



**+ FTSE  
SMALL CAP  
CONSUMER**

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

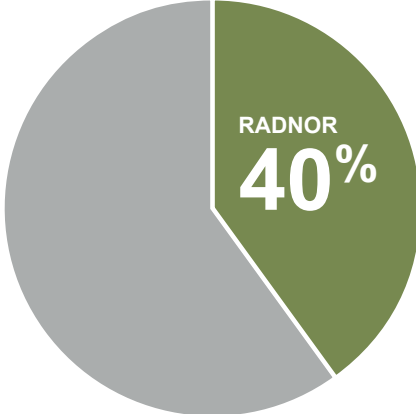
**CASE STUDY**

A company delivering steady and consistent returns but lacking momentum. The equity story had stagnated and required refreshing. The client was also due to launch a new strategic direction intended to lay the ground for an improved valuation.

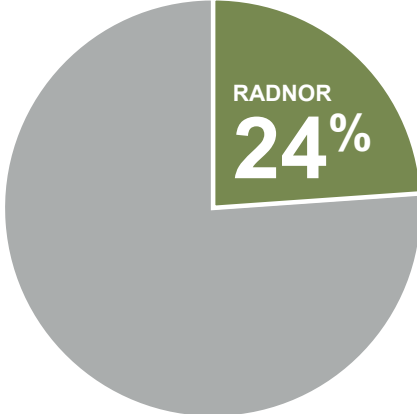
The shareholder register comprised a mishmash of investors which the company realised needed attention. Management wanted to focus on potential new investors, specifically those investors off the radar of the broker. Our investor targeting and subsequent work centred around this.

Radnor advised on the messaging and positioning of the new strategy. In conjunction with the broker, we undertook a programme of highly targeted investor engagement, coinciding with the new strategy launch. We positioned the story as a “new” investment with investors who would have typically ignored it. Our momentum and conversion of new investors was pivotal to the subsequent re-rating of the shares.

**TOP 5 HOLDERS**



**TOP 30 HOLDERS**



**PRICE PERFORMANCE**

