

Increasing the Funds exposure to the investment community

Pristine Advisers

An award-winning firm that has built a reputation for providing high-end experience in:

- Investor Relations,
- Public Relations
- Media Relations field.

With thousands of valuable contacts and over 33 years in operation.



Overview

5 Fund examples that sought Pristine Advisers expertise to gain additional retail investors, media exposure, and wanted enhanced visibility via a roadshow.

Pristine Advisers have an impeccable track record and relationships within the investment community and a high-quality database of target audiences exclusively for closed-end funds. This is why they were chosen to help these funds achieve their goals.

Solution

Pristine Advisers worked with each Fund to establish their:

- Current shareholder base,
- Potential shareholder base,
- Peer shareholder base,
- Current media exposure.

Then establishing the spokesperson and providing media training where required. Working individually with each Fund on their marketing materials and presentations and surveyed the investment community in advance to gauge sentiment and anticipate questions in advance. Each roadshow consisted of a 5-day journey to the key financial pockets of the U.S. and U.K.

Over the course of 5 days, Pristine Advisers responsibilities included: arranging meetings with current investors, potential investors, analysts, brokers and media in the US, Canada, and UK

FUND 1

Result was meetings with:

- 11 media
- 11 current investors
- 14 potential investors
- 8 financial advisors
- 4 analysts

FUND 2

Result was meetings with:

- 12 media interviews
- 15 current investors
- 13 potential investors
- 6 financial advisors
- 2 analysts

FUND 3

Result was meetings with:

- 14 media interviews
- 12 current investors
- 14 potential investors
- 6 financial advisors
- 2 analysts

FUND 4

Result was meetings with:

- 12 media interviews
- 13 current investors
- 16 potential investors
- 4 financial advisors
- 3 analysts

FUND 5

Result was meetings with:

- 16 media interviews
- 10 current investors
- 15 potential investors
- 5 financial advisors
- 2 analysts

ANALYSIS

Pristine Advisers detailed media database with connections to all of the key financial media, enabled the positive results.