



Investment research | Investor engagement | Bespoke corporate advisory

www.hardmanandco.com



HARDMAN & CO.



WHO WE ARE

Hardman & Co is a multi-disciplinary financial consultancy and investment research firm, employing highly experienced analysts and professionals with a broad range of capital markets expertise.

Our clients are public and private businesses as well as fund managers, ranging from start-ups to £1 billion+ market capitalisations. We connect our corporate clients with investors by providing a direct communication channel and networking opportunities, as well as other methods of investor engagement.

Our analysts produce gold-standard research with global reach. In addition, we are retained to carry out a number of bespoke investment-related assignments, including due diligence on bond listings, assessments of private company valuations and other corporate advisory services.

AND
WHAT WE DO

Be heard.

Informing investors through gold-standard research and bespoke media solutions.



*Capture the
imagination
of your
investors.*

WHY WE DO WHAT WE DO

Company management teams and entrepreneurs need loyal, informed shareholders to support business growth, and they also need to identify new sources of capital for that growth to be sustainable. This is often easier said than done.

Communicating with the right investors is surprisingly challenging, and shareholder registers are rarely static for long.

The UK has an inefficient capital raising structure for small and medium size businesses. There is substantial capital available in the UK to support entrepreneurs, but it is not effectively connected to corporates' requirements – and the situation is deteriorating.

As the regulatory environment in the UK changes, the flow of capital to companies is becoming dislocated. MiFID II is a perfect example of this: in an effort to protect the general public from inappropriate and risky investments, sophisticated and informed investors are being treated in the same manner.

Our primary services focus on addressing these inefficiencies, by applying our intellectual capital in diverse circumstances. There are significant opportunities to connect appropriate investors with talented entrepreneurs and ambitious companies.

Hardman & Co can help you make the most of these connections to grow your shareholder base.

Our expert team of sector analysts and market professionals collectively have over 400 years of experience. This depth of knowledge and our reputation for integrity have built trust with investors.

With effective communication and targeted distribution, we help companies disseminate their investment message to interested investors, as well as advise them on strategy.

Our smaller, boutique structure allows us to provide first-class customer service and deliver a wide range of ad hoc services for multiple clients with different needs.

THE POWER OF COMMUNICATION

*The
right
message
goes a
long
way.*





OUR INTELLECTUAL CAPITAL

With seasoned analysts who are experts in their sectors, and a capital markets team with experience across the board, we are utilising our intellectual resources to expand into new business areas.

Sector discussion pieces

Thought leadership research, sharing insights from different industries, commentary on market trends and current financial affairs.

Video insights

Illuminating video content on corporate management strategy, results communication, interviews, and in-house sector discussion.

Bespoke consultancy

Services including due diligence, acting as expert witnesses, advising on moves between listing venues and providing industry analysis.

Business relief advisory services

Helping IFAs assess risk and choose the most appropriate tax-enhanced investments for their clients; and reviewing existing BR portfolios in light of changing conditions.

Private company valuations

Primary and secondary valuation services for fund managers, as well as portfolio monitoring.

EIS reviews

Reviewing funds, managers, risks, strategy, target returns and fees.

Speaking

from experience.

FAR AND WIDE

Quality research needs to be seen by the right investors.

We design bespoke, global distribution strategies for each client, using our arsenal of communication methodologies.

Website

Our website is a destination for our free-to-access research, as well as news, interviews, podcasts and thought pieces exploring financial and economic issues.

Email campaigns

We share the investment story using targeted email campaigns (15k-20k mailing recipients sent to company and peer-group shareholders, as well as to Hardman & Co's network of wealth managers covering appropriate sectors and high-net-worth individuals.

Research email campaigns have six stages for maximum reinforcement, including weekly round-ups, audio interviews, and resends.

Our system times emails to reach inboxes when they are most likely to be read. This increases open rates by as much as 7%. Overall, our research emails achieve 15%-20% open rates, compared with 2%-5% across the market.

Control the narrative...

DirectorsTalk

DirectorsTalk disseminates media content, newsflow, and analyst audio and video interviews across its platform of over 85,000 high-net-worth individuals and retail investors.

It also has the largest social media following of all news service providers, and features prominently on internet search engines, helping our corporate research achieve a Top 3 Google News ranking.

Twitter

Twitter is a vital tool in reaching retail investors, traders, conference organisers and the press (75% of financial journalists use Twitter weekly).

Our 20,800+ Twitter following is more than double the following of our competitors combined. We receive between 30,000 and 50,000 impressions a month, and on average between 500 and 1,000 impressions per tweet.

LinkedIn

We have a fast-growing LinkedIn platform with the most consistently engaged audience in our industry. We have created a small but significantly engaged audience of 1,700+ professional investors, providing hundreds of impressions on daily content.

Industry platforms

Using EQS Newswire, our research can be found on the industry's most widely used sources for

real-time financial information, including the London Stock Exchange, Bloomberg, Refinitiv and Investigate.

Financial intermediaries

We work with an organisation specialising in the IFA/intermediary markets. Our funds research is distributed to their network of 11,000 individuals at 8,000 firms.

...with advanced distribution.



Our varied investor engagement initiatives are an ideal way for corporates to expand their shareholder registers and deepen existing shareholder understanding of the business strategy and growth drivers.

Hardman & Co's comprehensive distribution generates leads of potential investors in a company. We have formed a unique pool of investors eager to meet and engage with management teams of UK Plcs and tax-enhanced funds.

Using our six-stage email campaigns and social media, we are able to connect you with the right shareholder base.

ENGAGE WITH INVESTORS

We track who has read our corporate research and report the analytics to our clients, enabling them to maximise the opportunity to connect with new investors.

Investor lunches

Exclusive opportunity for high-net-worth investors and wealth managers to talk with management and drill down on the investment case in a relaxed setting.

An aerial photograph of a mountainous region. The terrain is covered in green and brown vegetation. Several winding asphalt roads are visible, snaking across the hillsides. In the center-right, there is a small cluster of buildings, possibly a village or a farmstead. The overall scene is hazy, suggesting a high-altitude or slightly overcast environment.

Meet your shareholders.



A 360°
experience.

We offer pre-recorded and live events with our analysts and capital markets team, offering the opportunity to shed light on topical investing themes and insights.

Sector-themed interviews

Interviewing guests such as entrepreneurs, fund managers, IFAs and other financial services intermediaries to promote your business.

Single company webinars

Broadcast for an hour via Zoom, these typically attract a live audience of between 20 and 40 attendees. Connecting management teams to investor audiences directly.

Investor forums

Multiple corporate management teams presenting to an audience of high-net-worth and institutional investors. Investor forums can involve a keynote speaker followed by a panel session with a thematic or diverse focus. Typically attracts an audience of between 70 and 100 attendees.

WEBINARS WITH REACH



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