

Critical analysis to maximise investor outreach

Our Service

Investor targeting, at some level, is a component of every Investor Relations programme. However, the true value of Ipreo's targeting service comes from the depth of the analysis, the quality of the contacts you receive, and the level of analyst support you have access to. Led by the people who revolutionised the targeting industry, Ipreo leverages unparalleled knowledge of the buy-side and sell-side communities to provide clients with continuous evaluation and analysis of the investing landscape. The benefits of meeting with new investors include diversifying and expanding your shareholder base, adding long-term, loyal holders and building interest in your stock to counterbalance selling. Ipreo is skilled at identifying investors whose investment style and criteria for investing are compatible with your company's fundamentals. By offering the most innovative quantitative and qualitative analysis in the industry, our experienced analysts help companies implement effective and efficient investor outreach programmes.

Quick facts

- z Fundamental valuation analysis of a company's position amongst peers and the market
- z Advanced investor targeting for proactive investor outreach
- z In-depth ownership composition & analysis
- z Profiles on investor targets providing detailed insight
- z Predictive modeling of likely future institutional activity
- z Insight into likely behavior and fit of existing shareholders

XYZ Institutional Targets

Top European Targets

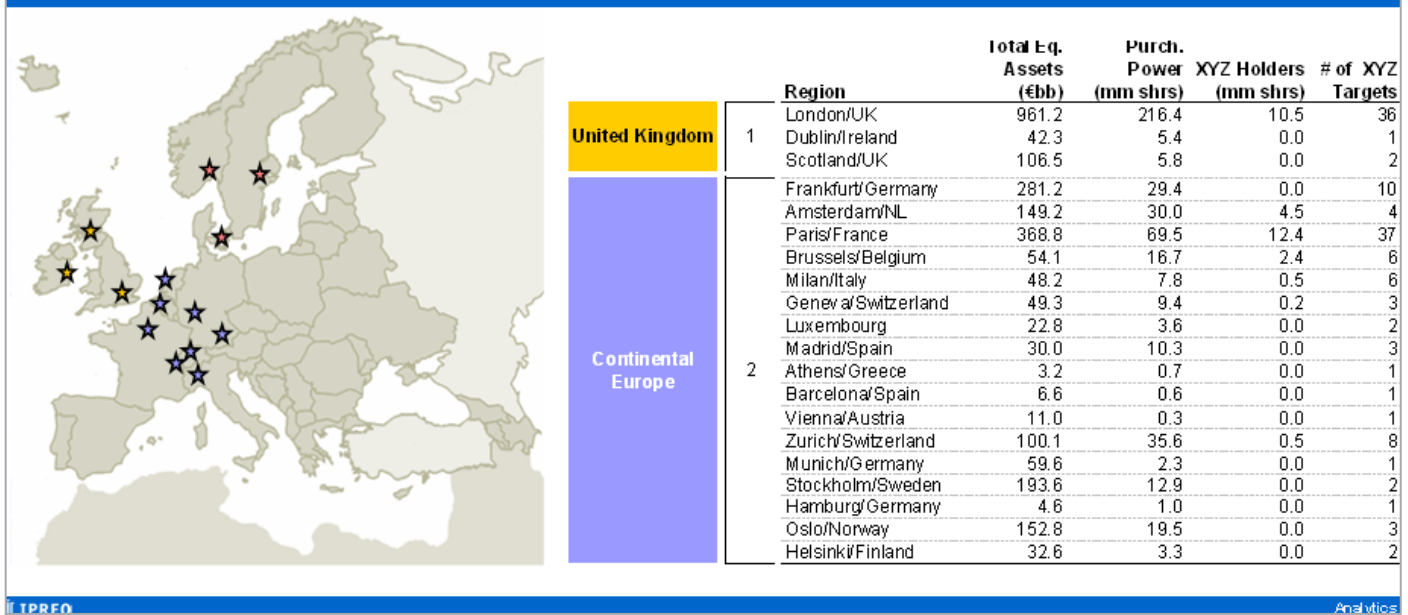
Sorted by Rank (Ascending)

