

MAISON  
BRISON

COMMUNICATIONS

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## HEAR THE VOICE OF YOUR SHAREHOLDERS THROUGH A MAISONBRISON COMMUNICATIONS PERCEPTION STUDY

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**Maximizing shareholder value is not a managerial obligation, it is a managerial choice**

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—Lynn Stout,

*Professor of Corporate and Business Law*

*Cornell Law School*

*The Shareholder Value Myth*

**MAISONBRISON COMMUNICATIONS (MBC) SPECIALIZES IN HELPING COMPANIES EXECUTE ON MANAGERIAL CHOICE.**

MBC ensures that your corporate strategy is interwoven within the operational, financial and investor relations functions of the organization, but most importantly reflects the VOICE OF YOUR SHAREHOLDERS, THE MARKET and THE STREET. Many companies fail to consider these key constituents, but the companies that do, the companies that get it right, receive the ultimate benefit of maximized shareholder value.

In this period of increased volatility and heightened uncertainty we believe that it is more critical than ever for public companies to understand what their shareholders are thinking. It goes without saying that the current pandemic has had a global impact and while you understand how it is impacting your company, understanding what your shareholders are thinking about your company and what they are thinking about their investments will be critical to your planning and communications for the next few quarters and possibly years.

MBC works with issuers to provide a strategic solution, ensuring they know the opinions of their shareholders and market as a whole.

### A MBC PERCEPTION SURVEY HAS 5 KEY STEPS

- In-depth analysis of the company
- Focused shareholder base identification
- Targeted shareholder/analyst interviews
- Frank reporting to the management team and Board of Directors
- Strategic advice on best next steps

**OUR GOAL IS TO ASSIST MANAGEMENT TEAMS IN DRIVING SHAREHOLDER VALUE. A DETAILED PERCEPTION STUDY IS A CRITICAL STEP IN THIS PROCESS.**

MBC does more than know intuitional investors, analysts and investment bankers. We actively work with them and cultivate relationships that allow us to get clear, honest and realistic opinions.

The independence of an MBC perception study allows for an unvarnished perspective. We ensure that your company has the right insights from the street as you emerge from the pandemic.

For more information on how to engage with your shareholders through an independent MBC perception study and hear the VOICE OF YOUR SHAREHOLDERS, please contact us at [info@maisonbrison.com](mailto:info@maisonbrison.com)

