
S&P Global

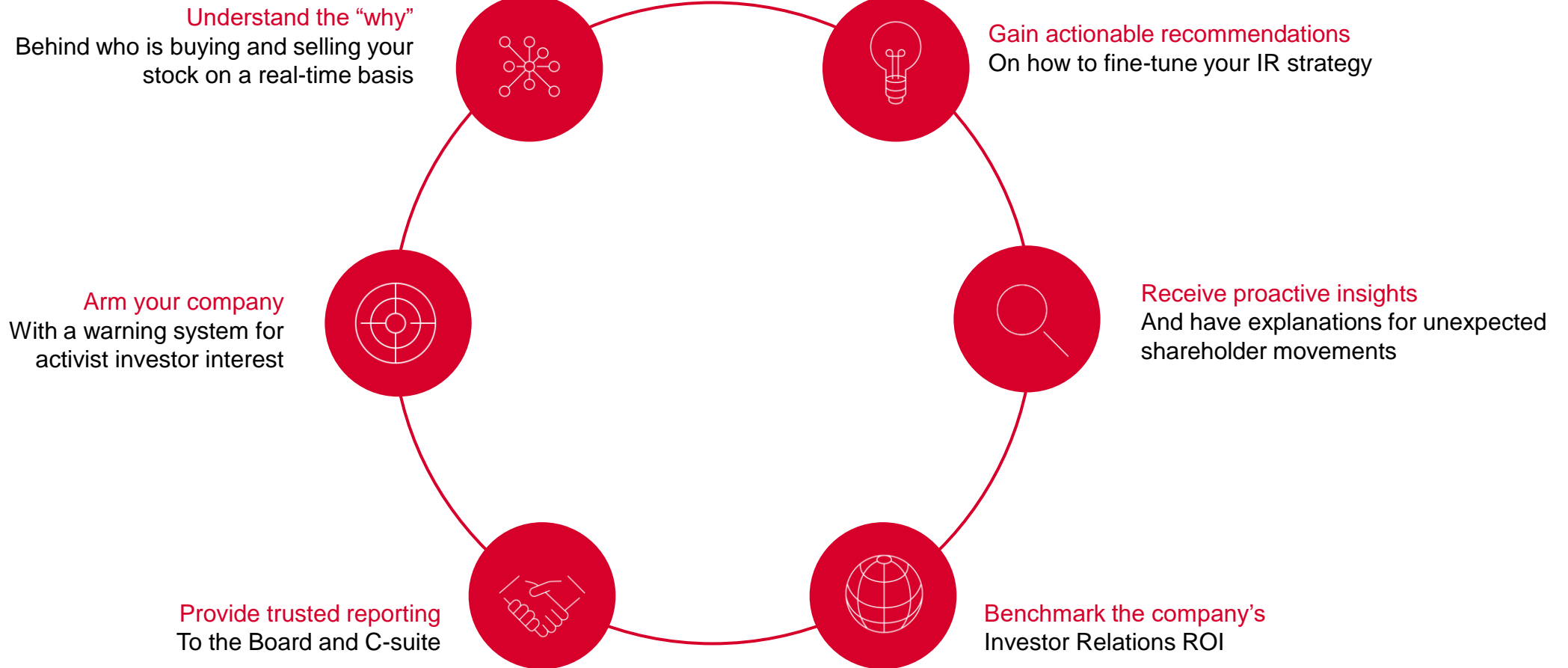
Market Intelligence

Issuer Solutions Global Markets Intelligence

<https://www.spglobal.com/marketintelligence/en/mi/products/investor-relations-solutions.html>

Global Markets Intelligence

What is Stock Surveillance



Global Markets Intelligence

Why S&P Global for Global Markets Intelligence?

- 1** Industry-leading **Experience**
We leverage our 1,300+ client base, experienced analysts, and proprietary historical data to provide the most accurate surveillance in the industry
- 2** Market **Feedback**
Focused on identifying factors impacting trading activity, valuation and to measure the effectiveness of communication
- 3** Client Partnership **Team Approach**
Lowest client-analyst ratio in the industry and aligns each client with a dedicated advisory team
- 4** Market **Structure**
Senior capital market experts analyze and explain the impact of market structure on your stock
- 5** IR **Best Practice Advisory**
We collaborate with best-in-class IR practitioners and industry partners to produce and engage in thought leadership
- 6** Flexible **Approach**
Tailored to each company's unique IR needs and goals

Global Markets Intelligence

How is S&P's Surveillance ACTIONABLE?

