

Specialist investor relations advisory

ELEKTRON TECHNOLOGY

Yellowstone Advisory has been retained by Elektron Technology as their Investor Relations Advisors.

Over the past year we have organised over 50 meetings with institutional investors and 2 group meetings with private investors. 40 of those meetings were with non holders and there are now 5 new high quality institutional names on the share register.

We also organised the company's first ever Capital Markets Day when 10 institutional investors visited the Cambridge head office to meet divisional management.

Feedback has informed the investor messaging and the investment proposition is now well understood.

Trading in Elektron shares has increased by almost 100% and the share price has more than doubled during the year.



[Alex Schlich](#)

Managing Director

Yellowstone Advisory

Partners is advising of its IR program.

Yellowstone Advisory is a specialist investor relations advisory that helps companies to improve their communication with investors. We work with clients to build a stable, well-informed shareholder base and to increase the number of investors who understand the investment proposition.

Our Services

We provide in depth shareholder analysis to INFORM our clients as to the profile of existing and potential investors, as well as the thoughts of both groups via perception studies. We help them to COMMUNICATE their message, across all formats, concentrating on delivering a clear and consistent investment case. We CONNECT our clients to targeted investors, with emphasis on the often neglected Private Client Wealth Manager (PCWM) market. We ADVISE on the whole IR program, with the aim of becoming a trusted advisor. .

Why Yellowstone Advisory?

Yellowstone Advisory has in-depth knowledge to connect you with the most suitable potential investors in a time efficient manner. We have over 40 years of fund management and investment banking experience and understand the best way to communicate your investment case clearly such that it receives maximum consideration.

"In a post MiFID II world, companies are realising that doing investor relations well becomes imperative".

Alex Schlich, Managing Director

The Impact of MiFID II

We surveyed fund managers to find out how MIFID II was impacting asset managers. Our results show that, for smaller companies, research is declining, broker contact is falling and communication is harder. There has also been a decline in liquidity for smaller companies in 2018 making it harder to trade stocks. A staggering 68% of respondents believe MIFID II has had a negative impact on Smaller Companies. **Reduced investor understanding of your company may raise your company's cost of capital, reducing the strategic options available to management.**

Institutional investors would like to see companies place more focus on investor relations and specialist investor relations firms can help them in this area.

About Yellowstone Advisory

The business was founded by Alex Schlich who has over 20 years experience in fund management, investment banking and strategy consulting. He has a deep understanding of the importance of a clear and consistent investment message and is passionate about sharing that knowledge with management teams.

www.yellowstoneadvisory.com/contact-us

Inform

- Understanding your shareholder base
- Shareholder registry analysis, Perception studies
- Identifying potential new investors

Communicate

- Articulation of the investment proposition and business model
- Communicating in a clear & consistent manner
- RNSs, results presentations, factsheets, website

Connect

- Arranging investor meetings in a time efficient way
- PCWM roadshows, investor profiling, CMDs
- Detailed collection and analysis of feedback from meetings

Advise

- Expert advice to maximise your investor relations strategy
- Messaging around IPOs, M&A, secondary offerings
- Trusted Advisor with no conflict of interest

INFORM IN ACTION: THE PERCEPTION STUDY

A **perception study** is an unbiased, in-depth report with the goal of collecting investor impressions, from both current investors and non-investors, about a specific set of issues facing a company. It delivers actionable insights to your Board of Directors.

The study will measure the effectiveness of your investor communications: Are investors hearing the corporate message? Is there enough transparency? It will also highlight knowledge gaps in the investor base which can be addressed afterwards. The findings can be compared against peer companies and crucially investor perceptions may change over time, which can be measured.

Corporate governance best practice requires the Board to interact with investors and understand their concerns. The report will augment relationships between the Board, the executives and the investment community.

CLIENT FEEDBACK

Guy Wakely, CEO of Equiniti: Yellowstone Advisory provided valuable input into the interim results announcement and presentation, helping to ensure the investment messaging was consistent throughout the documents. Great relationships and credibility with investors enables them to solicit useful feedback which we have used in developing our future investor messaging.

James Arnold, Head of IR at Mediclinic: Yellowstone Advisory provided Mediclinic with the opportunity to start engaging with other important potential investors that our brokers haven't traditionally serviced. The roadshow day they organised for me resulted in an excellent list of firms that I presented to .