

A city skyline at sunset, featuring prominent skyscrapers like the Shard and the Gherkin. The sky is filled with dramatic, golden clouds. A large, semi-transparent blue geometric overlay, composed of several overlapping triangles, covers the upper portion of the image.

Investment research | Investor engagement | Bespoke corporate advisory

www.hardmanandco.com



HARDMAN & CO.

WHO WE ARE

Hardman & Co is a multi-disciplinary financial consultancy and investment research firm, employing highly experienced analysts and professionals with a broad range of capital markets expertise.

Our clients are public and private businesses as well as fund managers, ranging from start-ups to £1 billion+ market capitalisations. We connect our corporate clients with investors by providing a direct communication channel and networking opportunities, as well as other methods of investor engagement.

Our analysts produce gold-standard research with global reach. In addition, we are retained to carry out a number of bespoke investment-related assignments, including due diligence on bond listings, assessments of private company valuations and other corporate advisory services.

AND WHAT WE DO





Be heard.

*Informing investors through
gold-standard research and
bespoke media solutions.*

*Capture the
imagination
of your
investors.*



WHY WE DO WHAT WE DO

Company management teams and entrepreneurs need loyal, informed shareholders to support business growth, and they also need to identify new sources of capital for that growth to be sustainable. This is often easier said than done.

Communicating with the right investors is surprisingly challenging, and shareholder registers are rarely static for long.

The UK has an inefficient capital raising structure for small and medium size businesses. There is substantial capital available in the UK to support entrepreneurs, but it is not effectively connected to corporates' requirements – and the situation is deteriorating.

As the regulatory environment in the UK changes, the flow of capital to companies is becoming dislocated. MiFID II is a perfect example of this: in an effort to protect the general public from inappropriate and risky investments, sophisticated and informed investors are being treated in the same manner.

Our primary services focus on addressing these inefficiencies, by applying our intellectual capital in diverse circumstances.

There are significant opportunities to connect appropriate investors with talented entrepreneurs and ambitious companies.

Hardman & Co can help you make the most of these connections to grow your shareholder base.

Our expert team of sector analysts and market professionals collectively have over 400 years of experience. This depth of knowledge and our reputation for integrity have built trust with investors.

With effective communication and targeted distribution, we help companies disseminate their investment message to interested investors, as well as advise them on strategy.

Our smaller, boutique structure allows us to provide first-class customer service and deliver a wide range of ad-hoc services for multiple clients with different needs.

THE POWER OF COMMUNICATION





*The
right
message
goes a
long
way.*



Speaking

OUR INTELLECTUAL CAPITAL

With seasoned analysts who are experts in their sectors, and a capital markets team with experience across the board, we are utilising our intellectual resources to expand into new business areas.

Sector discussion pieces

Thought leadership research, sharing insights from different industries and commentary on market trends and current financial affairs.

Bespoke consultancy

Services including due diligence, acting as expert witnesses, advising on moves between listing venues and providing industry analysis.

Private company valuations

Primary and secondary valuation services for fund managers, as well as portfolio monitoring.

Video insights

Illuminating video content on corporate management strategy, results communication, interviews, and in-house sector discussion.

Business relief advisory services

Helping IFAs assess risk and choose the most appropriate tax-enhanced investments for their clients; and reviewing existing BR portfolios in light of changing conditions.

EIS reviews

Reviewing funds, managers, risks, strategy, target returns and fees.

from experience.

FAR AND WIDE

Quality research needs to be seen by the right investors.

We design bespoke, global distribution strategies for each client, using our arsenal of communication methodologies.

Website

Our website is a destination for our free-to-access research, as well as news, interviews, podcasts and thought pieces exploring financial and economic issues.



Control the

Email campaigns

We share the investment story using targeted email campaigns which are sent to company and peer-group shareholders, as well as to Hardman & Co's network of wealth managers covering appropriate sectors and high-net-worth individuals.

Research email campaigns have six stages for maximum reinforcement, including weekly round-ups, audio interviews, and resends.

Our system times emails to reach inboxes when they are most likely to be read. This increases open rates by as much as 7%. Overall, our research emails achieve 15-20% open rates, compared with 2-5% across the market.

A large group of sheep, with the word 'narrative...' overlaid in white text.

narrative...

DirectorsTalk

DirectorsTalk disseminates media content, newsflow, and analyst audio and video interviews across its platform of over 85,000 high-net-worth individuals and retail investors.

It also has the largest social media following of all news service providers, and features prominently on internet search engines, helping our corporate client research achieve a Top 3 Google News ranking.

Twitter

Twitter is a vital tool in reaching retail investors, traders, conference organisers and the press (75% of financial journalists use Twitter weekly).

Our Twitter following is around 4x the size of our nearest rival. We receive over 200,000 impressions a month, and on average 1,000 impressions per tweet.

A close-up photograph of a group of sheep, with the text overlaid. The sheep are white and woolly, and the image is split vertically into two halves. The left half is slightly darker and has a blueish tint, while the right half is more natural in color. The text is white and italicized, reading "...with advanced distribution."

...with advanced distribution.

Industry platforms

Using EQS Newswire, our research can be found on the industry's most widely used sources for real-time financial information, including the London Stock Exchange, Bloomberg, Refinitiv and Investegate.

Financial intermediaries

We work with an organisation specialising in the IFA/intermediary markets. Our funds research is distributed to their network of 11,000 individuals at 8,000 firms.

Analysis

We track who has read our corporate research and report the analytics to our clients, enabling them to maximise the opportunity to connect with new investors.



Our varied investor engagement initiatives are an ideal way for corporates to both expand their shareholder registers and deepen existing shareholder understanding of the business strategy and growth drivers.

Hardman & Co's comprehensive distribution generates leads of potential investors in a company. We have formed a unique pool of investors eager to meet and engage with management teams of UK Plcs and tax-enhanced funds.

ENGAGE WITH INVESTORS

Investor forums

Corporate management teams presenting to an audience of high-net-worth and institutional investors.

Investor lunches

Exclusive opportunity for high-net-worth investors and wealth managers to talk with management and drill down on the investment case in a relaxed setting.

Video webinars

Connecting management teams to investor audiences directly.

Research distribution

Six-stage email campaigns, social media, our website, and memberships through other investor platforms.



*Meet your
shareholders.*





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