



# Strategy reports business plans, sector reports and market studies

**Edison supports clients to conduct strategic reviews and consider expansion as well as investment in new sectors and new geographies. Each report is tailored to the client's needs and individual circumstances.**

## Target: Public and private companies

The support we offer can include providing a broad overview of the investment landscape (e.g. E&P in Latin America), as well as deep dive analysis of specialist sectors (e.g. MedTech, AdTech, Oncology) or quarterly / annual coverage of commodities e.g. the gold sector.

### Business plans

- Helping time-poor management teams document their plan for business growth. Ensuring that the forecasts are consistent and flow from clear assumptions to present the strongest case to put forward to stakeholders.

### Strategy reports

- Edison provides strategic reviews, reviewing a client's market position, analysing sector leaders, highlighting sector best practice and suggesting a direction for future growth and KPIs against which to measure progress.

### Sector reports

- As companies consider expansion and investment into new sectors, Edison can use its sector insight to offer a considered and well-structured overview of the market, its drivers, prospects and competitive landscape.

### Market studies

- Edison can offer a snapshot of overseas markets, providing an overview of the competitive landscape and potential partners for JVs or M&A.



Edison Investment Research Limited is authorised and regulated by the Financial Conduct Authority

## Why Edison?

**With its commercial and financial insight, together with the breadth of sector footprint and international reach. Edison is ideally qualified to provide cost-effective strategic analysis across a wide spectrum of opportunities.**



Edison's business is to analyse companies and business cases and assess the likelihood of the company achieving its targets. From this platform, Edison can deliver the clarity and insight needed to support both client companies and investors.



Edison's USP resides in its 80+ equity analysts across 10 sectors – sector experts with decades of experience. Additionally, Edison has a network of consultants and subject matter experts where even deeper specialism is required.



With a range of solutions for different scenarios, we would be delighted to discuss how we might be able to tailor a solution to meet your requirements.

# Edison Services Overview

## Our services



Consulting includes working with clients on transactions and fund-raising projects, valuations, commercial due diligence, pre-IPO work, modelling, market reports and other ad-hoc projects.



Pre-IPO Research can help you prepare your board for life as a public company by telling your story to the market.



Equity Research ensures that investors are kept regularly informed on our client companies throughout the year.



Enhanced Distribution supplements the existing Edison distribution circuits with paid for newswire services that creates greater reach and engagement for our clients.



ResearchLink allows clients to embed our research on their company website improving investor engagement



InvestorTrack® is Edison's unique platform tracking the readership of published research.



ADR Research directly targets US investors and our research has a proven track record in stimulating liquidity in ADRs and attracting new investors from the largest pool of capital in the world.



Boardroom Briefing is an honest, concise and independent view of various equity market themes and trends specific to a client's sector and business.



Investor Relations is a full service investor relations business that works with private and public companies, custom-building programmes of activity and accessing diverse pools of investment capital through its global investor networks.



Perception Surveys deliver the investor intelligence needed to help manage market expectations for the client's board of directors.



Targeted Investor Marketing enables your company and our covering analysts to work together to identify 25 key funds to target as potential investors.



EdisonTV executive interviews are a natural extension of providing investors with an update on the client company via social media.

Frankfurt

London

New York

Sydney

Wellington

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