



Foley **Freisleben** LLC

Communications Counsel

INVESTOR  
RELATIONS

IR

FolFry implements investor relations programs designed to contribute to shareholder value over time. Clients seek us out to develop messages that clearly articulate their strategic business goals and investment rationales. Our firm guides public and pre-public companies in managing investor expectations, placing precedence upon our clients' credibility with their most influential stakeholders.

There are no substitutes for sound management and business fundamentals. Nonetheless, a public company's ability to demonstrate predictability and consistency over time is the powerful "third rail" in the investor relations equation. A source for unvarnished investor feedback, we facilitate the two-way flow of information between key Wall Street constituencies and our clients, engendering goodwill and trust, another key factor in building shareholder value.

#### **INVESTOR TARGETING AND OUTREACH**

FolFry maintains relationships with respected buy- and sell-side investors and analysts in the U.S.—and globally—whose criteria match our clients' profiles. Central to these share-marketing efforts, we identify and coordinate all elements of one-on-one meetings, roadshows, and investment-conference presentations intended to build sponsorship.

#### **FINANCIAL PUBLIC RELATIONS**

Properly timed, business media outreach is a cornerstone of effective financial communications programs. Our professional staff includes former business journalists, and we routinely interact with top-tier financial media, including CNBC, Dow-Jones/The Wall Street Journal, Reuters, Bloomberg and other major news reporting outlets.

#### **SHAREHOLDER COMMUNICATIONS**

We understand how to apply our message-development skills across multiple media and platforms, conceiving and producing award-winning print and digital annual reports, websites, investor presentations and events—from the most basic to highly elaborate.

#### **MATERIAL NEWS DISCLOSURE**

Serving as our clients' clearinghouse for dissemination of material corporate announcements, we draft and coordinate quarterly earnings releases and conference call scripts, in addition to other potentially market-

moving information. FolFry provides expert editorial services to best frame and position even the most sensitive company announcements.

#### **IPO SERVICES**

FolFry assists companies in the IR-specific elements of transition to publicly held status. We are sought to develop roadshow presentations and other materials, as well as prepare clients through question-and-answer documents, talking points and spokesperson training. Post issuance, our work entails drafting company disclosure policies and establishing IR infrastructure, including protocols for response to inquiries.

#### **PERCEPTION STUDIES AND MARKET INTELLIGENCE**

Our firm is positioned to serve as an objective source of information on investor and analyst opinions. We routinely conduct perception studies and peer-group analyses of constituencies relevant to our client companies, formulating comprehensive findings, and leveraging the gained knowledge into effective investor communications and outreach strategies.

#### **COUNSEL ON SHARE-RELATED ISSUES**

FolFry's decades of experience serving public and pre-public companies has honed broad peripheral vision on capital markets matters. We offer sound counsel and pragmatic strategies for handling management transitions, stock issuances and splits, and earnings surprises, to name just a few areas.



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Perception drives value.

We drive perception.™

## ABOUT FOLFRY

Public opinion—the ability to influence or, where need be, to alter it—is a powerful force.

FoleyFreisleben—or FolFry, as we are commonly referred—is a specialized communications consultancy that excels in building, shaping and managing the perceptions of our clients among targeted constituencies. FolFry is focused. We meld language, messages and images to satisfy specific objectives in narrowly defined practice areas that: drive investor sponsorship; cultivate favorable reputations; align products and services with customers and markets; and mobilize change for social good.

The firm is frequently called upon when reputation stakes are highest. Our clients respect and value the critical thinking and communications “candle power” we bring to every engagement—from routine matters to the most sensitive and complex corporate issues.



**CORPORATE COMMUNICATIONS  
INVESTOR RELATIONS  
ENTERPRISE MARKETING  
SOCIAL RESPONSIBILITY**

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