



Turn Your Investor Day Into a Long-Term Value Driver

What Sets Our Investor Day Capabilities Apart

We deliver investor days that inform, engage, and inspire confidence in your vision.

We're an investor relations team that understands the impact of a well-executed Investor Day—on valuation, perception, and relationships. What sets us apart is our ability to marry strategic messaging with flawless execution. From content development and speaker coaching to production, audience targeting, and post-event engagement, we handle every detail with precision. Our approach ensures your story is not just heard—but remembered, understood, and acted on.

01

Strategic Expertise

Our senior investor relations team drives deck development, shaping narratives that resonate with investors.

02

Tailored Preparation

Comprehensive question prep and coaching to equip your team with confidence and precision.

03

Flawless Execution

Highly organized, proactive, and detail-driven, we manage every aspect from planning to follow-up.

04

Creative Excellence

Our designers create standout microsites, invitations, and DRIP campaigns that amplify engagement and leave a lasting impression.

Creating a Memorable Experience From the Start

Our in-house design and digital team turns ideas into impact—crafting seamless, on-brand experiences that engage, inspire, and deliver results.

- > Develop a dedicated **event landing page** to serve as the central hub for information and registration
- > Design and deploy **branded email invitations and reminders** to drive engagement and attendance.
- > Create and manage a **pre-event email DRIP campaign** to build momentum and ensure consistent communication.
- > Produce strategic **social media content** and visuals to amplify reach and generate buzz across platforms.
- > Execute **post-event follow-up** with a personalized thank you note and a branded survey to capture feedback and insights.

POWERFLEET®

Register for the
PowerFleet Investor Day 2024
PowerFleet
Presenting at 11/20/2024 1:00 pm ET

First Name

Last Name

Company Name

E-mail

POWERFLEET®
People Powered AIoT

SOLUTIONS ▾ INDUSTRIES ▾ CUSTOMERS ▾ RESOURCES ▾ ABOUT US ▾ → SCHEDULE A CONVERSATION

POWERFLEET®
Investor Day 2024

Join us as the Powerfleet team and select customers explore the power of Unity!

Please scroll down to register

Senior leaders from the Powerfleet and Fleet Complete teams will discuss the transformative Fleet Complete transaction as well as the company's vision for longer-term strategy and value creation. Additionally, select customers will discuss the power of the Unity experience in their digital transformation journey.

If you plan to attend, please register by Friday, November 1, 2024
We look forward to seeing you there!

Registration site: <https://www.powerfleet.com/investor-day-2024/>
Please contact AIOTIRteam@hail.com with questions.

POWERFLEET®
People Powered AIoT

SoReal New York
45 W 44th St, New York, NY 10036

Wednesday, November 20, 2024

Lunch:
12PM-1PM

Management Presentations:
1PM-4PM

First Name *

Last Name *

Company Affiliation *

Email *

Preferred Phone *

Are you on the team *

How will you attend? *

Will you join us for *

Do you have any food allergies? *

Yes, I accept the terms of the privacy policy.

REGISTER TODAY

Where the Real Value Lies: Pre and Post Event Impact

Actionable Insights

- › Conduct pre-event surveys electronically with a select group of investors and analysts to gather valuable insights and tailor your Investor Day content to their expectations.
- › Refine strategies based on post-event feedback to continuously enhance your narrative.

Sustained Engagement

- › Keep the momentum alive with a strategic post-event email DRIP campaign, ensuring attendees remain engaged and your story stays top of mind.

Relationship Building

- › Strengthen connections with key stakeholders through personalized follow-ups, leveraging insights from pre- and post-event interactions to deepen engagement.



Deliverables: Actionable Insights & Post-Event Engagement

- ✓ Pre-event investor and analyst survey design and distribution
- ✓ Summary report of survey insights with actionable recommendations for content customization
- ✓ Post-event feedback survey creation and analysis
- ✓ Strategic recommendations based on post-event feedback to enhance future messaging

- ✓ Design and execution of a multi-touch post-event email DRIP campaign
- ✓ Personalized follow-up messaging for key stakeholders and top attendees
- ✓ Centralized tracking of stakeholder engagement and responses
- ✓ Post-event engagement report with insights, open rates, and next-step recommendations

Leave the Logistics to Us

01 Venue Coordination & On-Site Logistics

We handle everything from sourcing and booking the venue to managing room layouts, signage, branding, and on-the-ground logistics to ensure a professional, branded environment that reflects Helios' identity.

02 Speaker Prep & Agenda Development

We work closely with your executive team and any external speakers to shape a compelling agenda, draft speaker notes and run-of-show, and provide coaching to ensure confident, on-message delivery.

03 Technical Production Management

From AV setup and presentation transitions to livestream integration and tech checks, we manage all production components to ensure a smooth and professional delivery—onsite or hybrid.

04 Attendee Management

We oversee guest list curation, manage RSVPs, coordinate investor outreach, and provide a seamless check-in process to ensure all guests feel welcomed and accounted for.

