

PARTNERING WITH THE NEXT GENERATION OF INNOVATORS



LYTHAM
PARTNERS
INVESTOR RELATIONS

FOR MORE THAN 20 YEARS, Lytham Partners has been one of the country's leading investor relations firms, having created one of the industry's largest and most diverse networks of institutional investors, while creating a framework of best practices in all aspects of corporate positioning, investor management, and public relations.

Integrated Investor Outreach Platform

OUR CORE STRATEGY is on expanding the audience and solidifying relationships between institutional investors and our client companies. We have spent the last two decades creating an integrated platform that allows our clients far reaching interaction with investors in a consistent and in-depth format.

WE CREATED one of the industry's most diverse and effective platforms for public companies to communicate their story to the largest and most appropriate cross section of institutional investors. Built on more than 20 years of relationships, this integrated platform drives the shareholder value that others in the industry cannot match.

“OUR IN-DEPTH CORPORATE PROFILES HELP FILL THE VOID DUE TO THE DECLINE OF SELL-SIDE ANALYST RESEARCH.”

VISIBILITY PLATFORM FOR RESULTS

- ✔ **Non-Deal Roadshows:** We are one of the most active participants of corporate access within the investor relations industry, leveraging two decades of relationships with institutional investors and our agreement through Bloomberg Corporate Access to ensure our clients are meeting with the most impactful and appropriate investors possible.
- ✔ **Executive Interview Series:** Our Executive Interview Series allows us to continuously expand the visibility of our client companies through informative documents that focus on specific events or the company as a whole.
- ✔ **Fireside Chats:** Leveraging off an engaged audience of investors, we have created a Fireside Chat series to bring investors up to speed on transformative company events in an open forum that allows interaction with the audience.
- ✔ **Conferences:** Having created relationships with nearly every sponsor of investor conferences, from independents to investment banks, we are able to ensure full 1x1 schedules and maximize the effectiveness of each event.
- ✔ **Corporate Profiles:** As the decline of sell-side analyst research continues, our institutional quality corporate profiles help fill the void being left in the industry. These reports highlight the attributes, key metrics, industry analysis, and models of our client companies, allowing investors to quickly understand the opportunity each company represents.
- ✔ **Management Conference Calls:** Leveraging our corporate profile distribution, access through the Bloomberg Corporate Access Terminal, and our proprietary database, we arrange numerous management calls each month for our clients.
- ✔ **Virtual Investor Conferences:** Our partnership with Cision on our Lytham Partners Discovery Growth Forum provides us access to a wide range of investors across the world. The Forum allows our client companies the opportunity to communicate their story in a concise format while engaging investors in a real-time.

Full Service Investor Relations

WE RECOGNIZE that investor outreach is simply one component to an effective investor relations process. This outreach needs to be matched with a communications and positioning approach that articulates a company's value proposition through benchmarks and metrics that easily resonate with the national investment community, streamlining these components throughout press releases, conference call scripts, investor presentations, websites, and annual reports. It also entails a use of best practices on communication techniques that ensure a company's credibility is maintained at its highest level.

IN ADDITION TO TRADITIONAL INVESTOR RELATIONS ACTIVITIES, we have consulted with management teams and board of directors on capital markets activities, including having guided numerous companies through the uplisting process from the OTC to Nasdaq and/or NYSE, cross listing of shares from a foreign exchange to the U.S., IPOs, proxy contest situations, capital raise evaluation, merger/acquisition valuation impact, crisis communications, perception analysis, and board of director/management recruitment. Our clients understand that they have a team standing with them that has seen it all.

“A FULLY INTEGRATED IR/PR
APPROACH TO DRIVE VALUE FOR
THE NEXT GENERATION
OF INNOVATORS.

PR & MEDIA SOLUTIONS

TO HELP OUR CLIENTS integrate key aspects of their investor relations program into actionable results that can drive awareness and audience engagement of their products and services with customers, we launched a PR and Media Consultancy in 2018. Spearheaded by a public relations executive with nearly 20 years of experience, the program sets out to focus on three key areas:

- 01 SOCIAL MEDIA MANAGEMENT & ENGAGEMENT
- 02 MEDIA ENGAGEMENT
- 03 MEDIA TRACKING & REPORTING

OUR PR & MEDIA PLATFORM helps clients with brand enhancement, outreach and audience engagement; amplification of press releases, allowing for more placements and potential for interviews; and helps clients better understand where they are getting coverage, including what's being said about their brand, its key messages and how they compare against their competitors.



Industries Served



BASIC MATERIALS

Chemicals
Metals and Mining



CONSUMER

Food & Beverage
Healthy Living
Gaming / Leisure / Entertainment
Professional Services
Restaurants
Retail / Consumer



ENERGY

Clean Technology
Oil, Gas & Coal



HEALTHCARE

Animal Health
Biotechnology
Healthcare Services
Medical Technology
Pharmaceutical



INDUSTRIALS

Aerospace & Defense
Agriculture
Industrial Equipment
Industrial Goods & Services



REAL ESTATE

Real Estate
REITs



TECHNOLOGY

Semiconductor
Software
Telecommunications



UTILITIES

Utilities
Wholesaler

OFFICES

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