

# **FINANCIAL COMMUNICATION & INVESTOR RELATIONS**

# WHO WE ARE

A CATALYST FOR GROWTH, TRANSPARENCY, VALUE CREATION AND REPUTATION

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- HEAR-ir offers financial communication, PR and IR consultancy to listed and non-listed companies, willing to better leverage their messaging to the financial community through a sustainable and effective programs and/or when facing particular business transactions
- HEAR-ir recognize the positive impact of *best-in-class* Media and IR programs and we work together with our clients for a proper and effective communication to the financial market



# WHO WE ARE

CORE FINANCIAL COMMUNICATIONS SUPPORT: YOUR PROFESSIONAL, EXPERIENCED COUNSELLOR

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- HEAR-ir provides management team with strategic counsel on all aspects of your communications
- We consider Corporate and Financial communication as the way to increase each company's competitive advantage in the market and in the financial community, in order to attract potential investors and financial resources

**EACH COMPANY OR ORGANISATION FACE THE NEED FOR  
DISTINCT COMMUNICATION**

# HEAR-ir: BEST IN CLASS SERVICES

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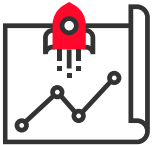
## CORPORATE COMMUNICATION & PR:

HEAR-ir can support its clients in the management of the relationships with stakeholders, media, journalists, thus contributing to enhance the quality of corporate and business decisions



## CAPITAL MARKET COMMUNICATION:

We are an advisor for sound financial communication strategies during capital market operations on the primary and secondary markets (IPO, OPA, OPS), capital increase and M&A activities



## INVESTOR RELATIONS:

We address efforts to the highly specialized market of IR for mid and small-caps. We help companies to unveil the best strategies and increase stock visibility while recruiting the most qualified key investors



## CRISIS MANAGEMENT:

We leverage on our wide experience and know-how in guiding clients through moments of crisis and challenging times working on the company's reputation



## CORPORATE ACCESS:

HEAR-ir helps its clients in selecting key investors and in maintaining a dialogue with existing shareholders to maximize companies' own value



## M&A:

At HEAR-ir we have a broad understanding in the identification and analysis of M&A opportunities. We can help both in the full M&A process and the way the company wants to communicate it to the market



## ESG FACTORS:

ESG reporting is now a core part of the investment decision process – ESG related information moved from a marginal to a central part of investment analysis

# KEY ACTIVITIES

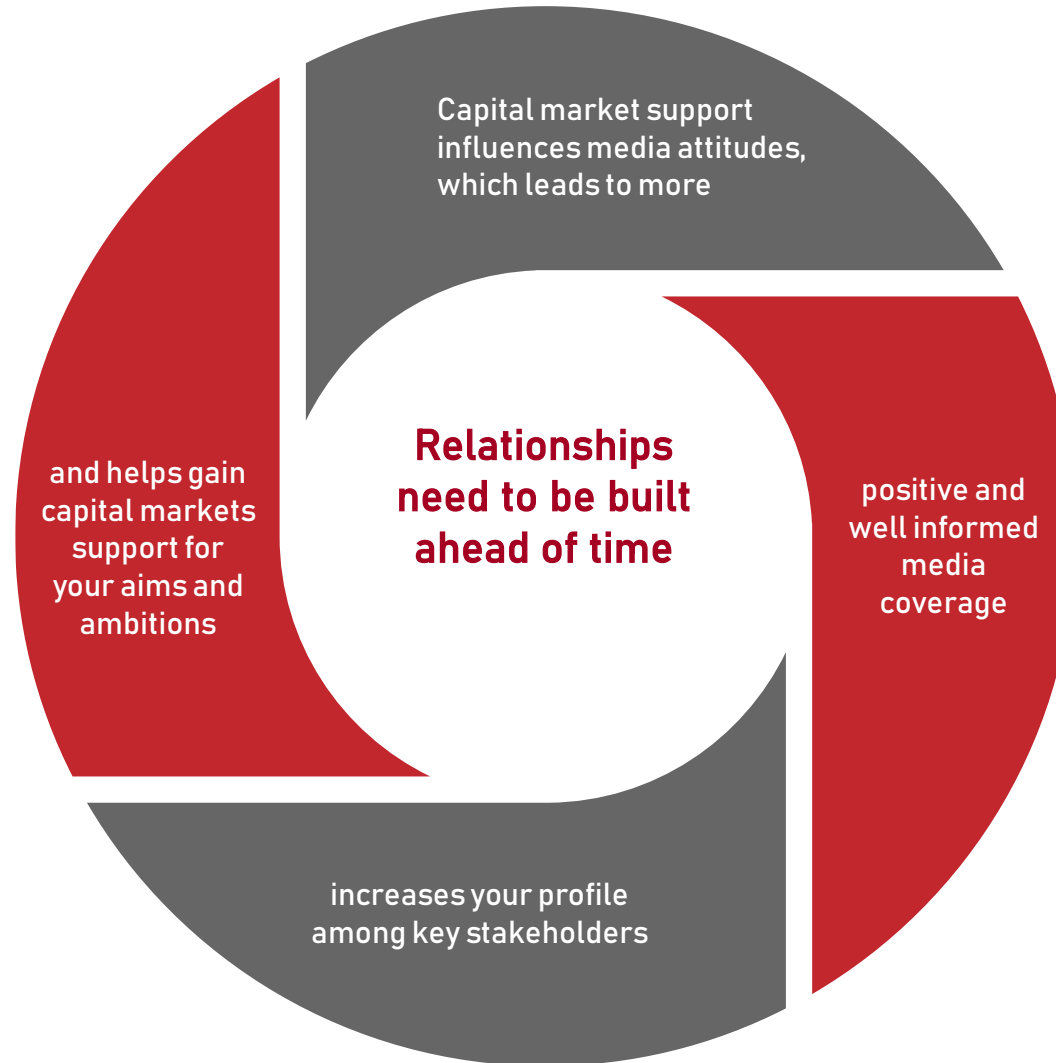
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1. Provide management team with strategic counsel on all aspects of **Communication**
2. Market intelligence and monitoring: **Eyes and Ears in the market** - Sharing of network intelligence from media and investor contacts
3. Swiftly **identify and solve issues** and coordinating results and feedback
4. Support with all **communications messaging and materials** and support your internal communication team
5. Work closely with **C-Suite** on sell-side intelligence, targeting, consensus and feedback, shareholders' management and agenda
6. Monitor and analyze **key industry opportunities** and issues
7. Capital **Markets Day, with Media Relations, journalists and Analyst** workshops' planning and support
8. Full **M&A activity** advice and support
9. New **ESG** issues analyses and recommendations
10. Full **financial calendar** upkeep
11. Assist with **IR and Media website** and online footprint

