

Scaling new heights

The Bladonmore guide
to investor marketing
and fundraising



What's the challenge?

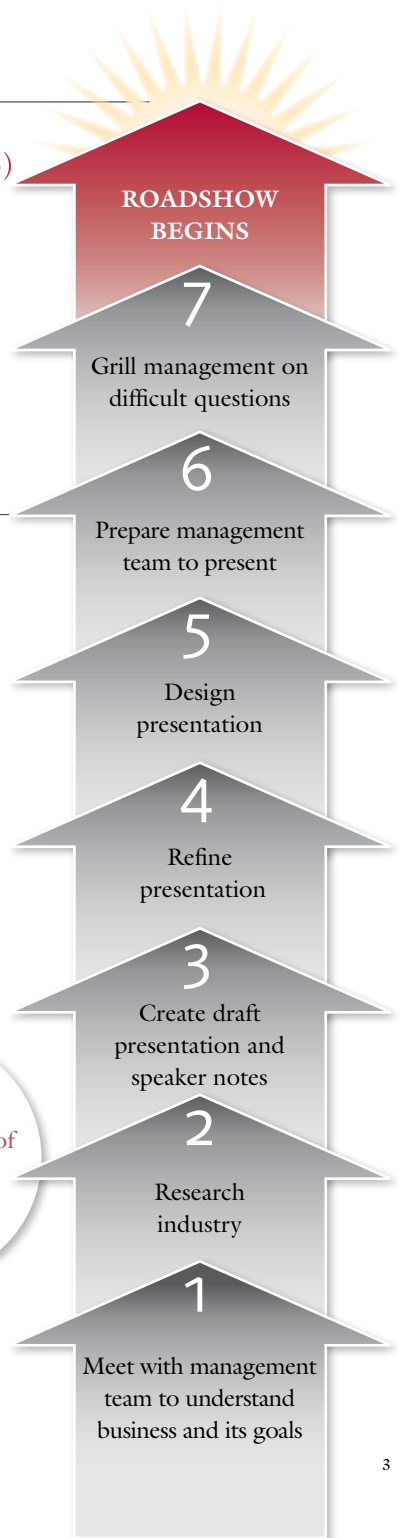
Most businesses raise money only a few times in their life. Whether you are a start-up with a burning ambition to change a market or an established business looking to expand, funding will be required at some time.

When that time comes, your level of confidence in presenting to investors and the quality of your presentation content will be critical. It will have a direct impact on the valuation you achieve and on the likelihood of success.

That is where this guide to creating an effective presentation – and Bladonmore's team of transaction services specialists – can help.

A CASE IN POINT: China Manufacturing Solutions (CMS)

Two seasoned financiers – Sir Anthony Jolliffe and Nick Bannister – had identified a buy-and-build manufacturing opportunity. But raising the financing depended on having an effective presentation. They needed to articulate the group’s plans in an engaging and convincing fashion. Bladonmore devised the following plan to prepare the team for its investor presentations. We also created a strong visual brand identity for CMS.



CMS has now raised the initial round of financing and is implementing its strategy



Why does a management team need to prepare?

The key word is team. Investors want individuals who can surround themselves with an effective management team.

Coaching the team before a presentation ensures that all members of the management can define their role and give the best possible impression of the business.

After the management team has given its presentation to potential investors, it is likely to face a series of tough questions that forces it to address and overcome all potential issues.

What is unique about our investor presentation and messaging development?

Giving control back to the management team: An investor presentation is an important document, so it is no wonder that your advisers – accountants, lawyers and financiers – will contribute with their thoughts. The downside of this is that the management team often loses a sense of ownership of its presentation. Part of our promise is to ensure you get it back.

A fresh perspective on that key message:

The Bladonmore team includes a number of specialists – including seasoned analysts, fund managers and sector-focused journalists – who will research your business and ask the probing questions that are necessary to uncover your key messages. This can be the difference between explaining the scale of the opportunity in six words or twenty minutes. What do you think your potential investors want?

Nothing is more important than a story and a structure:

This means both your actual presentation and the manner in which it is delivered. Bladonmore works with companies to ascertain what they want to say and what the market wants to hear. Our experts will help you tell a story that is clear, concise and memorable.

High-quality and relevant design for your slides:

There are parallels between a good presentation and a memorable meal. Both initially rely on visual impact. Our team includes a quartet of experienced PowerPoint designers who generate attractive slides, visual aids and packaging that create a real impression.

A vertical photograph of a person climbing a tall, grey rock wall. The climber is wearing a white shirt, blue jeans, and a red harness. The wall is covered in various colored handholds and footholds. The background is a clear blue sky.

A CASE IN POINT: Cineworld

When cinema business Cineworld, which had been an exceptional investment for private equity firm Blackstone, decided to float, it came to Bladonmore for guidance. We concentrated on three key areas prior to the roadshow.

