

MEDIA RELEASE



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COMPANIES PLAYING CATCH-UP ON SHAREHOLDER COMMUNICATIONS SAY CROSBY AND TEXTOR

Increasing sophistication in the way shareholders source information will require increasingly sophisticated campaign approaches from companies, according to two of Australia's leading strategic communicators, [Lynton Crosby and Mark Textor](#).

[Crosby and Textor](#), who today launch a new financial communications firm, [CIT Financial](#), say companies that adapt fastest to the way shareholders behave in the digital age will be best placed to prosper in the new environment.

["It's still all about the message but there are more ways to deliver that message."](#) says Mark Textor. "Shareholders receive information from an increasing range of sources so companies need to ensure their information is in the right place at the right time.

"Shareholders are going to news organisations for breaking stories and analysis; they can use the internet to go direct to companies and other business-related sites; subscriber-based share advice services are growing in popularity and blogs provide insights of a different kind."

Lynton Crosby says the way in which companies respond to communications challenges is often too narrow – especially when they are under pressure.

"A PR agency will recommend press releases and individual journalist briefings. A financial communications specialist will recommend shareholder letters. An advertising agency will recommend above-the-line advertising. A lawyer will focus on reporting and disclosure. An investment banker will focus on roadshows and high-level communication of value," he says.

["But how do these tactics interact? What is really needed is to decide on the right messages and deliver them to the right people in the right way. That is what strategic campaigns are all about."](#)

"Even the best company decision can be received negatively if it is not communicated properly," says Textor. "That's where [CIT Financial](#) comes in. We help companies to understand not only what shareholders are thinking, [but why they are thinking it](#).

More/...

“We then take these insights and put together a campaign designed for shareholders but which also takes into consideration the triangulation between business, government and the media.”

CJT Financial Managing Director, [Jason Aldworth](#), says the company – which has offices in [Sydney](#), [Melbourne](#) and [London](#) – will help companies that want to:

- Launch an IPO
- [Solicit proxies](#)
- Contest an AGM
- Fight a “green mailer”
- [Mount a hostile takeover bid](#)
- Place equity or debt offerings
- Face regulatory investigations
- Announce an earnings “surprise”
- Manage an investor relations crisis
- Supplement internal staff capabilities
- Improve stock marketability and liquidity
- Undertake privatisations and asset sales
- [Commission an investor perceptions audit](#)
- Handle an “activist” campaign against their company
- Track and influence the critical blog-space tipping point
- Execute a merger, acquisition, [demutualisation or demerger](#)
- Deliver investor road shows, annual reports or other key messaging

For more information go to www.ctfinancial.com.au or call John Kent on 0411 112 624