



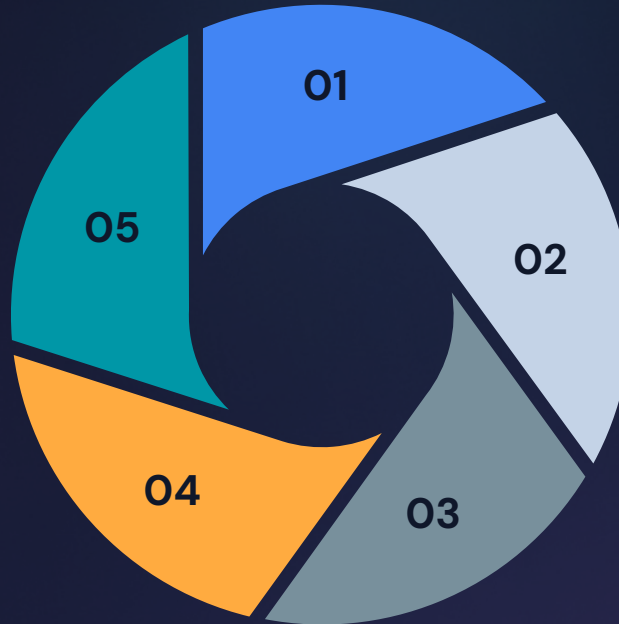
Brand Communications Overview

Brand Communications



Headed by Alan Green

Trusted and respected among retail
and institutional investors



Established in 2005

Digital IR and PR agency
services provided to 20+ listed
and pre IPO clients

Dominant and influential
presence across financial media
channels

Why social media presence is important for your company and how it impacts on retail investor decision making

- Retail investors' share of total trading volume rose from just above 10% in 2011 to over 22% in 2021, Bloomberg Intelligence
- As of early 2023, the individual investor market reached \$7.2 trillion in size, IBISWorld
- According to the platform Freetrade and its own research
 - 61.57% of users are under 35 years old
 - 21.92% of these are aged 18 to 25
 - Only 5.39% of investors class themselves as experienced
 - Almost 60% said that they were first-time investors

Why social media presence is important for your company and how it impacts on retail investor decision making

- “More than a fifth of retail investors influenced by social media advice” IR Magazine, January 2023”
- Only 42 percent of respondents (retail investors) investigate and conduct research before deciding where to invest. A further 37 percent mostly rely on recommendations from friends and family, while only one in three investors seek advice from an authorized financial adviser” (CySEC), 2023
- Retail investors can separate a company's earnings from their market performance. According to a Wharton study, retail investors are quick to react to earnings announcements, January 2022

Sources:

<https://www.irmagazine.com/ai-tech/more-fifth-retail-investors-influenced-social-media-advice>