- 1** Industry-leading **Activist Monitoring**
Is IR, Management, and the Board prepared for a potential activist investor? Don't be caught off guard. Clients using S&P's Activist Surveillance are a step ahead at the most critical time.
- 2** Have a more **accurate explanation** of trading
When management knocks on IR's door, they want a crisp, accurate, and timely explanation of why the stock is doing X? Unless your CEO can be convinced that question isn't actionable, and you can turn them away, IR will need an answer.
- 3** More effective **Investor Meetings** and **Outreach**
Public ownership is stale and can be misleading. When meeting investors, know which firms have been buying or selling your stock for more effective meetings. Prioritize your time effectively and drive ROI.
- 4** Outsourced **IR Reporting**
Management asking for a peer analysis? The board needs a data intensive ownership report ASAP? Your S&P Global GMI analyst has you covered as an extension of your IR team

Global Markets Intelligence



Daily/Weekly/Monthly Reporting

Ownership updates, peer relative stock performance, options analysis, shareholder characteristics, shareholder cost basis, etc



Commentary/News

Pre-market, intraday, and closing broader market commentary



Regularly scheduled calls & real-time trading updates

Surveillance team check-in to discuss trading and shareholder activity. Updates on activity including trading desk comments, options monitoring, blocks, volume, price, etc



Board report support

Suggest typical slides we see across IR departments, and also create customized slides as needed



Advisory services

Director level analyst with 5+ years of experience with the ability to advise on topics including investor tendencies, sector trading and investor day best practices, etc



Investor feedback outreach (Optional)

Email-based investor feedback outreach; bridging the gap between the buy-side's view of your company against external messaging.



Ad Hoc reports, projects and research

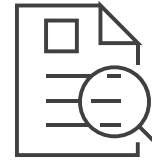
Specialized news aggregation, prioritizing of corporate access meeting lists, earnings calendar, peer earnings summary, Institutional Capture Rate

Activist Advisory



Advisory Services: Best Practices

- Access to S&P Global's extensive Activist Advisory client network
- Vetting of all IR activity (calls, meetings, website activity) for potential indications of activist interest and due diligence
- Regularly scheduled activist advisory calls with issuer as well as any additional outside advisors (PR, legal, proxy, banking)
- Insight into activist campaign histories, patterns of accumulation and interaction
- Best practice IR advisory on internal reporting and communication, investor outreach and investor perception linked with potential activist strategies



Reporting Services: Daily/Weekly Reports

- Executive-ready daily and weekly activist settlement reporting and threat level analysis on key ownership movements
- Real-time alerts on indications of activist holdings
- Real-time trading updates on aberrational equity and options activity that may connect with activist strategies

Reporting Services: Monthly Reports

- Activist ownership updates included in Global Markets Intelligence monthly report
- Board report content support

International Identification

The Problem

Publicly disclosed ownership data typically understates international ownership by anywhere from 15% - 25%. Including stale mutual fund filings that may be as old as 12 months, the number rises higher.



The Solution

Through its best-in-class research and analysis, establish and maintain relationships with international shareholder base, to measure investor outreach program.

What is the S&P Global Advantage?

- 1** Unlock your full international shareholder list not just what you see in the public domain
- 2** Identify potential investors as well as current investors that are underweight vs. peers
- 3** Establish a baseline to measure the ROI of your international IR outreach
- 4** Increase the efficiency and effectiveness of international roadshow planning by having the most accurate investor data
- 5** Identify geographical strengths and opportunities in your shareholder base vs peers

International Identification

Why S&P Global for International Identification?

- 1 Local Presence, International Reach**
Continuous service from a dedicated US-based analyst serving your team with the backing of a global multi-lingual support network
- 2 Contact Network**
Working with clients around the world for over 20 years, we have cultivated a network of buy-side contacts at over 500 buy-side firms in Europe and Asia. S&P Global is the only provider in the market with a dedicated team focused on maintaining and expanding buy-side relationships
- 3 Seamless Integration**
Integration with Global Markets Intelligence, BD Corporate and Corporate Analytics services
- 4 Customized Approach**
S&P Global tailors research, report focus and timing to suit client specific needs

Industry Expertise & Team Approach

TEAM ALIGNMENT

Partner with experienced industry specialists to drive focused strategy.

