

# Take control of your future

New investors are the lifeblood of a growing company -  
from January 2018 they will be even more difficult to find



# The importance of identifying new investors

Attracting new investors is the lifeblood of a public company. It directly impacts on the ability to raise capital in the future. The key to identifying new investors is to provide independent research on your company, and then to communicate it widely and effectively to potential investors. The introduction of MiFID II in January 2018 will put the spotlight on research and its cost. This will mean that there will be less research available, from brokers.

- ▶ Unless investors understand your company, strategy and ambitions, they are unlikely to become shareholders.
- ▶ Shareholder registers change and broaden as companies grow. It is important to anticipate where new shareholders are likely to come from, and know what they will expect from you. New shareholders can also generate additional liquidity.
- ▶ Institutional shareholders are important allies, but there are significant pools of investors that fall outside this classification. Hardman & Co knows the difference non-institutional shareholders can make, and how to reach them.

## Equity research is disappearing fast

### Increasing regulation

In its desire to protect the consumer, the FCA has already made it difficult for companies and brokers to communicate with many investors. Now that MiFID II is almost upon us, institutional research will become a scarcer resource. Unless your company management take the initiative, the company profile will be significantly reduced.

### Commercial pressures on the traditional brokerage model

Revenues and costs are being impacted. This already means that fewer companies benefit from quality research and fewer investors are aware of them and their investment case. Access to research is becoming ever more difficult.

## No substitute for experience and insight

Hardman & Co's team of highly experienced City professionals is well respected. We have a deep understanding of companies, industries and capital markets.

Our clients appreciate that equipping investors with a better understanding of the business fundamentals can have a significant impact on shareholder value.

# Our services

Hardman & Co provides a range of co-ordinated services that enables your business to become better understood by all investor audiences.

Our expert research and analytical capabilities form the core of what we do, but it is what we do with the research that delivers the greatest value for our clients. That is why our distribution capabilities and investor engagement programmes are so important.



## Research Plus

Ask us about Research Plus – the service that combines Research, Distribution and Investor Engagement.

## Research

Our deep understanding of industry sectors, businesses, strategic focus and ambitions of our clients provides the ideal foundation to raise your profile where it matters most. Our team covers all major market sectors, and is highly regarded by investors. Our reputation has been built up over twenty years.

## Distribution

We deliver great impact for our clients through the effective distribution of research:

- ▶ Proprietary global distribution to all categories of investors
- ▶ Market data services including Bloomberg, FactSet, Capital IQ and Thomson Reuters
- ▶ Research platforms including Research Pool, Research Tree, Volow and Vox Markets
- ▶ RNS Reach announcements
- ▶ New media interactions including Twitter, Director's Talk and LinkedIn

## Investor Engagement

We develop a highly effective investor engagement programme to ensure that your business is understood by the largest possible and most relevant group of investors:

- ▶ Proprietary databases and networks to identify potential investors
- ▶ Bespoke programmes of personalised visits and presentations
- ▶ Meetings with institutional investors, wealth managers, private client stockbrokers and HNWs
- ▶ Investor forums
- ▶ A service that complements the work of existing advisers

# Hardman & Co

The partner of choice for ambitious growth companies that value the intellectual stimulus and innovative thinking.

As a leading corporate research and consultancy business we offer extensive market knowledge and sector expertise.

- ▶ Our services are provided by a large team of highly skilled and qualified industry professionals. Hardman & Co's corporate culture attracts the finest talent – people who thrive in a dynamic environment, and build long-term relationships with corporates that demonstrate exceptional potential.
- ▶ Our analysts have been recruited from many of the leading investment houses and cover most major equity sectors.
- ▶ We seek to anticipate the impacts of regulatory change on traditional relationships and communications between companies and investors, so that we can help our clients to prepare and adapt.
- ▶ We raise the awareness of high quality companies across the entire spectrum of investors, both in the UK and internationally. Our aim is to identify investors that are genuinely interested in meeting our clients and so maximise the use of management time.
- ▶ Our network of contacts is extensive and continually expanding, whilst our distribution capabilities are global.

## Our other services

**We offer a range of other services which include:**

.....  
**Private company valuations**  
 .....

.....  
**Pre-IPO advisory services**  
 .....

.....  
**Assistance with fund raising**  
 .....

.....  
**Bespoke project work for corporates**  
 .....

.....  
**Reviews for the tax enhanced market**  
 .....

.....  
**Expert witness work for court cases**  
 .....

.....  
**Commercial due diligence for a European Stock Exchange**  
 .....

# Significant regulatory change is happening. MiFID II is going to bring about the biggest change for public companies since the 'Big Bang' of 1986

## The benefits of our services

---

- ▶ We can help you prepare for the introduction of MiFID II on 3rd January 2018
- ▶ Investors will have a better understanding of the fundamentals of your business
- ▶ Quality information to existing and prospective shareholders
- ▶ Universal distribution to all investor audiences
- ▶ We use readership data and analytics to identify new investors

### **Hardman Insights**

Thoughtful perspectives  
for your business

**Why broker research coverage of non-clients is collapsing**

---

**Two questions every growth company management should ask themselves**

---

**Why most investors are confused about expectations**

---

**Why AIM company management ignore retail investors at their peril**

---

Copies are available on request

## About Hardman & Co

Founded over twenty years ago, Hardman & Co has built a reputation for research and consultancy of the highest quality.

Our depth of experience and expertise has enabled us to widen the range of services we can offer, and increase the impact that we can bring to our clients.

## Contact details

### **Keith Hiscock**

Chief Executive Officer

**Email:** [kh@hardmanandco.com](mailto:kh@hardmanandco.com)

### **Richard Angus**

Head of Business Development

**Email:** [ra@hardmanandco.com](mailto:ra@hardmanandco.com)

### **Vilma Pabilionyte**

Business Development Associate

**Email:** [vp@hardmanandco.com](mailto:vp@hardmanandco.com)

### **London Office**

Hardman & Co

35 New Broad Street

London EC2M 1NH

**Tel:** 0207 194 7622

### **Edinburgh Office**

Hardman & Co

9-10, St. Andrew Square

Edinburgh EH2 2AF

**Tel:** 0131 718 6272

### **Website**

[hardmanandco.com](http://hardmanandco.com)

Hardman Research Ltd, trading as Hardman & Co, is an appointed representative of Capital Markets Strategy Ltd which is authorised and regulated by the Financial Conduct Authority.

**hardman&co**

Independent | Informed | Intelligent