Institution Name	Rank	Eq. Assets		Suitability Score	Purch. Power Amount (€ mm)	XYZ		Industry Peers		Sector / Cap / Geo Profile		
		(€ mm)	City			Value (€ mm)	Val Chg (€ mm)	Value (€ mm)	Val Chg (€ mm)	% Tech	% Small Cap	% Europe
Silchester International Investors	1	7,518.0	London	52	54.0	0.0	0.0	50.0	0.0	2.6%	38.0%	18.3%
Bestinvest Gestion SGIIC SA	1	4,395.3	Madrid	82	36.0	0.0	0.0	36.0	0.0	0.9%	45.4%	91.8%
Braun, von Wyss & Müller AG	1	956.1	Zurich	48	34.5	0.0	0.0	97.5	0.0	21.7%	46.1%	46.9%
AXA Framlington Group Limited	1	6,133.5	London	83	27.7	0.0	0.0	52.0	0.0	9.0%	33.4%	4.7%
AXA Investment Managers UK Ltd.	1	18,578.4	London	92	25.6	0.0	0.0	6.4	3.8	1.3%	6.8%	2.1%
KBC Asset Management NV	1	14,183.8	Brussels	71	24.8	0.5	-0.4	12.2	-0.1	7.7%	9.2%	44.9%
Allianz Global Investors	1	116,577.8	Frankfurt	70	20.6	0.0	0.0	85.8	-4.7	2.8%	1.8%	24.8%
Alken Asset Management LLP	1	2,337.8	London	59	19.4	0.0	0.0	0.0	0.0	16.5%	15.1%	90.2%
Morgan Stanley IM	1	27,305.3	London	73	18.8	7.5	-3.8	91.4	24.9	3.8%	9.7%	35.9%
Julius Baer	1	4,204.4	Zurich	80	15.7	0.0	0.0	122.0	0.0	7.3%	12.2%	54.0%
Deka Investment GmbH	1	40,605.4	Frankfurt	78	14.1	0.0	-0.4	0.2	-1.2	3.7%	3.0%	45.8%
COMINVEST Asset Management	1	12,117.2	Frankfurt	84	11.6	0.0	0.0	2.6	-0.7	6.0%	6.9%	83.8%
Petercam	1	3,680.8	Brussels	85	10.2	2.1	1.2	45.8	0.0	2.9%	18.5%	86.0%
Pioneer Investments	1	19,815.7	Munich	76	8.6	0.0	-0.2	2.2	-1.4	5.0%	4.9%	44.5%
Fortis Investment Management SA	1	13,219.1	Brussels	79	8.2	0.0	0.0	3.5	-1.8	2.9%	5.3%	24.5%
Banque Degroof	1	5,495.2	Brussels	77	7.6	0.2	-0.5	1.5	-1.1	6.0%	6.5%	69.2%
Syz & Co. Asset Management Ltd.	1	3,716.4	London	82	7.5	0.0	0.0	75.8	0.0	6.3%	11.4%	82.3%
Metzler Investment GmbH	1	9,961.2	Frankfurt	75	5.3	0.0	0.0	1.3	-0.1	7.6%	5.6%	55.5%
AIG Global Investment Corp.	1	677.4	London	67	5.1	0.0	0.0	0.0	0.0	5.5%	36.1%	66.9%
Griffin Capital Management	1	1,445.7	London	91	3.2	0.0	0.0	2.8	2.8	1.6%	16.0%	81.4%

Investor Targeting - A Quantitative and Qualitative Approach

- z The highest quality contacts combined with actionable intelligence
- z In-depth screening processes focusing on business segments, market capitalisation, investing fundamentals and macroeconomic data
- z Innovative peer groups, creating the most complete view of the client, including unique situations
- z Comprehensive buying and selling analysis, identifying historical ownership trends
- z The most advanced targeting algorithms, evaluating investments on a fundamental basis to determine optimal investors
- z Analysis beyond targeting: providing intelligence to identify overweight investors and likely sellers
- z Collaboration with senior management throughout the targeting process

Regional Breakdown



About Ipreo

The marriage of deep industry expertise and dynamic innovation, Ipreo brings market-leading intelligence, robust technology, and superior customer service to all participants in the global capital markets. Built on a legacy of experience and a thorough understanding of capital markets, Ipreo provides critical insights and flexible solutions to help our clients run better investor relations programmes.