CLIENT FOCUS

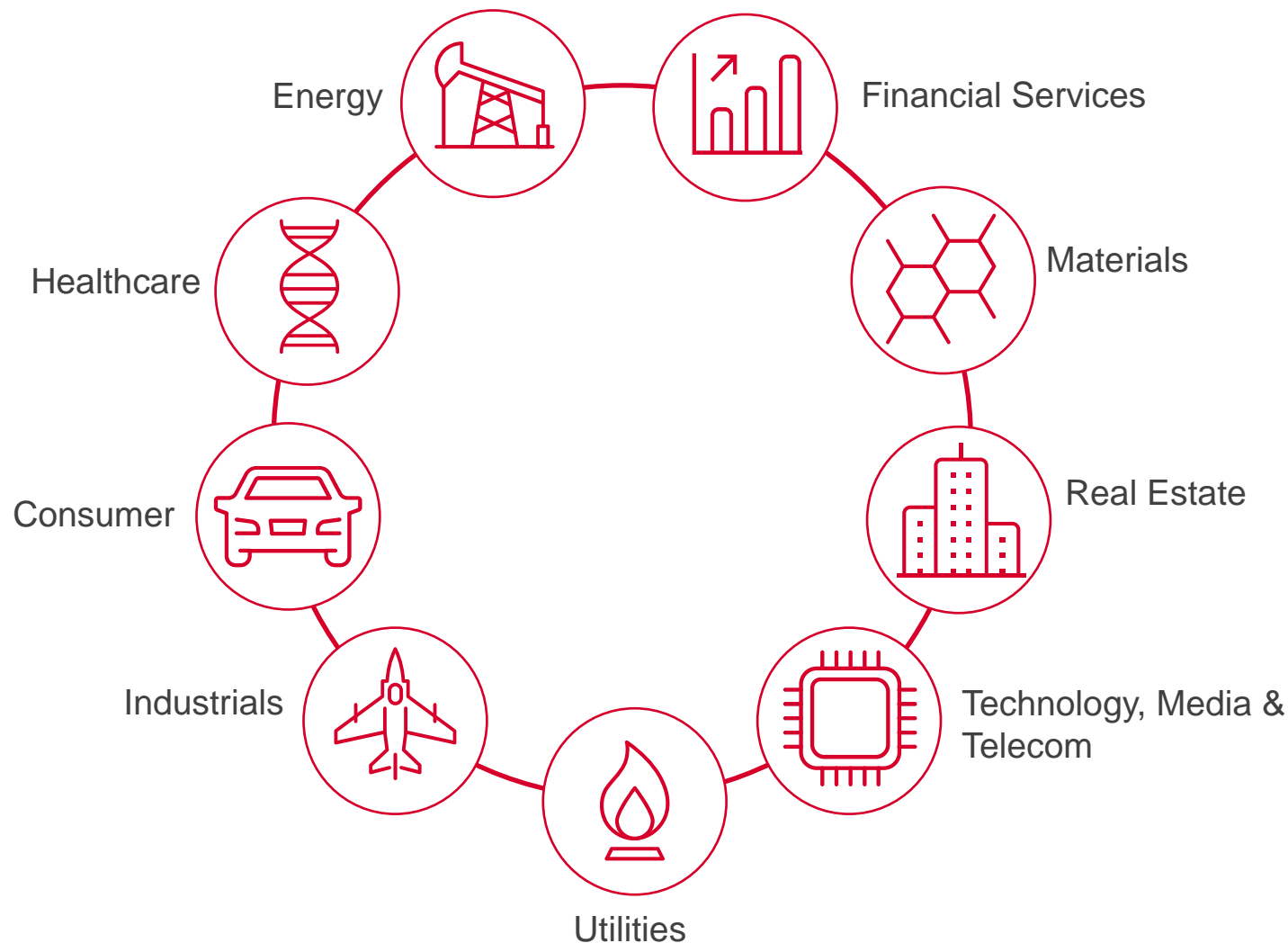
Lowest client/analyst ratio in the industry to ensure a custom and dedicated team approach.

SURVEILLANCE CONNECTION

Alignment with surveillance specialists monitoring over \$3T in capital flows daily, to form multi-disciplinary advisory team.

TEAM SYNERGY

Connect insight on retrospective market events and daily trading analyses to forward looking decision making.



S&P Global Client Partner Feedback

We support IR and management teams looking to proactively drive successful investor engagement programs

Utility Sector IRO

“In all my IRO roles, S&P Global has been a true **IR partner** and I can only give the highest recommendations of the calibre of the teams.”

Consumer Sector IRO

“Great experience so far – helpful, responsive, friendly team that we know we can **always count on** any time of day for any kind of request.”

Healthcare Sector IRO

“Team has energetic personalities and always **willing to go the extra mile**. Their helpfulness and eagerness are much appreciated.”

Healthcare IRO

“We **could not succeed in IR without S&P Global targeting**. S&P Global has great support and are willing to assist with ad hoc request on short notice.”

Consumer IRO

“Our analyst is **very knowledgeable, proactive**. She always follows up on our marketing plans to make sure she’s supporting us – even if they’re only in preliminary stages. She’s been a great add on to our team!”

TMT IRO

“Since transitioning to S&P Global from NASDAQ, the TMT advisory team has been **incredible partners** to us. From anticipating our needs to providing timely and constructive market color, the team is truly an extension of our IR efforts.”

At S&P Global Market Intelligence, we understand the importance of accurate, deep and insightful information. Our team of experts delivers unrivaled insights and leading data and technology solutions, partnering with customers to expand their perspective, operate with confidence, and make decisions with conviction.

S&P Global Market Intelligence is a division of S&P Global (NYSE: SPGI). S&P Global is the world's foremost provider of credit ratings, benchmarks, analytics and workflow solutions in the global capital, commodity and automotive markets. With every one of our offerings, we help many of the world's leading organizations navigate the economic landscape so they can plan for tomorrow, today. For more information, visit www.spglobal.com/marketintelligence.