The result?
Cineworld raised £120m when it floated on the London Stock Exchange in May 2007



ROADSHOW BEGINS

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Give individual and group presentation coaching to management team

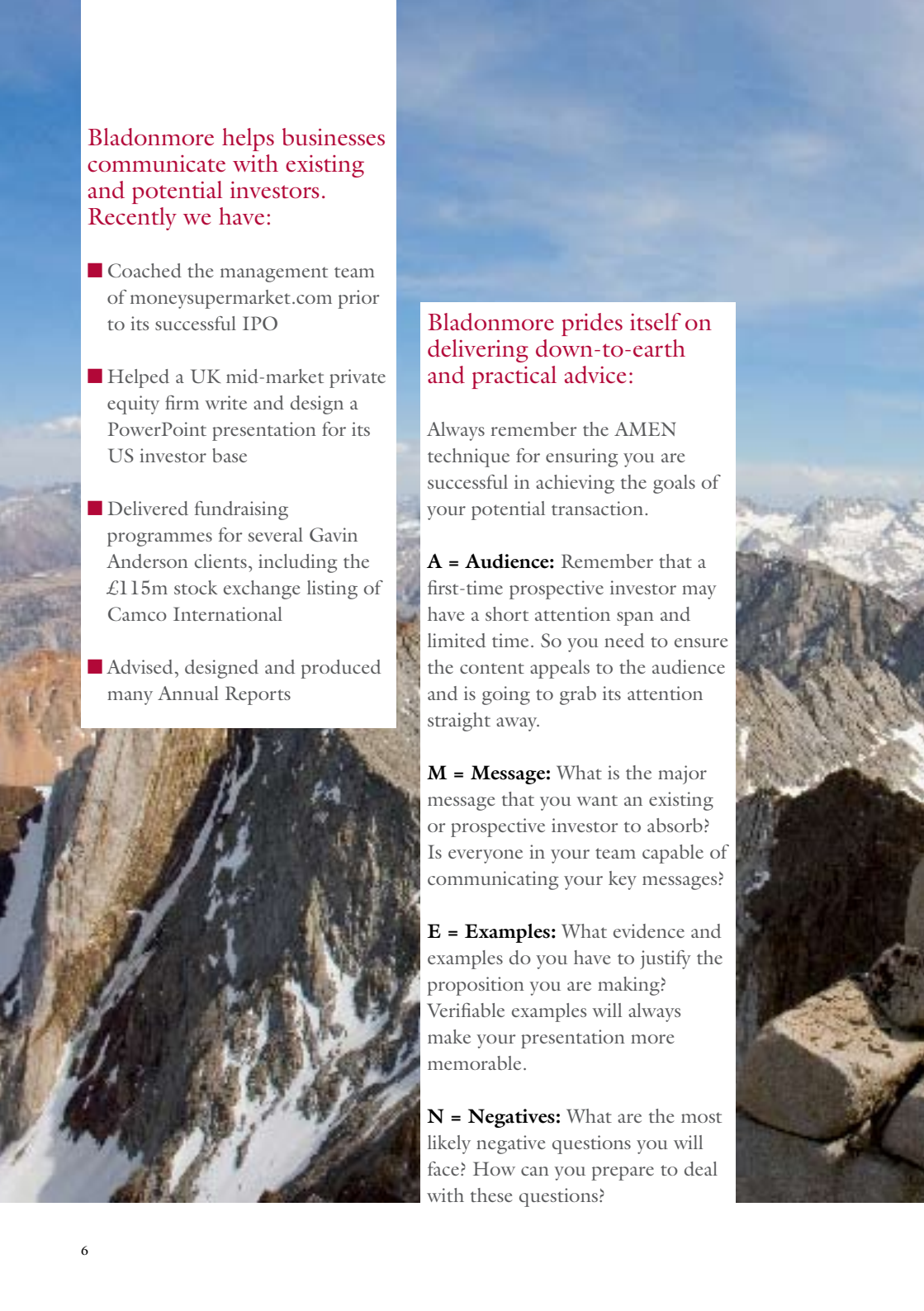
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Make suggestions with financial PRs and bankers on key messages

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Sit with management team and re-work existing presentation giving sense of ownership back to Cineworld team

In parallel, Bladonmore worked with Cineworld to create its corporate/investor relations website, which went live at the time of the IPO, and gave the team expert Media Training. We have continued to work with Cineworld on their investor communications since, producing their Annual and Interim Reports.



Bladonmore helps businesses communicate with existing and potential investors. Recently we have:

- Coached the management team of moneysupermarket.com prior to its successful IPO
- Helped a UK mid-market private equity firm write and design a PowerPoint presentation for its US investor base
- Delivered fundraising programmes for several Gavin Anderson clients, including the £115m stock exchange listing of Camco International
- Advised, designed and produced many Annual Reports

Bladonmore prides itself on delivering down-to-earth and practical advice:

Always remember the AMEN technique for ensuring you are successful in achieving the goals of your potential transaction.

A = Audience: Remember that a first-time prospective investor may have a short attention span and limited time. So you need to ensure the content appeals to the audience and is going to grab its attention straight away.

M = Message: What is the major message that you want an existing or prospective investor to absorb? Is everyone in your team capable of communicating your key messages?

E = Examples: What evidence and examples do you have to justify the proposition you are making? Verifiable examples will always make your presentation more memorable.

N = Negatives: What are the most likely negative questions you will face? How can you prepare to deal with these questions?



Top ten tips for investor presentations

- Talk the language of investors
- Have a clear story to tell
- Do not assume the audience understands your business or even knows what you do
- Avoid any jargon
- Cut down the amount of information
- Review, listen to and respond to previous comments
- Explain the story behind any numbers
- Have a clear, convincing description of what you are planning to do in the future
- Take your time, don't rush
- Enjoy the process

About Us

Bladonmore helps businesses to communicate knowledge: online, in print and in person

Bladonmore Design: specialists in corporate and investor communications

Bladonmore Media: creators of award-winning corporate content, magazines and films

Bladonmore Training: experts in improving presentation, media and business development skills



Bladonmore
COMMUNICATING KNOWLEDGE ■■■

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