

# BROKER BRIEFING

An SRI-CONNECT product for listed companies

**Maximise the impact of your SRI roadshow or conference participation:**

*Brief your broker*

## OBJECTIVE

To ensure that the broker selected to run your SRI roadshow or host your company at a conference does so in a way that maximises your impact with priority investors and analysts.

## PRODUCT

A bespoke 'broker briefing' is a short document that details your expectations and priorities from roadshow / conference participation; it identifies target analysts and investors and outlines your expectations before, during and after the roadshow.

## PROCESS

TOGETHER:

- Short briefing call to understand your objectives from the upcoming roadshow / conference

YOU PROVIDE:

- Your share-register and any records of recent SR-IR activity

SRI-CONNECT:

- Advises on suitable 'sell-side' brokers to organise your SRI or CG roadshow
- Identifies relevant 'buy-side' analysts / investors
- Writes a short briefing document to give your selected broker a clear understanding of your expectations

## PRICE

- £1,000 + VAT (UK)