

Advisors to the Board & C-Suite

We build, protect, and enhance Corporate Reputations and Investment Brands

The Alpha Companies, including Alpha IR and Alpha Advisory, bring deep sector expertise and senior-driven programs focused on our clients' most critical stakeholders. Our integrated work includes strategic investor relations consulting, corporate communications advisory, crisis and issues management, as well as transactions and board advisory counsel.

We are the right choice to manage our clients' reputations, credibility, brand, and ultimately, their valuation. With offices located in Chicago, New York, Boston, and Dallas, we serve companies across all industries and through multiple inflection points in the business cycle.

The Alpha Advantage



INVESTOR RELATIONS

- IR Partnerships
- IR Audit / Scorecard
- Perception Studies
- Investor / Analyst Days
- Alpha IR Academy
- Alpha IR Talent Solutions

CORPORATE COMMUNICATIONS

- Media Relations
- Thought Leadership
- Social Media
- Employee Communications
- Corporate Responsibility
- Brand Repositioning

ISSUES & CRISIS MANAGEMENT

- Crisis Preparedness
- Live Crisis Mitigation
- Post-Crisis Recovery
- Activist Counsel & Defense
- CEO/Executive Transitions
- Transformation Comms

TRANSACTIONS, IPOs, & ADVISORY

- IPOs
- SPAC Programs
- M&A / Divestitures
- Spinoffs
- Board Engagements
- Capital Markets

Shareholder Engagement

Today's Board of Directors (BoD) are pursuing proactive, structured director-shareholder engagement strategies. While on the rise, this is still done by a minority of public companies. In support of the BoD's efforts, Alpha can help lay out and execute a proactive, best-practices approach to engaging Wall Street proxy-voting and influencing parties with designated directors. Our program's objective is to foster transparency and an open dialogue throughout the year in a continuous effort to garner support for the strategy, proxy voting needs, and any other unforeseen matters, such as activist threats.

	Foster Transparency	Building trust & maintaining positive relationships
	Prepare for Proxy Season	Use proxy "offseason" to build support & express POV
	Routinely Educate BoD	Best-practices approach to ensure effective decisions
	Influence Critical Parties	Engage & message early, align with voting parties
	Stay Ahead of Activist Threats	Strong governance, maintain a pulse on shareholders

Qualitatively Assess

- ✓ What's hindering investment?
- ✓ Is our messaging/guidance resonating?
- ✓ How do we shift Wall Street perceptions?

IR Scorecard

Quantitatively Assess

- ✓ Buying potential of shareholders?
- ✓ Potential investors' trigger points?
- ✓ IR team and measurement approach?

IR Program Audit

Whether you are part of a board looking to assess your IR program every two years, or a public company in need of a strategic IR plan, Alpha's proprietary IR Audit is the right solution. Our strategic IR Audits/Plans are built from a foundation of research and are customized to fit each client. This work is comprehensive and digs into critical issues surrounding your IR messaging and materials, influential investor perceptions, historical Wall Street visibility, future investor targeting, your IR team's structure, etc.

Crisis Planning / Response / Recovery

With over 200 years of collective crisis experience, much of which has been in the support of public companies, our team has counseled a wide variety of organizations through significant events that had the potential to radically change the brand and long-term viability of those institutions. Our team will help you understand where you're vulnerable and equip you to quickly and proactively respond if and when, issues arise or escalate. In times of real crisis, we will work alongside you to define and execute an effective communications response strategy. And we'll align with you after a crisis to help your brand emerge stronger than before.

