RADNOR
CAPITAL PARTNERS

+FTSE AIM
MEDIA

- ADVICE
- INVESTORS
- STRATEGY
- CAPITAL
- RESEARCH
- LIQUIDITY
- MFID II

CASE STUDY

The client is ambitious, fast-growing with a strong acquisition pipeline and positive technology and geographical exposure. The track record is amongst the best in the sector. Despite these strengths, there was a lack of research coverage and the message resonated with only a narrow set of investors.

The Radnor solution was two-fold. Firstly; management wanted to understand why the message was not resonating with a broader range of investors. Through extensive investor feedback from non-holders, we helped reshape and clarify the investment case. Secondly; we actively marketed our own equity research to investors which generated substantial, and relevant, investor interest in meeting management.

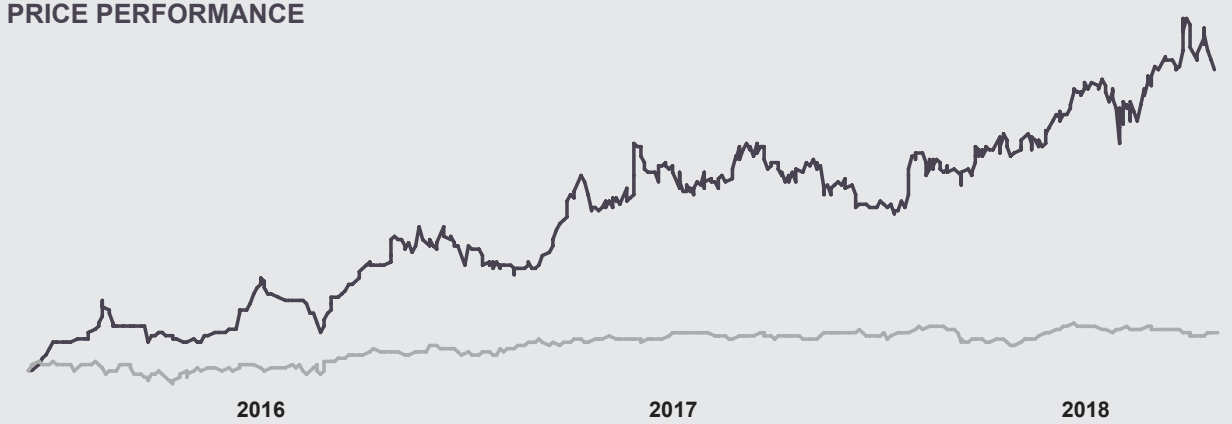
Since our engagement, the share register has broadened from top to bottom. By combining actively marketed research with face to face meetings, our investor conversion ratio has been 40%+. We have helped put in place the investor strategy capable of taking the client from Small to Mid Cap.

50
INVESTORS MET

42%
BUYERS

RADNOR INVESTORS

70%
NEW INVESTORS

1/3
INSTITUTIONS

PRICE PERFORMANCE