

Global Strategic Communications, Inc.
New York

"There is a real difference between the check-the-box surveys and a more open-ended study."
– Senior US Equity Analyst

THE INVESTOR VALUATION ANALYSIS / OPEN PERCEPTION STUDY™

It answers the best-kept secret:

"What do your investors really think of you?"

There isn't a public company in America free of shareholder dissonance.

There isn't a management team that thinks its company is fairly valued.

While managers and investors can hardly expect to agree on everything, the distance between them is unnecessary and costly.

Through the Investor Valuation Analysis / Open Perception Study™, I bring companies real understanding of what drives investors' buy and sell decisions. No matter how great my clients' sophistication or how deep their experience, they always acquire crucial new insights. The intelligence I deliver enables them to transform their skeptics in the market to supporters. There is no equivalent path to a higher, sustainable share valuation.

How do I learn what investors think? I ask them – and, most of all, I listen. But engaging sophisticated investors in a revealing dialogue requires more than a pre-cooked questionnaire. It takes talent and experience to uncover not only what they think – but why they think it. It takes curiosity to lead the investor conversation off the questionnaire to learn what's really on people's minds – whether or not we thought to ask them the right question. Among the rewards of this "open" conversation is a predictive, early-warning view of themes that will arise in the investor dialogue over the coming year or two.

I originated the Open Perception Study™ after building a dominant international investor relations practice as Managing Director at Thomson Financial. I became independent eight years ago, and since then I have helped such companies as Barclays, Schlumberger, Harley-Davidson, Seagate Technology, Visa International, WPP Group, Petrobras and others understand what their business strategies are worth to the market and how their specific communication practices affect their value. My simple message is this: Investors' motivations are knowable, but you have to understand the kind of engagement that brings them out. The Open Perception Study™ provides a unique asset for managements wishing to improve relationships with investors:

- Companies preparing for Investor / Analyst Conferences can identify market concerns ahead of time, maximizing their investment in the event. Follow-up studies after the meeting reveal what worked, what didn't, and what remains to be done.
- The Open Perception Study™ contains techniques that forecast the market's response to possible M&A transactions – without ever mentioning a target or suggesting that a transaction is contemplated.
- Potential clients who engage in careful consideration of the Open Perception Study™ walk away with substantial value even if they never spend a dime. I'll be happy to tell you how.
- My book, ***"CRISIS OF CHARACTER – Building Corporate Reputation in the Age of Skepticism,"*** explains market intelligence techniques and much more. It's available at Amazon, Barnes & Noble and all the usual places.

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