



# IR PROS



FUNDAMENTAL  
COMMUNICATIONS INC.

A pair of glasses with a magnifying glass effect over the text. The glasses are dark-colored and have a bridge over the nose. The lens on the right is in focus, showing the text. The background is a soft, out-of-focus light color.

Does the  
investment community  
understand  
your vision?

## Today **investors** are **looking** far beyond your financial statements.

Before they invest – and frequently thereafter – investors want to know where your company is headed and how management will exploit the potential that exists for the benefit of all shareholders.

Some companies do a more effective job in communicating their vision to the investment community than others. The difference is often management's attitude to investor relations.

Those executives who believe in the power of professional IR, who treat it as strategic component of their business plan and invest in it accordingly, are rewarded over time with higher share values and more sustained interest in their corporate developments.

Fundamental Communications is a full-service IR boutique established to serve public companies that appreciate the value of leading-edge investor communications strategies, inventively applied.

Our strategist-communicators have developed award-winning programs for both large and small cap companies, in a wide variety of industries. As Canada's IR Pros, we have the knowledge, resources, and creative firepower to help you sell your vision to the world.



Where are your  
investors  
getting their  
information?

0.69	+2.49	+0.21	+2.41	+29.88	+28.15	+3
88.98	+1.95	+0.20	+0.76	+29.88	+28.15	+3
58	+2.56	+0.20	+0.41	+29.88	+28.15	+3
58	+4.67	+0.20	+0.35	+29.88	+28.15	+3
58	+2.41	+0.20	-1.07	+29.88	+28.15	+3
58	+2.29	+0.20	-0.59	+29.88	+28.15	+3
58	+2.29	+0.20		+29.88	+28.15	+3

## Investors develop their **perceptions** by piecing together an information **mosaic**.

This information can come from many sources - some informed, some not; some friendly, some hostile.

Since you are not the only source of information in today's high velocity, Internet-driven climate - and because, accurate or not, investor perceptions are reflected in your share price - we believe it's imperative to adopt a multi-faceted communications program to shape and influence the stream of information available.

To do this, we arm you with the proper tools to do the job. Following a review of your current approach against our proven best financial communications practices, we recommend and implement a custom-tailored program.

Our services include the creation of a high-impact annual report, insightful quarterly reporting packages, professionally-written and multimedia-enhanced investor presentations, a financial media relations campaign and, depending on our assessment, tools such as analyst fact books, broker sheets and Internet webcasting.

Beyond these basics, we support you with corporate awareness programming and ongoing advice gleaned from periodic investor surveys. This will ensure your corporate story hits the right buttons with investors.



Is your corporate  
story **noticed** and  
**appreciated?**

## Your **company** isn't the only one vying for investor **attention.**

Thousands of public companies are competing for capital. How do you differentiate yourself from them? And how do you go about getting noticed?


Fundamental can effectively answer these questions and, in the process, build a larger following for your company.

We are highly skilled at coaching executives to be reliable, accessible and believable proponents of their corporate stories. Our professional media and speaker training programs, coupled with our awareness programming, can make a significant contribution to increasing corporate visibility and demand for your shares.

With our help, you will not only say the right things at the right time but you will also target the right people.

We will help create lists of analysts, brokers, and potential investors who are, by virtue of their investment strategy or temperament, pre-disposed to consider your case closely.

Our approach goes beyond targeting the investment community at large, to reach the people who will act on your company's story.




Who can you  
trust  
when the stakes  
are high?

## Sometimes events **overtake** even the best companies.

Corporate restructurings, hostile takeover bids, mergers, acquisitions, senior executive terminations, law suits, failure to meet earnings estimates, faulty products, workplace accidents...the list of extraordinary situations a public company can encounter is long.

And chances are, at some point in your corporate evolution, you too will deal with one of these issues. How well you perform under pressure will determine whether you instill or erode investor, customer, employee, and supplier confidence in your company.

At Fundamental Communications, we specialize in high stakes communications. We have demonstrated experience managing extraordinary events that affect dynamic public companies. Careful planning, flexibility and speed of execution are the hallmarks of the Fundamental approach. From news releases, letters, advertisements, and web sites to live presentations around the world, we ensure our clients are clearly and confidently positioned.



Why choose  
Fundamental  
Communications?

## We are fully equipped to produce better results. For you.

Fundamental's anywhere, anytime, start-to-finish service capability allows you to respond promptly, professionally and appropriately to any corporate communications challenge.

Whether you choose to outsource special projects to Fundamental, or partner with us for all your IR and corporate communications needs, you can rely on us to deliver quickly, creatively, and effectively.

We are known for bringing thorough analysis, imaginative ideas, leading-edge practices, and compelling and stylish writing and design to every assignment.

Since we're professional consultants, we offer you an objective, third-party assessment of your communications plans and activities to ensure your key messages register properly with your audiences. Since we're treated as insiders who work closely with executive management, we can also act as a sounding board – to influence strategic decisions before they are made and to creatively package and properly launch important new programs to your constituents.

A list of our services is displayed on the back cover of this brochure and a single phone call to Fundamental will put our team of knowledgeable, personable strategist-communicators at your disposal.

Why choose Fundamental? We produce results. We're Canada's IR Pros.



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COMMUNICATIONS INC.

### Investor Relations

Strategic Planning, Messaging  
Policy Development  
Peer Benchmarking  
Internal Department Start-Up  
Contact List Development  
Investor Surveys  
Annual Report Audits

Turn-Key Annual Reports  
Conference Call Scripting  
Quarterly Reports  
Merger & Acquisition Counsel  
Analyst Chartbooks  
Broker Fact Sheets  
Financial Media Relations

Financial News Releases  
Investor Presentations  
International Roadshows  
Financial Multimedia  
Annual Meetings  
IR Website Development  
Restructurings

### Corporate Communications

Crisis Management  
Business Plans  
Corporate Identity Development  
Marketing Communications

Conference Management  
Executive Speaker Coaching  
Speechwriting  
Corporate Brochures

Employee Communications  
Newsletters  
Corporate Advertising  
Advertorial  
Media Training