



# SARD VERBINNEN & CO

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## WHO WE ARE

- A leading strategic corporate and financial communications firm founded in 1992 on the principle that clients want:
  - » Responsive, actively involved and highly experienced senior advisors
  - » Sound and objective strategic counsel
  - » Unparalleled relationships and credibility with media
  - » Excellent written product and tactical execution
  - » Skilled implementation of agreed-upon plans
- Over 100 people in New York, Chicago, San Francisco, Los Angeles, and London, with varied backgrounds including former lawyers, investment bankers and analysts, and public affairs advisors
- Clients include multinational corporations, smaller public and private companies, investment firms, financial and professional service firms, and high-profile individuals
- Experienced in targeting multiple constituencies including press, employees, analysts, investors, communities, lawmakers and regulators
- Excellent working relationships with best in class communications partners in key markets around the globe

## PRINCIPAL AREAS OF PRACTICE

- |                            |                                   |                                   |
|----------------------------|-----------------------------------|-----------------------------------|
| • Corporate positioning    | • Media and presentation training | • Spin-offs, IPOs, financing      |
| • Corporate communications | • Investor relations              | • Activist defense/proxy contests |
| • Corporate governance     | • Mergers and acquisitions        | • Digital media strategies        |
| • Employee communications  | • Crisis communications           | • Litigation support              |
| • Media relations          | • Restructurings and bankruptcies |                                   |

## ASSET MANAGEMENT FIRM REPRESENTATION

- Provide a broad range of communications services to asset management firms including:
  - » Firm positioning/profile-raising
  - » Media relations and strategy
  - » Communications surrounding personnel changes and strategic initiatives
  - » Investment/transaction communications
  - » Crisis communications
  - » Litigation support
  - » Regulatory matter support
  - » Investor communications

## RELEVANT ASSET MANAGEMENT FIRM/CORPORATE POSITIONING EXPERIENCE