# CAPITAL MARKETS AND COMMUNICATION

CAPITAL MARKETS AND MEDIA OPINION ARE SELF-REINFORCING

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# CORPORATE COMMUNICATION AND PR

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- In the field of Corporate Communication, we address a rather demanding audience, and we can offer services in both Executive and Internal Communication
  - At the Executive level, we work side by side with the client in the conviction that both the goals and the business model must be clearly expressed
  - At the level of Internal Communication, we primarily address employees, with the intention of making them understand the foundations on which the organisation they work in is based

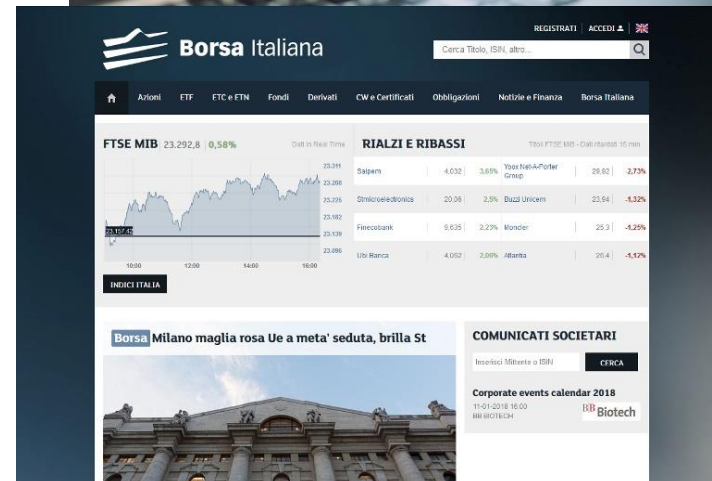
## Media and Public Relations

- At HEAR-ir we have both a deep understanding of Financial Markets, Financial Communication and Marketing Communication. The mixture of these creates a very effective synergies between PR, Media and Financial Communication, especially for listed companies
- Corporate reputation can certainly improve through proactive work with the media world, based on financial aspects and information. At the same time, a winning media profile helps to increase the interest of institutional investors, whatever their category
- We are experienced Media and IR trainers, having spent time working closely with business leaders. We customise each IR and media training session to best reflect the daily working life of the

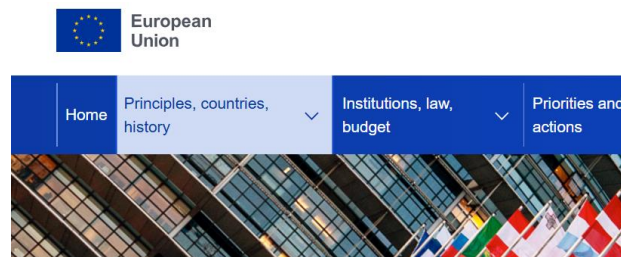


# DEVELOPING THE PLAN - Communication Vehicles

- News releases
- Media relations
- Presentations
- Earning conference calls
- PR and IR meetings
- Webcast fact sheets
- Annual reports
- IR and Media website



