

**E 5 A**

INTEGRATED  
MARKETING

# PACKAGING COMPANIES FOR PUBLIC MARKETS

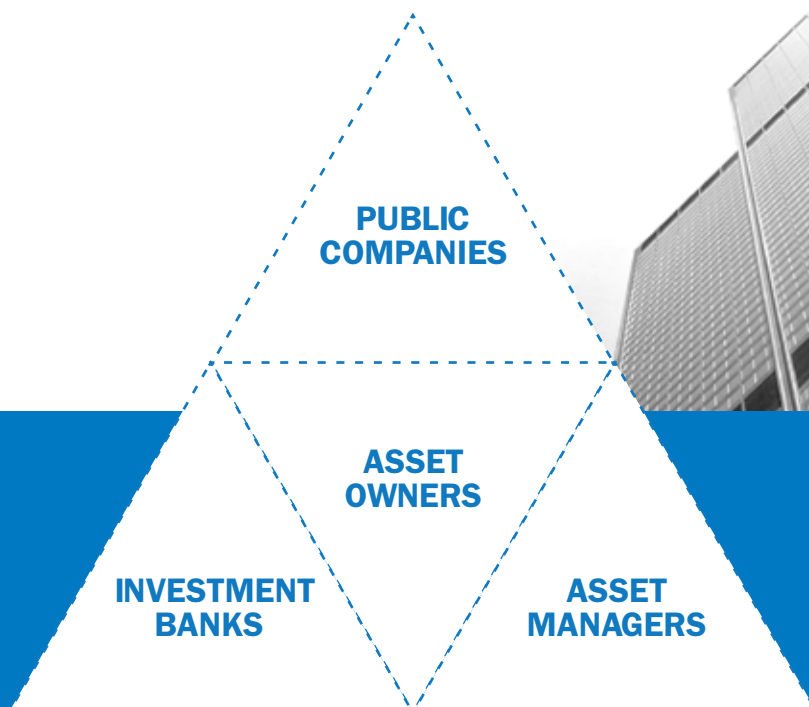
# TOUCH NEW GROUND WITHOUT BREAKING IT

For most growing firms, entering or moving to the next level within the public markets is an endeavor filled with an array of new challenges and obligations. E5A is experienced in creating optimal positioning, messaging and overall packaging of firms. The right balance of positioning, image, reputation and communication plan are all critical to achieving your goals.

Having created the image for hundreds of public companies, E5A is an experienced partner that investment banks, venture capital and private equity firms have come to rely on. E5A is establishing itself as a “go to” firm for entrepreneurs and management teams, earning their trust.

E5A is not an investor relations firm. We do not set up meetings, schedule road shows, write earnings releases, or perform any of these traditional IR functions. Through a proprietary discovery, research, and brand creation process, E5A develops new or strengthens existing positioning and messaging, creates awareness, and without outside noise, directs the right message to the right groups of investors including: analysts, portfolio managers, brokers, accredited investors and retail. We also add VCs, PE, merchant banks and investment bankers to that list depending upon the stage of evolution our client is in.

E5A is led by Andrew Corn, a former equity analyst and portfolio manager. He managed a global long/short fund and several long-only equity strategies. He also designed the indices behind six ETFs/UITs. His research notes have made fourteen appearances in Barron's, and his syndicated blog appeared on over 700 financial web sites. He managed assets across the spectrum of asset owners: Public Funds, Endowments and Foundations, Family Offices, Corporates, Financial Advisors, Accredited Investors, Mass Affluent and employee retirement savings plans. This experience, added to the marketing experience of hundreds of IPO and analyst presentations, is brought to bear for every client engagement.



31 West 34th Street, 7th Floor,  
New York, NY 10001

# EXCEEDING INVESTOR EXPECTATIONS WITH YOUR STRATEGY AND VISION

E5A builds reputations that encompass company strategy and vision. Aspirations integrated with acknowledgement of accomplishments to date are communicated through web sites, presentations, fact sheets, mobile apps, advertising, developing messages across all appropriate media. We provide expertise in differentiating and highlighting your firm to the investment community, the media, as well as existing and potential clients. We understand how and through which media to access existing and prospective shareholders and their advisors, which is crucial to success.

E5A on-boards our new clients with a workshop that unveils the facts, benefits and advantages that differentiate your firm. This constructs a solid foundation on which we build a strategy of compelling and highly targeted messages. Crafting and executing, positioning and messaging, and appropriate packaging that is compliant and compelling is our profession. E5A brings expertise across media to win over Wall Street and new prospects without challenging regulators, provoking the media or raising the eyebrows of the industry.

We bring our clients a history of experience, having written and designed among the most IPO road shows and analyst presentations. In addition to our investment professionals, our team of writers, designers, animators, and video producers ensure that your program will convince, inform, and educate.

The E5A team creates marketing materials for investment banks, research firms, brokerages, asset managers and service providers to the industry. The firm's involvement across the ecosystem is a key component to increasing its knowledge base, and as a Thought Leader.

## Predictive Analytics

We leverage mathematical methodology and touch-point predictive analytics, through which we design the precision process to target and ascertain qualified potential investors. E5A's analytics continually optimize these touch-points, increasing its efficiency.



© 2017 E5A Integrated Marketing. All rights reserved.

# THE NUANCE OF INVESTOR MESSAGING

As former equity portfolio managers, analysts and ETF index designers, we understand the perspectives of the buy- and sell-side, financial advisors, accredited investors and mass affluent shareholders. With our collective experience and expertise, E5A builds focused programs, which can effectively generate new investors.

## Buy- and Sell-Side

E5A provides our clients an advantage in strategy and execution. We identify what differentiates your company so that we can optimize how your firm is presented to help you reach the highest consideration possible with these highly-skeptical, deep-diving audiences.

## Accredited Investors

E5A is experienced in rolling out campaigns through the JOBS Act, and raising assets for various projects and PIPEs. We use a test and scale process, crafting materials for initial communications, testing the efficacy of data targeting, messaging, and positioning for your company for optimal success. We continually nuance and optimize our targeting before scaling. We cast a wide and precise net to obtain the right amount of the segment of accredited investors required to fulfill your objectives. Many will also become customers, and our marketing leverages this unique cross relationship, adding to our effectiveness.

## Financial Advisors

Advisors are quickly becoming relevant to growing companies. As a strong subset of advisors focuses on individual stocks, identifying prospects and communicating and addressing their priorities is paramount.

## Mass Shareholders

E5A has run programs targeting shareholders and designing data sets of “look-a-likes” of investors who own peer group stocks, or ETFs / Mutual Funds that invest in your industry and more specifically, hold the stocks of your peers. E5A’s methodology facilitates the cross relationship of the multitude of investors who may also become prospects or customers.

