

Our Firm At-a-Glance

EQUITY GROUP
INVESTOR RELATIONS

Since 1974, The Equity Group has operated as an Investor Relations firm specializing in comprehensive, strategic IR for small-to-mid-cap public companies, pre-IPO companies, and SPACs. Our personalized, hands-on approach and strong client relationships allow us to build and communicate stories, connect companies with investors and analysts, and implement holistic investor relations programs.

As a team averaging 12 years with the firm, we work closely with one another to develop and execute programs that help our clients gain exposure to the right audiences in the investment community.

48 YEARS

Focused on IR

7 YEARS

Average Client Tenure

12 YEARS

Average Team Tenure

CAPABILITIES

Public Company IR

- Investor Communications
- Investor & Analyst Outreach
- Corporate Communications
- IR Advisory
- Transactional IR
- ESG Communications
- Crisis Counsel & Communications
- Market Intel, Analysis & Reporting
- Shareholder Activism IR
- Media Relations
- Social Media
- IR Logistics & Admin

IPO IR

- Investment Banking Introductions
- Peer Analysis
- Investment Positioning
- Roadshow Presentation
- Roadshow Support
- Roadshow Q&A Preparation
- IR Website
- Post-IPO Planning
- Listing Ceremony & Media
- Broad-Spectrum Advisory & Support

SPAC IR

- Transaction Positioning & Communications
- Investment Community Outreach
- Advisory & Strategic Planning

DIFFERENTIATORS



Longstanding, solid reputation



Hands-on, boutique approach & high level of commitment to each client



History of long-term client relationships



Dedicated team averaging 12 years with the firm



Professional, non-promotional investor/analyst outreach



Trusted advisory leveraging extensive experience



Best practices investor communications



Efficient, effective, and trusted IR solution

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