that spans Perth and Sydney in Australia and Beijing, Hong Kong, Mumbai, Shanghai and Singapore across Asia. Our investor relations professionals include former capital markets advisors, investment bankers, investor relations officers and financial journalists, allowing us to provide targeted and trusted counsel to the companies with whom we work.



Investor Relations in Asia Pacific

Given the evolution of global capital markets, it has become common for companies to be headquartered in a different place to where they are listed and for management teams to seek to tap capital in a variety of markets around the world. As a result, in Asia Pacific, we work with companies that are listed on various major exchanges in the region; locally based companies that are listed in the U.S., Canada, London or elsewhere; and global companies listed around the world that are seeking capital in the Asia Pacific region. Given our global reach and integrated team we are able to provide seamless service to all our clients, regardless of where they are accessing investors. This is particularly relevant in today's global markets where Asia and Australia are of increasing importance to each other and where local companies in the region are driving cross-border business through mergers and acquisitions, joint ventures, strategic relationships or other corporate activity.

Importantly, investor relations in the Asia Pacific region is a relatively nascent communications discipline, which brings both challenges and opportunities. Companies are continuously under pressure to prove they have high standards for financial reporting, disclosure and corporate governance. As part of this, investors can be slow to trust, corporate reputations may be damaged, and many companies' valuations come under severe pressure. Global best practices are making their way to Asia Pacific and this is having a positive impact. However, this is a process that is taking time and will continue to evolve. FTI Consulting is continuously striving to bring excellence to the investor relations discipline in the Asia Pacific region. We have been recognised for our efforts and have received strong endorsement for our investor relations work with listed companies throughout the entire region.

Our Integrated Portfolio of Investor Relations Services

Our investor relations programmes are carefully designed to address each company's unique needs. Our communications experts turn a company's financial results, strategic decisions and business activities into impactful investor messages that showcase key initiatives and milestones, manage risk, and communicate progress to build credibility. Through a balanced mix of traditional and online media, we ensure a company's messages influence investors, improve the visibility of corporate actions and support valuations. Lastly, our professionals can serve as our clients' liaison to the investment community and we help conduct investor outreach via road shows and company-sponsored events. Whether making introductory calls with new investors or safeguarding a shareholder base, we help companies prepare for these critical interactions and then closely analyse feedback gathered to improve messaging and engagement.

We draw on a variety of skills and services and can create programmes that combine some or all of the following offerings:

Strategic Counsel

Advise on developments in the global and regional capital markets as well as the regulatory landscape to ensure investor relations officers, management, and the Board of Directors are proactively managing the dynamic and challenging environment in which they are operating.

Communications Materials

Provide counsel on messaging and develop intelligent materials to use with investors, analysts and the media. These include results announcements, presentations, scripts and speeches, corporate press releases, Q&A documents, fact sheets and so on. We are able to create materials in various languages when needed.

Investor Relations Audit/Best Practice Benchmarking

Review existing infrastructure and, using industry and peer analysis, provide insight into best practices around communications tools, disclosure, guidance, investor marketing or other corporate practices that impact perception and valuation.

Industry Peer Review and Analysis

Analyse a core set of competitors to identify drivers of perception and valuation among industry and aspirational peers, determine areas in need of further clarification and identify ways to close valuation gaps.

Investment Community Perception Audits

Execute industry-leading and insightful perception studies, via in-depth interviews and online surveys, to gauge how a company is perceived by its stakeholders and identify and understand the drivers of valuation.

Shareholder Analysis

Provide insight into the composition of share ownership to guide investor engagement, identify risks/opportunities in the shareholder base and maximise the effectiveness of management's time spent supporting investor relations.

Analyst and Investor Event Management

Design and support high-impact events (investor days, site tours and non-deal road shows) that ensure effective distribution of corporate messages to the most appropriate targets in the investment community.

Investor and Sell-Side Targeting

Develop effective marketing programmes that maximise the value of activities and raise and maintain interest from both investors and sell-side analysts.

Financial Media Relations

Effectively engage with the financial media – a key channel to the investment community – to help ensure accurate dissemination of financial results and corporate news. This will work to raise the visibility, understanding and support of corporate actions and is additive to valuation over time.

Website and Digital Solutions

Develop creative, digital and social engagement solutions to reach expansive audiences via tools such as digital annual reports, videos, interactive websites and social media strategies.



For more information on our activities across Asia Pacific and how FTI Consulting can help your business, please contact us on info-ap@fticonsulting.com.