

insights for the IR professional

The **Investor Relations role is fundamental to any listed company**. Demands on IR professionals' time are ever increasing and media cycle times are shortening.

Precise has developed a range of essential tools to save you time and appeal to the C-Suite. Our tools offer scientific rigour to complement and enhance the Investor Relations planning and decision making process.

How does PreciseInvest add value for the Investor Relations Professional?

With the benefit of a significant R&D effort, Precise has recently taken its investor analysis to a new level. The nature of how communications works in your specific context can be fully understood by applying advanced analysis by Precise Value.

This delivers several benefits to the business:

- Facilitates very powerful strategic planning
- Suggests more effective resource allocation with true-ROI metrics
- Helps you understand the impact of your IR events
- Allows you to dissect analyst communications to set and prioritise strategic action
- Provides an understanding of the role of industry factors such as economic indicators and ASX industry indices.

When analysis extends to the competitor, these benefits are given a competitive context. This enables mapping of a competitor's communications landscape – uncovering the elements of their IR activity. Such knowledge brings a new dimension to strategic planning with the potential to create significant value.



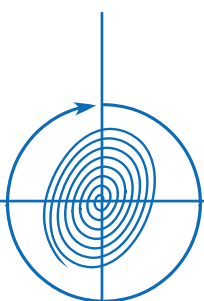
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The value can be shown in our Communications link with [Share Price Case Study](#).

It can also quantify the Return on Investment and provide specific and valuable advice on opportunities and threats.

The terms of this proof can be customised to the business requirement, to uncover:

- The controllable and uncontrollable factors driving share price
- What messages best meet the requirements for your distinct audiences
- Where your competitor IR strategy could present a threat.



precise value

the science behind the art of communications



Did you know?

In addition to [PreciseInvest](#), Precise Value provides similar groundbreaking and accurate research, analytics and reporting customised for:

- Corporate Communications and Public Affairs Management
- Marketing and Brand Management
- Research Managers
- Chief Financial Officers
- Public Relations Executives
- Emergency crisis management teams

Customised reporting

Reports are the cornerstone of PrecisePR and PreciseInvest. They convert raw data into actionable insights and form the template for future IR activity.

Such sophisticated analysis is made possible only by having a team of people whose skills range across PR, Marketing Strategy, Market Research, Statistics and Software Development. Examples of these outcomes are provided in [Case Studies](#) on our website.

To ensure communications are integrated as a critical part of your organisation's activities, [New Media Era Requires New Tools](#) may prove helpful to build your internal business justification.

Precise works with you to create a customised one off or ongoing solution. To understand this, please refer to our typical [five stages of engagement](#).

Basis of working relations

Precise Value has become an important piece of the marketing arsenal for many of Australia's leading companies. Most retain our services on an ongoing basis and request additional bespoke reports from time to time. In addition we are able to provide one off engagements on a campaign, crisis or limited basis as required. Our costing model is flexible enough to allow for small and large projects.

Our promise. All work at Precise Value is undertaken by experienced high-calibre professionals. No more paying for seniors and getting juniors!

Contact us today to discuss your needs

We would be delighted to meet you for a chat or a presentation.

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Precise Value: Where scientific rigour meets the art of communication

precise value

the science behind the art of communications

www.precisevalue.com.au

