

Retail Shareholder Outreach

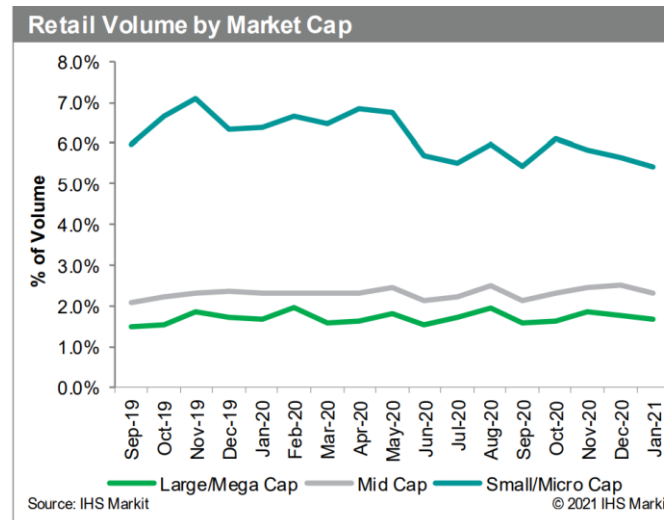
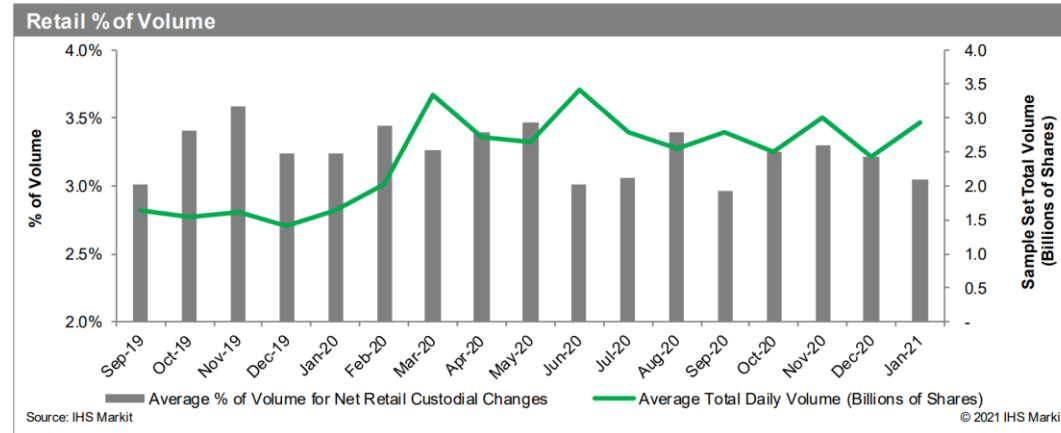
How to engage with this emerging shareholder base

Dan Aldridge
Managing Director, Asbury IR
President Niri Atlanta

Recent Trends*

- ▶ No-fee trading platforms for retail investors began seeing widespread adoption in Q4 of 2019, leading to speculation throughout the first half of 2020 on the impact of retail investors to the broader market and equity prices.
- ▶ More time at home and stimulus money have also had significant impacts on the rise of this group
- ▶ The last seven months showed a surprising level of consistency for the online/no-fee retail community in terms of average % of volume. Despite the headlines (wsj.com, cnbc.com and prnewswire.com), the growth in net ownership across almost all sectors largely accounts for just 3-4% of daily trading volume.
- ▶ Worth highlighting, the impact to volumes remain pronounced for Small/Micro Cap companies over time.
- ▶ Simultaneously, the data shows increasing ownership for the group across almost all market segments on a variable price basis (buying/selling combined with price change), indicating the group were net buyers and consistent with activity during the first half of 2020. This has led the cohort to become relatively larger owners of the market while still having a limited impact to pricing in a broad respect.

Retail Volume



Retail Outreach Strategies

- ▶ Retail Conferences like Money Show - regional investor shows targeting retail shareholders, where companies can present
 - ▶ Combination of virtual and in person conferences targeting retail investors vs. traders
 - ▶ Companies can present and host Q&A sessions just like an institutional conference - we would start with IR only
 - ▶ They market our investor material (IR presentation) on their website
- ▶ Direct through social media channels and influencers - earnings information and other press releases pushed after disseminating through normal channels
- ▶ Wealth Advisors/Retail Networks like BAML and Wells - position investment thesis with advisors to pitch to their clients - earnings recaps, investor deck, etc.
- ▶ Online brokers - Interactive Brokers/TD Ameritrade - target clients for investor outreach

Q&A