05 Catering Coordination

We manage menu planning, vendor coordination, dietary restrictions, and onsite service to provide an elevated food and beverage experience that complements the tone of the event.

06 Transportation Planning

Whether it's airport pickups, hotel shuttles, or executive car service, we coordinate reliable, timely transportation for key stakeholders and VIPs.

07 On-Site Support Team

Our experienced team will be on-site before, during, and after the event to oversee execution, support your team, and handle any last-minute adjustments.

08 Real-Time Troubleshooting

We plan for contingencies and are equipped to resolve any unexpected challenges immediately, ensuring the day runs smoothly from start to finish.



Investor Day Message Map

Establish the Investor Day Storyline

We help define the overarching narrative that ties together strategy, performance, and future vision—anchored in what matters most to investors.

Customize Key Messages by Speaker

From the CEO's strategic outlook to business unit updates and financial performance, we align each speaker's content to support the central narrative.

Ensure Consistency Across Materials

We map messaging across the presentation deck, script, Q&A prep, press release, and event microsite to ensure a unified voice and professional polish.

Anticipate Investor Questions

We prepare talking points and responsive messaging around potential concerns—capital allocation, growth outlook, margins, market conditions, etc.

Reinforce Takeaway Themes

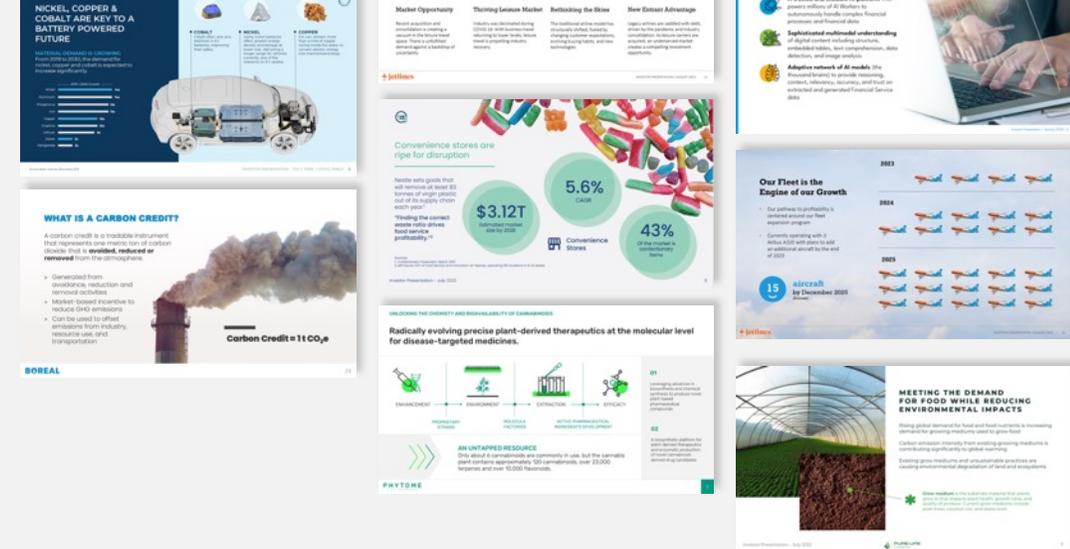
We ensure investors leave with a clear understanding of your unique value drivers, competitive advantage, and why now is the time to invest.



Deliverables: Crafting a Clear, Cohesive Narrative

- ✓ A unifying story aligned with your strategic goals and investor priorities.
- ✓ Tailored talking points for each presenter to ensure consistency and clarity.
- ✓ A reference document mapping key themes across all Investor Day materials.
- ✓ Anticipated investor questions and suggested responses to reinforce credibility.
- ✓ Consistent messaging integrated into the presentation deck, script, press release, and follow-up communications.
- ✓ Messaging designed to highlight your value drivers, growth trajectory, and investment case.

Investor Deck: Content, Design & Storytelling That Drives Impact



End-to-End Content Development

We craft all copy from scratch—building a clear, compelling storyline that aligns with your strategic narrative.

Data-Driven Storytelling

We translate complex financials, growth drivers, and milestones into simple, investor-relevant insights.

Speaker Aligned Slides

We tailor slides to each presenter's section, ensuring natural flow and consistent voice throughout the deck.

Premium Visual Design

Our in-house design team creates clean, modern visuals that elevate your brand and maximize clarity.

Iterative Review Process

We collaborate with your team to refine messaging, layout, and tone—ensuring full alignment and confidence.

Investor-Ready Format

Final materials are polished, professional, and ready for distribution in both digital and print formats.

Deliverables

- ✓ Full storyline and content development for the Investor Day presentation
- ✓ Slide-by-slide copywriting tailored to speaker roles and key themes
- ✓ Custom slide design and formatting by our in-house creative team
- ✓ Visual enhancements including charts, infographics, and iconography
- ✓ Integration of financials, KPIs, and strategic milestones
- ✓ Consistent brand application across all slides
- ✓ Multiple rounds of content and design revisions
- ✓ Final presentation delivered in PowerPoint and PDF formats
- ✓ Print-ready version for in-person distribution (if applicable)
- ✓ Backup version formatted for livestream or teleprompter use



Capture the Moment. Extend the Impact.

