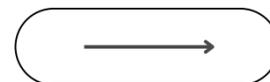




IR TRANSFORMATION FOR A LISTED TECHNOLOGY FIRM

Case Study



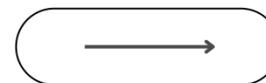
Problem

- Mid-cap technology company with a large and diverse public shareholder base
- Increasing investor questions on quarterly performance and earnings volatility
- Governance changes adding to market uncertainty
- Management priorities and long-term strategy not clearly communicated
- Investor focus skewed towards short-term results
- Long-term value creation story not well understood by the market

Challenges

- Clarify the equity story to explain how the business creates value over the long term
- Contextualize earnings volatility by highlighting key drivers and expected patterns
- Proactively communicate governance and ownership changes to shape market interpretation
- Align messaging across all investor materials including results, presentations, and disclosures
- Move beyond compliance-led communication to a structured investor relations approach
- Use multiple IR tools and channels to enhance investor visibility and engagement

OVERVIEW



STRATEGY



Aligned the equity narrative across global investor bases

- We ensured that investors in both domestic and international markets received a consistent and coherent story on strategy, growth drivers, and long-term value creation, eliminating mixed signals and regional disconnects.



Increased the company's visibility within the investor community

- Through proactive outreach and structured engagement, the company achieved greater mindshare among institutional and long-term investors, expanding its investor universe.



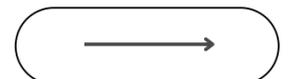
Strengthened financial communication and earnings transparency

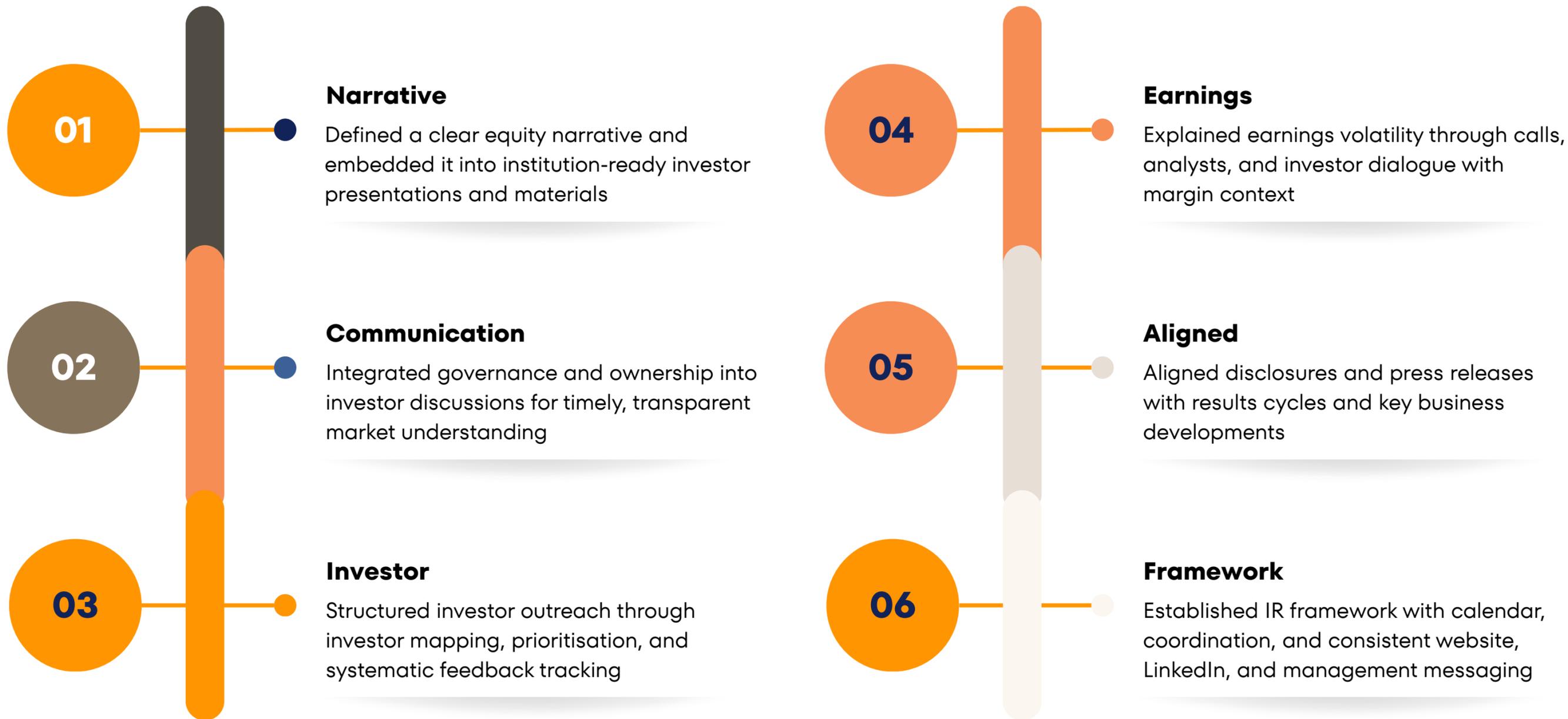
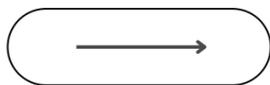
- We introduced regular earnings calls, improved investor presentations, and deeper financial disclosures, helping investors clearly understand performance drivers, growth trajectory, and outlook.



Improved capital market fluidity over time

- Better information flow and consistent engagement led to healthier trading volumes, broader participation, and more stable price discovery.





EXECUTION

The strategy was rolled out in a structured sequence, starting with strengthening core investor communication and then aligning the narrative across every engagement channel.

OUTCOME

Structured, proactive communication improved market understanding of business, performance, and long-term direction

01

Market Capitalization

Market capitalization increased by approximately 35-45% over the engagement period, supported by improved investor visibility and clearer market positioning.

02

Price

Share price appreciated by 30-40% during the same period, outperforming the immediate peer group.

03

Engagements

Investor and analyst engagement increased by 1.5x, driven by more structured outreach, earnings interactions, and conference participation.



Earning Cycles

04

Recurring investor concerns around earnings volatility declined across subsequent earnings cycles following clearer communication

05

Cordination

Improved IR processes and internal coordination reduced earnings cycle preparation time by 25-30%, enabling more efficient and consistent investor follow-up

06

FIIs

The company attracted a broader base of long-term institutional shareholders, improving ownership stability and reducing short-term trading volatility.



Get in Touch



We'd love to hear your thoughts

About Amros Consulting

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We pride ourselves on our rigorous analytical approach to financial analysis, as well as our ability to execute complex transactions with precision and speed. Our team works closely with clients to develop customized solutions that are tailored to their specific needs, and we are committed to delivering exceptional results for every project we undertake.

At Amros Consulting, our mission is to help our clients achieve their financial objectives through innovative and effective financial solutions. If you are looking for a trusted partner to help you achieve your financial goals, contact us today to learn more about how we can help.

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