

# 10 Key Components of Successful IR



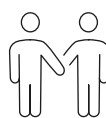
**Best Practices** that are adopted to meet investor expectations and refined to address changing market dynamics



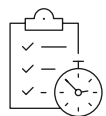
**Direct Outreach & Meetings** with potential investors and analysts to maintain a pipeline of interest in the company



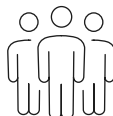
**In-depth Research & Analysis** into business model, fundamentals, liquidity, competitive landscape and relative performance, macro opportunities and threats



**Relationship Building** with existing and potential investors, as well as covering and prospective analysts



**Strategic Planning** driven by the company's fundamentals, long-term vision, and IR goals



**Informed & Trusted Counsel** on a wide range of matters related to public company status



**Ongoing High-Level Market Intelligence** that drives IR decision-making, and identifies ways to align multiple interests



**Accessibility & Responsiveness** to investors and analysts in good times, and especially during the notso-good times



**Carefully Crafted Messaging & Communications** geared toward investing audiences, and building credibility among all stakeholders



**Organized Administration** to support an efficient, cost effective and professional IR program

**THE EQUITY GROUP** is an investor relations firm specializing in strategic communications, investment community outreach and relations, market intelligence and advisory for micro, small and mid-cap companies.

We perform a full range of investor relations services - on strategic and tactical levels - and produce a highly customized investor relations program for each client. Client tenure averages 7 years and team tenure averages 12 years.

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