

# SELL-SIDE SRI ROADSHOW

An SRI-CONNECT product for listed companies

**Be proactive about getting your message to SRI market influencers:**

*Conduct a 'sell-side' SRI roadshow*

## OBJECTIVE

To ensure that your company has communicated its sustainability message effectively to the specialist SRI analysts at 'sell-side' brokers whose research is widely influential within the market.

## PRODUCT

A sell-side roadshow typically involves half a day of meetings in London, half a day in Paris and a couple of tele/video-conferences.

It gives companies the opportunity to communicate their sustainability performance directly to SRI market influencers in 'sell-side' research firms, to seek their feedback on the issues that are engaging the wider market. (Also, if wanted, to discuss brokers' investor access capabilities)

## PROCESS

YOU PROVIDE:

- A brief summary of your recent contact with SRI specialists from 'sell-side' brokers

SRI-CONNECT WILL:

- Identifies which sell-side SRI analysts cover your sector and stock
- Contacts relevant sell-side SRI analysts from broker firms in agreed location(s)
- Plans and coordinates an efficient schedule of 1-1 meetings with interested analysts

## PRICE

- £1,500 + VAT + videoconference costs
- (If the number of analysts requires more / less work, we are also happy to work & charge on an hourly basis)