

## FACTS

- 1986** The date we were founded
- 500** How many public companies we've served
- 10** The average IR tenure of our consultants in years

# Canada's Leading Strategic Investor Relations Consulting Firm



**BarnesMcInerney Inc.** is one of Canada's leading strategic investor relations consulting firms. We advise public companies, major Canadian pension plans and investment managers on the information requirements of key audiences, how to establish and maintain credibility with those audiences and how to achieve the highest level of recognition for value creation strategies, performance and prospects. We also create communications tools, brands and events to meet and exceed both the needs of the investor audience and disclosure requirements.

## APPROACH

Every situation is unique and we make it our business to understand the nuances of your story, strategy and markets. To enable us to do this effectively and quickly, we follow a proven process to create value in your investor communications activities. Our ability to apply this process – which requires us to employ powerful analytical tools and develop our standard-setting Messaging Blueprint – sets us apart from our competitors in achieving results.

## THE BARNESMCINERNEY EDGE

- More experience than any IR firm in Canada
- Recognized investment community brand name and contacts
- Pure focus on investor relations
- Entrepreneurial and independent
- Total control of messaging and confidentiality from capabilities' integration
- Award-winning creative
- Proven process
- Spirited team with demonstrated expertise

## SERVICES

- IR strategy development and implementation for IPOs, newly-listed companies and M&A/proxy defence situations
- Annual and quarterly reporting
- Perception surveys
- Executive speaker coaching
- Shareholder identification and outreach
- Deal/non-deal roadshows
- Asset tour design and management
- New media design including special purpose websites
- Financial media relations
- Media training

We serve small, mid and large capitalization companies listed on a variety of different exchanges.



**SAMPLE OF CLIENTS SERVED**

- Allied Properties REIT
- Arctic Glacier Income Fund
- Armtec Infrastructure Income Fund
- ATS Automation
- Atrium Innovations
- Canadian Tire
- Celestica
- Davis + Henderson Income Fund
- Equitable Group
- First National Income Fund
- GMP Capital Trust
- Groupe Aeroplan
- IESI-BFC
- HudBay Minerals
- MAG Silver
- MTS Allstream
- Pan American Silver
- Polar Star Mining
- Run of River Power
- Sprott
- Starfield Resources
- Teck Resources
- Tim Hortons
- Toromont Industries
- Vicwest Income Fund
- Western Coal

**REPUTATION**

We have built our reputation by understanding investor expectations, building deep investment industry and media contacts and using our skills in finance, equity capital markets, journalism, corporate communications, and interactive new media to create value for our clients. We safeguard our reputation through a rigorous Code of Conduct.

**INDUSTRY KNOWLEDGE**

Our consultants have developed their knowledge base by working with clients in virtually every sector of the Canadian economy, including mining, financial services, energy & energy services, cleantech, technology, industrials, income trusts, and structured products. This broad experience serves us well in starting a new client assignment – but nothing replaces our thoroughness in getting to know our clients’ stories.

Presentation Samples



Annual Report Samples



Website Samples

