



**LYTHAM**  
PARTNERS  
WHERE IR MEETS PR

**INNOVATIVE**  
PR & MEDIA SOLUTIONS  
TO MAXIMIZE YOUR  
IR PROGRAM

## PR & MEDIA INITIATIVES TO **AMPLIFY YOUR COMMUNICATIONS** AND OUTREACH GOALS

Our PR & Media Consultancy program aims to integrate key aspects of your investor relations program into actionable results that can drive awareness and increase audience engagement. The program focuses on three key areas:

1

### **SOCIAL MEDIA MANAGEMENT & ENGAGEMENT**

What steps are you taking to engage and grow your audiences?

One of the most impactful ways to do this is through Social Media. Engaging your audiences through Social Media can help you: enhance your brand, grow your audiences and influencers, amplify your messages and outreach. Let us strategize with you for impactful content, reach, and deeper amplification.

2

### **MEDIA ENGAGEMENT**

Are you reaching journalists and influencers important to your brand?

We can help amplify your messages and outreach by targeting key influencers in your space most critical to your brand and company. With deeper journalist engagement and targeting the right influencers, not only will we help you build better media relationships, we help you reach the right audiences that will lead to better pick-up and richer engagement.

3

### **MEDIA TRACKING & REPORTING**

How do you know when you get coverage and what that pick-up looks like?

Our reports provide you with a deeper dive into your: press release coverage, overall pick-up, critical industry news, what's being said about your brand, impact of your key messages, share of voice against your competitors and much more. These reports allow you to truly measure the impact of your news and gauge key trends in your space.

## PR & MEDIA **VALUE PROPOSITION**



### **BECOME A THOUGHT LEADER**

Developing strong media relations and enhancing audience engagement can make you a trusted thought leader in your space.



### **IDENTIFY KEY TRENDS**

Keep current on market trends and respond quickly to changes in your space. Our detailed tracking reports help you monitor your competitors, customers, and identify key trends gaining traction in your space.



### **INCREASE BRAND AWARENESS**

Increasing your positive media coverage, expanding your social media footprint and understanding key trends can significantly impact your brand presence and reach.

## **LEVERAGE**

OUR PR & MEDIA TOOLS  
TO AMPLIFY YOUR COVERAGE



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## PROVIDING INNOVATIVE PR & MEDIA SOLUTIONS TO MAXIMIZE YOUR IR PROGRAM

**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.

**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 spearheaded by a public relations executive with nearly 20 years of experience. **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.

Lytham Partners, LLC ("Lytham") provides a range of investor relations services to its clients. The particular services provided vary by client and may change from time to time. Lytham's services are designed to increase client companies' exposure to, and awareness by, broker/dealers and other members of the professional investment community. Lytham is compensated for providing investor relations services by its Clients. Such compensation typically includes a monthly fee, plus reimbursement of specified expenses, and may include rights to receive equity securities of a client (through options, common stock, warrants, or restricted stock). Lytham's ownership may be subject to achieving measurable results, which vary but typically include -- among other things - increased trading volume, increased research coverage, increased number of market makers, and increased institutional ownership. Lytham also has or seeks to have business relationships with strategic partners. Lytham is not a registered broker-dealer, registered investment adviser or financial adviser, nor does it hold itself out to be. All materials presented and/or publications released by Lytham to the public through its website, email, or any other means of transmission are not to be regarded as investment advice and are only for informative purposes. Before making a purchase or sale of any securities mentioned, Lytham strongly encourages and recommends consultation with a registered securities representative. Materials presented do not constitute an offer to purchase or sell securities, and is not to be construed as a representation of an offer or a solicitation of any offer by Lytham or the client companies to purchase or sell any security. Lytham or any of its affiliates, members, employees, clients, officers, directors, and/or their respective families may from time to time purchase or sell, as agents or principals, or otherwise hold positions in, securities of its client companies, and are free to buy or sell those positions at will. Any such positions may be increased or decreased from time to time in the future without notice. Certain information herein may contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, as well as Regulation FD. The client companies claim the protection of the safe-harbor for forward-looking statements contained in the Reform Act. This information may involve risks and uncertainties that could cause actual results to differ materially from the forward-looking statements. Factors which could cause or contribute to such differences are detailed in the companies' public filings with the United States Securities and Exchange Commission, if available. Forward-looking statements speak only as of the date the statement was made. The client companies do not undertake and specifically disclaim any obligation to update any forward-looking statements. Neither the client companies nor any of its officers, directors, employees, or affiliates have directly participated in the preparation of certain information herein. The information herein is not an offer to buy or sell securities, and is not to be construed as a representation of an offer or a solicitation of any offer by Lytham or the client companies to sell or buy securities. None of the information is intended to be used as a basis for any investment decision, and the information is subject to change without notice. Any performance data quoted represents past performance and cannot guarantee comparable future results; current performance may be higher or lower. Any opinions expressed herein are subject to change without notice.



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