

Increasing client through rates and uptake from company marketing emails

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 Asia Pacific Fund (NYSE: APB) is managed by Baring Asset Management.

The Asia Pacific Fund was looking to have its “Fund Name” recognized, as opposed to “Baring Asset Management”.

It had an issue of declining share price as well as a campaign from a shareholder activist who discussed open-ending the Fund.

Solution

Working with the Fund and Baring Asset Management, Pristine Advisers crafted positioning messages to be delivered to key audiences including the media, investors, analysts and brokers. To ensure optimal positive media coverage and create positive awareness of the Fund, our tactics included:

- Liaised with the Funds Hong Kong branch to promote the Fund name
- Ensured media coverage reached domestic and international outlets
- Assessed investor sentiment through the Funds toll-free telephone line and one-on-one conversations and provided management with a detailed report
- Planned a course of action on how to promote the Fund during a crisis period when investor sentiment was at an all-time-low by establishing and cultivating an on-going dialogue and relationship with current and potential retail and institutional investors
- Maintained interest with the retail investment community by remaining accessible to sell-side analysts and continuing to meet with retail brokers
- Conducted quarterly conference calls with the portfolio manager giving detailed presentations and Q&A sessions with brokers and analysts to ensure a positive rapport was established
- Worked closely with analysts and portfolio manager to help establish positive analyst reports
- Conducted roadshows with the management team to meet and present positive aspects of the Fund to the investment community and media ensuring optimal feedback was achieved.

Results

Morningstar continues to give the Fund a three-star rating. Analysts maintain the Fund as a long-standing recommendation and list it as an “Outperform.”

Having built strong media relationships including Dow Jones, the Far Eastern Economic Review, Wall Street Journal, Financial Times and Forbes. Domestically, the Far Eastern Economic Review and Asian Wall Street Journal reporters look to the manager for insight and WSJ has written a feature story on the Fund and Forbes issued an exclusive story on the Fund highlighting APB and its Portfolio Manager.

The Fund now receives an average of 75-150 media hits per quarter. The media attention has assisted in building the overall image of the Fund and its assets under management.