## Bloomberg Markets Daily



| Markets Snapshot          |           |        |
|---------------------------|-----------|--------|
| S&P 500 Futures           | 5,895.5   | -0.41% |
| Nasdaq 100 Futures        | 20,564.75 | -0.33% |
| Stoxx Europe 600 Index    | 498.68    | -0.83% |
| US 10-Year Treasury Yield | 4.359%    | -0.057 |
| Bitcoin                   | 91,588.75 | +0.24% |

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# ROLE IN AN IPO

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1. Advise on and execute the **IPO communication strategy – Media, PR, IR**
2. Advise on key communications materials: announcements, Q&A, key messages, **prospectus, investor presentation**, internal memos
3. **Full communications coordination with advisors**, distribution, logistics
4. Manage the **media to support and defend the valuation** and to enhance the company's and sponsors' reputation
5. Identify **reputational risk** and potential communications issues, and provide solutions
6. Manage **non-syndicate sell-side analysts**, if required
7. Support with **internal communications**
8. Brief and train **spokespeople** ahead of any media engagement
9. Support with building **IR website**, web maintenance, online monitoring
10. Build supportive media **and sell-side support for the aftermarket**



# WHAT IS INVESTOR RELATIONS?

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A

A strategic management responsibility required for public-traded companies

B

Integrates finance, communication, marketing and securities law compliance

C

Contributes to achieving fair valuation for the company

*“IR is a strategic management responsibility that integrates finance, communication, marketing and securities law compliance to enable the most efficient two-way communication between a company, the financial community, and other constituencies, which ultimately contributes to a company’s securities achieving Fair Valuation”*

*-source “National Investor Relations Institute”*

# THE ROLE OF IR IS CHANGING

## ESG FACTORS AS A MUST

- ESG measures the potential risk a company may face in relation to environmental, social, and governance factors
- ESG reporting is now a core part of the investment decision process – ESG related information moved from a marginal to a central part of investment analysis – it is more and more part of the stakeholders' engagement helping to facilitate the link between the financial market and the SDG (Sustainable Development Goals) agenda
- IR is no longer a stand-alone function





*Partners, Team and Expertise*

## KEY CLIENTS / LEADERHIP IN PROJECTS

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franchiumbertomarmi



SANLORENZO



**indelB**



**LVenture**  
GROUP



**LUCiSANO** MEDIA  
GROUP





# SIMONA D'AGOSTINO

## BIO

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### Founder and IR Counsellor

Simona is a Corporate Finance professional with over 20 years experience in Investor Relations and Financial Communication. She started her career in PwC, first as auditor and afterwards as corporate finance manager. From 2004 to 2012, she worked for the blue-chip and consume good gaming leader Lottomatica - IGT, based in Italy and in the US and listed on NYSE. She served as Head of IR and Director of International M&A and Business Development. She gained an extensive experience in IR and in managing investor perceptions also through difficult transitions and challenging times.

As an expert of financial markets and M&A, she joined Neomobile (now Digitalgo), a fast growing company where she gained a distinctive knowledge of the digital, mobile e-commerce and payment industry. She has been living in London where she attained the IR certificate at the IR Society of which she is also full member. She is also a member of AIR, Associazione Italiana IR. Simona has counselled a wide range of clients from SMEs to blue chip organizations on a variety of issues on communication, investor relations matters, ESG factors and crisis management, including M&A activities, primarily in Italy and also in the UK. She has a Blog on PR and IR matters – both in Italian and in English.





# LUCA MACARIO

BIO

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Partner of HEAR-ir

Luca is a Professional Journalist. After graduating in Engineering, he specialized in business and institutional and financial communication following courses at various universities (Graduate School of Journalism at Columbia University in New York, IESE). He has developed his career between Institutional Communication (as communication manager of companies and non-profit organisations) and journalism.

From 2001 to 2006, he cooperated on a regular basis with various Class Group publications (Lombard, Patrimoni, Class CNBC). In 2003, he won the prestigious international Journalistic Excellence Award.

- Since 2006 he has worked as a consultant and press office for SMEs and blue chips.
- Head of Corporate Communication at Cremonini Group.
- Major involvement in projects/clients: Maire Tecnimont; Sanlorenzo Yacht.



## ROSSANA REVELLO

BIO

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Partner of HEAR-ir

Rossana Revello was a student of Aldo Chiappe - the founder of Public Relations in Italy - and in 1985, together with him, founded Chiappe Revello, of which she is still President.

Rossana specialises in stakeholder engagement, corporate social responsibility and institutional relations. She has been a member, as an entrepreneur, of Confindustria since 1986 and president from 2016 to 2020 of the Corporate Social Responsibility Technical Group.



## GIULIA PUNTEL

BIO

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Partner of HEAR-ir

Giulia Puntel is a Project Management expert in the field of Marketing & Communication projects, event organisation and training.

She graduated from La Sapienza University of Rome in Ancient Literature with a focus on Classical Philology and has about 20 years of experience within innovation-oriented organisations. Since 2015 she is co-Founder and co-Owner of Ampersand Comunicazione ed Eventi.



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