

Taurus Investor Relations



MANAGING PERCEPTION, INFLUENCING DECISIONS

Our mission is to help publicly listed companies on the ASX and NASDAQ strengthen their relationships with investors to maximise shareholder value.

Investment markets can be turbulent

We provide a vital role as your interface with the capital markets, investors, shareholders, stockbrokers and analysts.

Our Taurus Investor Relations service crosses the IR bridge from set up, support and assistance to full scale management. From on-line investor centres, attracting new investors to the register, initiating analyst research, complying with ASX requirements and aligning company messaging to be consistent with your brand.

Connecting you to the right people at the right time

Our team of innovative investor relations consultants have more than 30 years experience in the investor relations industry and

the global financial marketplace.

With an extensive understanding of fund managers in all major financial centres who actively invest in Asia Pacific stocks, we offer a coordinated and seamless service through our financial acumen and experience of corporate financial results, AGMs and annual reports.

Whether Taurus helps develop and implement proactive and targeted investor relations programs, or coordinate specific projects, we always work to produce effective results for all stakeholders.

Empowering your IPO from the get-go

Preparing for an IPO is an exciting, complex and challenging process. One of the critical aspects of

preparation is defining and building your brand and ensuring timely, accurate communication with stakeholders – including regulators, shareholders, employees and potential investors.

The Taurus team helps you navigate a complex landscape with a strategic plan for building your brand, your profile, and managing communications across digital and social platforms as you prepare for listing.

After listing, we can help with your ongoing investor communications and investor events such as AGMs and results announcements.

Strong IR strategy unlocks influential access and shareholder value

ASX listed entities typically have

Taurus creates strategic IR communication initiatives

Our Taurus Investor Relations process:



AUDIT AND RESEARCH

We conduct a comprehensive analysis of your share register and gather market intelligence to determine perceptions and sentiment.

STRATEGY

We set clear objectives and the right strategy to engage stakeholders.

IMPLEMENTATION

We activate communication to reflect consistent messaging with your target markets and spheres of influence, managing the process end to end.

MEASUREMENT

We gather feedback, undertake post campaign feedback and evaluate the strategy to report on the results.

a limited number of opportunities each year to attract investor attention.

We immerse ourselves in your business and develop a powerful IR strategy to expand and broaden these opportunities. From effective ASX releases, presentations, broker, analyst and shareholder briefings and comprehensive media strategies.

Working with award winning professionals with a unique depth of knowledge of the Australian equity market and its broader financial community, Taurus Investor Relations helps you build relevant, high calibre, and strategic share registers.

Analysts are vital to influencing and building your business. With access to our extensive network,

The Taurus team and our expert consultants will immerse in your business to streamline communications, manage reputation and increase shareholder value.

SHARON WILLIAMS, FOUNDER, TAURUS

we introduce your company to prospective institutional investors and retail shareholders, Tier one stockbroking houses and analysts to develop beneficial relationships.

Taurus creates strategic IR communication initiatives

An important element of an effective IR strategy encompasses media relations. Taurus goes beyond traditional IR distribution to create positive

brand awareness in the media, taking key journalists on the journey with your company to build positive momentum and a compelling equity story.

We help you foster strategic media relationships to leverage and amplify ASX announcements, market updates and company milestones with increased media exposure.

Superior Investor Relations is a real competitive advantage that can lead to a sustainably higher market valuation. Our primary focus is centred on developing and maximizing shareholder value.

SHARON WILLIAMS, FOUNDER, TAURUS



What does Taurus Investor Relations offer you:

- IR Audit, strategy and communications counsel
- Develop an annual IR calendar of events and activities
- Construct and maintain targeted databases of buy and sell side analysts
- Corporate website investor centre development and maintenance
- Create IR key messages for company announcements
- Meetings with investors/analysts and media
- Roadshows with brokers and investors
- Site tours of operations and invitations to investor conferences
- Market intelligence – broker and analyst feedback reports
- Distribute and service financial audiences
- Investor perceptions studies
- Establish corporate governance practice
- Crisis communications
- Media training and IR presentation skills coaching

Taurus 

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Taurus is one of Australia's highest profile, privately owned, integrated marketing agencies. We deliver strategic marketing, public relations, creative and social media solutions to help drive your business forward. Clients range from smart entrepreneurs to major ASX-listed corporations across the B2B and B2C sectors. We offer unparalleled levels of service with a practical, 'No Bull' approach focused on delivering results based on our unique Taurus Bullseye™ methodology. We warmly invite you to experience the Taurus way of growing your business.