Enhance your Investor Day experience with high-quality video and photography that brings your story to life—during and long after the event.

Event Photography: Professional images capturing key moments, speakers, audience engagement, and brand visuals.

Highlight Reel: Edited event video that can be repurposed for your website, social media, and future investor touchpoints.

Executive Interviews: On-site video content featuring leadership insights to deepen your narrative.

B-Roll Footage: Additional visual assets for use in future media or investor materials.

Post-Event Content Package: A curated library of photos and video clips to support ongoing communications and marketing efforts.

Branded Swag

Thoughtful Touchpoints that Leave a Lasting Impression

Let us handle the sourcing, design, and distribution of branded swag that aligns with your brand and Investor Day experience—whether it's a welcome gift, speaker package, or take-home item for attendees.

Deliverables may include:

- > Concepting and sourcing of curated, high-quality items
- > Custom branding and packaging
- > Coordination of production, delivery, and on-site distribution
- > Optional inclusion in pre-event mailers or post-event thank-you packages



A Comprehensive Approach to Investor Targeting That Sets Us Apart From Our Competition

INVESTOR SOURCING

- > Our existing and expanding network of investor relationships
- > Our industry partnerships
- > Independent research
- > Multiple third-party investor databases and purchased institutional investor lists
- > Analyst coverage reports
- > Industry/M&A/fund holding reports
- > Conferences & investor events
- > Social media connections
- > Inbound investor calls and email subscribers
- > Shareholder engagement



01 Client Relationships

Investors, prospects, and previous contacts

02 Alliance Advisors IR Relationships

Investors in our existing network matched based on their interest

03 New Prospects

Investors not already known to a client or Alliance Advisors who are identified through our comprehensive targeting approaches

→ Direct Peers

- Identifies direct competitors and comparable companies with similar products and services

→ Sector Targeting

- Identifies the industry and further segments into primary and adjacent sectors
- Funds with a relevant investment thematic are also used to reveal peers and investor targets

→ Profile Targeting

- Analyzes company characteristics to identify other relevant deeper-dive peers
- Factors include market cap, business model, stage of business, end-user markets, technology, exchange listing, financial metrics, and other qualitative factors

Success is defined by impact, engagement, and alignment.

Key metrics include:

1. **Attendee Engagement:** Quality and participation of investors, analysts, and stakeholders.
2. **Messaging Impact:** Clear understanding of strategic vision and positive market alignment.
3. **Market Reaction:** Favorable media coverage and share price movement (if applicable).
4. **Relationship Building:** Strengthened connections with current and prospective investors.
5. **Post-Event Follow-Up:** Effective and timely delivery of materials and ongoing engagement.

Success means creating value, fostering confidence, and driving stronger shareholder relationships.



Leverage Our Unique Collaboration With Yahoo Finance

Yahoo Finance's Community of Investors controls more than \$16 trillion in investable assets.

\$153K

AVG. PORTFOLIO SIZE

41%

OF ACTIVE INVESTORS

800+

MEDIAN CREDIT SCORE

42%

OF HIGH NET WORTH INVESTORS

3M

VIDEO VIEWS / DAY

45%

OF AFFLUENT INVESTORS



Editorial Sponsorships
Opening Bid Podcast



SME Integrations
Earned Media



Empowering Women
Lead This Way



Impactful Creative
Always On

Gibraltar Industries Inc.
NASDAQ: ROCK

Transforming Perception and Building Credibility

In 2021, Gibraltar Industries leveraged its Investor Day to reset Wall Street's perception, shifting from an industrial turnaround story to a diversified growth leader in solar and agtech markets. The event showcased a compelling transformation narrative, including a strategic solar acquisition and 5-year growth plans, while highlighting the team's expertise and alignment with ESG priorities. Meticulous planning, robust marketing, and transparent communication led to expanded analyst coverage, increased ESG investor interest, and long-term credibility for the new CEO. Despite challenges post-event, Gibraltar's transparency reinforced trust, solidifying its foundation for sustained success.



Vishay Intertechnology Inc.
NYSE: VSH

First Investor Day for a 60-Year-Old NYSE-Listed Company

Faced with the challenge of introducing a new CEO and leadership team while navigating investor expectations for a multi-year growth strategy, LHA developed and executed a comprehensive investor relations strategy. This included a narrative framework to maintain interest, enhanced quarterly disclosures to align with peers, and meticulous planning for the company's inaugural Investor Day. The event showcased aggressive yet credible 5-year growth targets, operational plans, and financial goals, addressing disclosure gaps and aligning the company with industry best practices. The overwhelmingly positive feedback from attendees validated the strategy, securing buy-in for the leadership team's vision and positioning the company for sustained investor confidence and effective future communications.





ir@allianceadvisors.com
allianceadvisorsir.com

