

**Increasing awareness of board approved plans to shareholders and potential investors.**

## 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.



**INVESTOR RELATIONS  
PUBLIC RELATIONS  
MARKETING**



**AWARD  
WINNING**



**33 YEARS OF  
EXPERTISE**



**EXPERIENCED  
TEAM**

## Overview

The **ABC Fund** was in the process of implementing a Management Distribution Plan (MDP) that the board approved.

**ABC Funds** aims were:

- Raise awareness of this new plan to its current shareholder base,
- Attract new retail investors looking for new study cash flow.

**ABC Fund** had announced that under the MDP, the Fund would pay 11% of NAV per year, in quarterly cash distributers.

## Solution

**Pristine Advisers** worked with **ABC Fund** to develop a set of clear objectives in order to best address their new MDP that included:

- Increasing the Fund's market value amid uncertainty in the CEF market
- Developing a clear and concise message platform
- Strengthening institutional ownership in order to gain a higher profile and knowledgeable investor base.

**Pristine Advisers** drew upon its diverse set of strengths and experience to establish specific solutions:

<p><b>Provided</b> investors with outreach platform for ease of information access.</p>	<p><b>Recreated</b> the Funds Investors pitch with compelling growth proposition and focus on future performance.</p>	<p><b>Planned</b> and executed investor roadshows in major financial centers throughout the U.S.</p>	<p><b>Created</b> a social media presence for the Fund to allow for continuous flow of key information.</p>
<p><b>Participated</b> in our closed end Fund conference attracted global high net worth investors.</p>	<p><b>Produced</b> and delivered a mailing to the Funds NOBO List to increase awareness.</p>	<p><b>Introducing</b> our 9,000+ broker database to the Fund through a mailing.</p>	<p><b>Attended</b> the Financial Conference in Las Vegas, with a pre-mailing to 1,000 LV brokers.</p>

## Results

Our program helped strengthen relationships with this Fund's current shareholders and also helped establish new relationships within the investment community.

<p><b>21%</b> Increase in the Funds average annual total return.</p>	<p><b>13%</b> Increase in net asset value.</p>	<p><b>17%</b> Increase in share price.</p>	<p><b>13%</b> Increase in total net asset value.</p>
<p><b>45%</b> Increase in database signups in 5months.</p>	<p><b>140%</b> Increase in conference call attendance.</p>	<p><b>226%</b> Increase in media exposure.</p>	<p><b>448%</b> Increase in website traffic.</p>