



Developing an Effective IR Presentation

**NIRI SE Conference
March 2021**

Chase Jacobson
Managing Director

Vallum Overview

Sector-focused financial communications and investor relations consultancy

Our Services

Mid-Cap
\$1-3 billion

Small-Cap
\$100-\$1 billion

Investor Relations

Activism Defense

Micro-Cap
\$50-100 million

Pre-IPO

Crisis Management

ESG Advisory

Our People

IR Area Experts

Sector Specialists

FORTUNE 1000 IROs

Sell-Side Analysts

IRO/Analyst Hybrid Model

Plan & Implement

Institutional Investors

Strategy Consultants

Our Sector Focus



**Aerospace/
Defense**



**Advanced
Manufacturing**



Renewables



Energy



Basic Materials



Construction

Our Metrics



10,000+
Investor and
analyst
contacts



1,500+
Investor
Marketing
events



1,000+
Earnings
season cycles



75+
Global IB
relationships

Chase Jacobson – Managing Director, Vallum Advisors

Chase Jacobson

Managing Director

Direct: 704.713.4324

chase.jacobson@val-adv.com



Background

- 18 years of capital markets and investor relations experience
- Extensive experience counseling *FORTUNE 1000* companies
- Specialization in Engineering & Construction, Manufacturing, and Materials sectors
- B.B.A, The George Washington University

Experience

- VP, Chief IRO – Global Power Generation Equipment Company
- Senior Equity Research Analyst (E&C, Industrials) – Int'l Investment Bank
- Senior Equity Research Analyst (E&C, Materials) – US Investment Bank
- Associate Analyst (Industrials) – Int'l Investment Bank
- Associate Analyst (Machinery) – Int'l Investment Bank

Recognitions

- 2009 #1 Ranked Earnings Estimates – E&C Sector
- 2010 #2 Ranked Earnings Estimates – E&C Sector

What is the purpose?

Tell the story of the company and its opportunities in a visually appealing way

- **An effective IR presentation should provide a comprehensive overview of the company and its market drivers, strategy, and key financial highlights**
- **Tells the reader:**
 - Who and What the company is
 - Where the company is going and how it will get there
 - What the business drivers are
 - Provide additional insight into financial performance

Understand Your Audience

IR Presentations are one of the most used pieces of a company's collateral material

- The Investor Relations presentation is often the thing **ANYONE** – not only investors – look at when learnings about a company
- And more importantly, it is one of the most used pieces of collateral material a company has
- **Audience includes**
 - Sell-Side Analysts
 - Buy-Side Analysts
 - Media
 - Customers
 - Competitors / Industry Peers
 - Partners
 - Future employees

Presentation Structure

Balance is critical

- **It is critical to have balance in an IR presentation**
 - Too much and you lose the reader
 - Too little and it is not effective
- **Sample presentation structure**
 - Corporate Overview
 - Financial Performance
 - Market Overview
 - Growth Strategy
 - ESG Reporting
 - Investment Conclusion

