



Investor relations officers (IROs) say that one of the biggest challenges of their work is proving to management that investor relations contributes value to their organisation.

*“Investor relations (IR) refers to the function within a public company that is responsible for managing and communicating information to the public pertaining to the company's operations, managerial organization, and financial standing”.*

### **CREATING VALUABLE IR ADDS VALUE**

Investment in creating a valuable IR framework for any Company enables a Company to implement effective disclosure strategies and create a full understanding by the investing community on a company's business activities which include their strategy & future prospects, fair market value and creating a community of loyal shareholders.

Developing a strong partnership with an IR team provides companies with an effective interface with investment analysts and other parties that represent institutional investors. With analysts frequently publishing research and buy/sell/hold recommendations on public companies which influence the investment community, it can be critical to have a strong IR strategist who can facilitate the integration of finance, communication, marketing, public and media relations as well as corporate compliance to enable the most effective two-way communication between a company, the financial community, and other constituencies, which ultimately contributes to a company's securities achieving fair valuation.

IR specialists provide an important channel in which the investment community of investors and analysts with easily accessible information about the company. This is critical in creating corporate information transparency and promoting integrity, ethics and trustworthiness on the part of the company.

Sage Ventures Pty Ltd has extensive experience providing executive support for public listed companies and investor relations consultancies. We have provided energetic and dedicated support in investor relations coordination activities on numerous projects for companies assisting in IPO's, investor roadshows and investor presentations. We have developed respected partnerships within the investor community.

If you are overwhelmed with a current or upcoming investor relations project and require administrative support, there is support available to help you manage the process and keep momentum flowing. We can also assist in providing you with referrals to reputable Investor Relations specialists.

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