

## Press Release

### ***Sponsored Investment Story Marketing* - new product for direct communication between issuer and investor**

- **Particularly companies with medium to small market capitalisation need to establish new ways of investor access**
- **Personal relationship with investors is crucial for capital market visibility**
- **Sponsored Investment Story Marketing unites strategic communication with expertise in financial research and sales**

Frankfurt/Main, 19 January 2017 – Current extensive changes in the capital market require new approaches: With their „Sponsored Investment Story Marketing“ service offering, the experts of MATHEE GmbH and x-ray equity consult gmbh support listed mid- and small-cap companies in tuning their equity story to the needs of the target groups and in identifying suitable investors. The approach reduces the cost of raising capital.

MATHEE and x-ray equity consult in co-operation open up new paths to establish a close relationship between issuer and investor. MATHEE’s sound expertise in communications combined with the proven expertise of xray equity in equity research and sales provides mid- and small-cap-companies with a direct access to relevant groups of investors.

Listed companies presently experience a decline in research coverage and weakening demand for road show appointments. This corresponds with brokers who complain that road shows with small- and medium-sized corporations are not profitable anymore. Issuers already feel constraints from additional regulatory hurdles in reaching investors, well ahead of MIFID II becoming effective.

As Lucia Mathee, Managing Director of MATHEE GmbH and accredited equity analyst puts it: “Capital markets are undergoing a tremendous transformation process. Especially smaller listed companies are facing the challenge of simply losing their access to the capital market or being rendered a plaything of activists and private equity funds. By co-operating with x-ray equity we generate higher capital market visibility for our customers and a sound investor feedback. Thus, we also contribute to an efficient use of board member resources. Our Sponsored Investment Story Marketing represents a customised solution for our corporate clients.”

“There are other important changes in addition to MIFID II”, says Heiko Backmann, CFA. The founder of x-ray equity consult gmbh mentions MAR, the European Market Abuse Regulation, effective since July 2016. “MAR strictly regulates pre-placement- and pre-IPO-communication. In order to be on the safe side from a legal perspective, compliance departments of asset managers play a much stronger role in channelling the communication ahead of raising capital, even for non-deal related road shows. Dedicated Investment Story Marketing will reduce regulatory risks before approaching investors. MATHEE and x-ray make use of their long standing personal relationship to capital market players to prepare an approachable investor base in the interest of our clients.”

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## About MiFID II

The “Markets in Financial Instruments Directive” (MIFID) has regulated the financial markets in the EU since November 2007. As of January 1<sup>st</sup> 2018, MIFID will be replaced by MIFID II. The EU Commission takes into account that structures in the financial market have changed. Main objectives are: investor protection, transparency, efficiency and financial market integrity. In order to protect investors, stricter rules for the marketing of financial products and investment funds are planned. Regular reporting on the amount and structure of fees will have to be provided to the investor. This is a topic which is being discussed mostly with respect to private investor protection. It will however have a direct effect on stock-market-listed companies. Services, which have been commonly available for corporations, such as corporate analyses, up-to-date market data as well as field trips will become very limited in future.

## About MATHEE GmbH

Since 1998 MATHEE stands for hands-on consulting and best-in-class investor relations. With an aggregated capital markets experience of over 100 years, we base our work on a profound and broad expertise in investor relations, sell-side research and portfolio management. In numerous projects for renowned listed companies, MATHEE has provided corporations with a successful capital markets access through the development of a well-founded, tailor-made equity story. Moreover, we offer the following services: IR-support and IR-outsourcing, strategic communications, communications support in special situations, organizational consulting and business coaching. We also specialise in shareholder identification, perception studies und investor targeting.

## About x-ray equity consult gmbh

x-ray equity consults institutional equity investors in Germany and the UK. x-ray equity consult is dedicated to independent research and consulting with no influence from corporate finance or banking. On back of more than 20 years of capital market experience in equity analysis and equity sales, a high number of investor meetings, road shows and placements have been organised and numerous investment stories have been studied and marketed to institutional investors. In this sense, x-ray equity maintains reliable personal relationships to numerous institutional investors in London and Frankfurt.