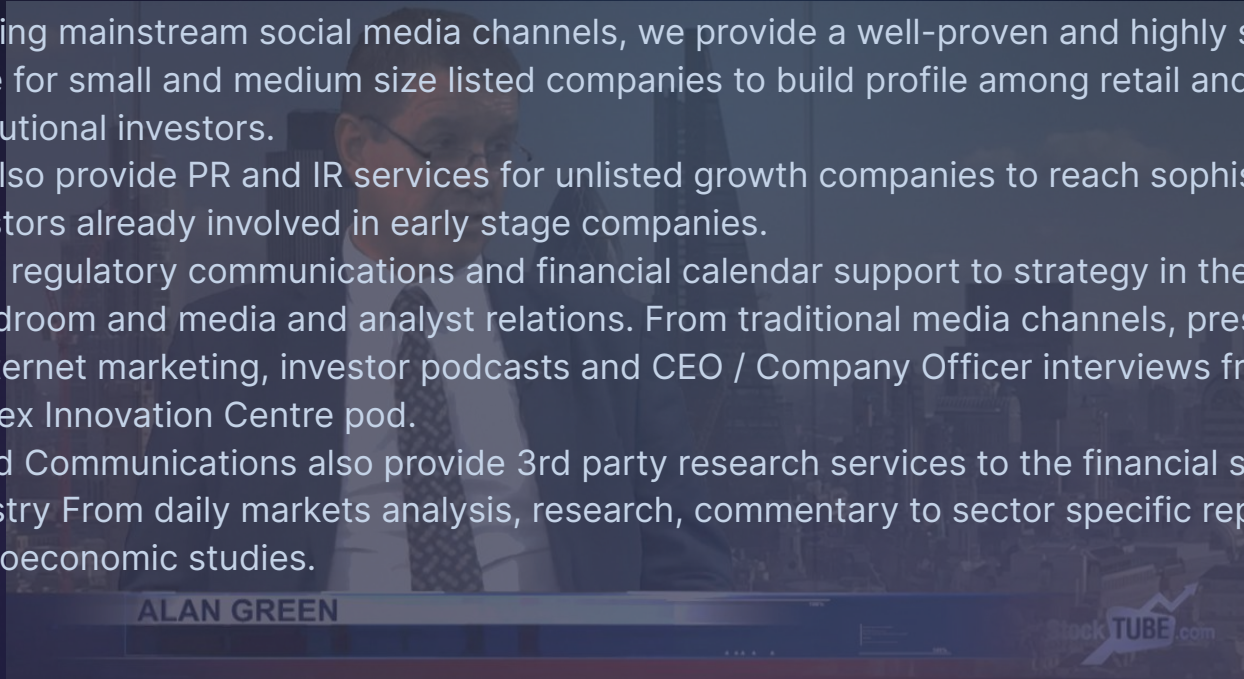
<https://www.businessinsider.com/personal-finance/retail-investor?r=US&IR=T#:~:text=In%general%2C%20retail%20investors%20have,Retail%20investors%20can%20increase%20volatility.>

<https://upthegains.co.uk/blog/what-is-a-retail-investor>

<https://www.statista.com/statistics/1328577/percentage-of-the-population-in-the-uk-that-invests-by-generation/>

Brand Communications – Service Overview

- Utilising mainstream social media channels, we provide a well-proven and highly successful route for small and medium size listed companies to build profile among retail and institutional investors.
- We also provide PR and IR services for unlisted growth companies to reach sophisticated investors already involved in early stage companies.
- From regulatory communications and financial calendar support to strategy in the boardroom and media and analyst relations. From traditional media channels, press and TV to internet marketing, investor podcasts and CEO / Company Officer interviews from the Sussex Innovation Centre pod.
- Brand Communications also provide 3rd party research services to the financial services industry From daily markets analysis, research, commentary to sector specific reports and macroeconomic studies.



Service Provision Overview

- Company page on Brand Comms website
- Your news and content distributed across Twitter, LinkedIn, Facebook, Instagram and multiple financial bulletin boards
- Your news and content distributed by email to our financial media database
- Distribution by email to large 16k retail investor database
- Featured on one of CEO Alan Green's podcasts / research talks eg: <https://twitter.com/UKInvestorMAG/status/1729072311762882869>
- Remote CEO interview from Sussex Innovation Centre 'pod' eg: <https://youtu.be/hEGozprOsr0>
- Live show Q&A interviews eg: <https://twitter.com/i/broadcasts/1jMJgmzpbXKL>
- Preparation, editing and publishing of company / RNS announcements
- Management of company social media channels





Free Initial Remote Interview

- Free initial remote interview from Sussex Innovation Centre 'pod' (example below).
- Backed and turbo charged through promotion across our network (see Service Provision Overview slide)



Brand Communications – Alan Green



After a career in marketing and advertising, Alan developed from an interested financial markets observer to an active trader in small cap stocks. In the noughties, along with former BBC journalist Malcolm Stacey, he launched ShareCrazy, a share trading and community website which was developed and subsequently sold to a fund management company. During this time, Alan published regular daily articles on Yahoo Finance and other financial titles and subsequently launched Brand Communications, building a long list of City based retail broking clients and listed companies. Today Alan has regular weekly slots on leading financial podcasts and financial media channels, and is a well known interview anchor with small and medium size listed companies.

Thank you. Our contact details are below.

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