



POWERING

INVESTOR RELATIONS



LetzTalk®
Investor Engagement Platform
The Power of Mobile Synergy™

IR Engagement Strategy

Why LetzTalk Investor Engagement Platform? Having a mobile communications platform that can broadly and deeply communicate key information directly to your investor community is a fundamental in your Investor Relations engagement strategy.

Given the various media channels available for financial news updates, the overload of emails and the daily digital distractions facing people, means that having an effective, direct mobile communication channel is central to securing investor mindshare, relationship building and educating your investor audience with a better understanding and a more comprehensive view of your company based on the most up to date information and insights available.

LetzTalk Investor Engagement Platform is a centralized mobile communications platform that allows investors and interested parties to engage and receive all company updates on the business, strategic direction, new products or markets entered, financial results, reports, presentations, multimedia, briefings, videos, and podcasts as well as showcasing the quality and depth of your management team through a dedicated communication channel.

Mobile-First Engagement

Offering investors and interested parties real-time company news, updates and push notifications to their mobile devices, saves them time in finding company news from alternate channels such as websites, social and print media. The average mobile user primarily consumes their daily news and conducts transactions from their mobile device. With the increasing adoption and usage of mobile apps in business, the motivation for investor engagement through mobile devices has never been stronger considering ubiquitous internet access and increasing smartphone and tablet usage.

IR Audience

Apart from existing shareholders, other interested parties may include prospective investors, key customers, franchisees, strategic partners, investment bankers, fund managers, prominent financial or industry-specific journalists and thought leaders.

Prospective investors are usually less knowledgeable about the company and not as familiar with the management team – these 2 factors weigh in heavily on buy-in decisions. The communication platform allows strategic and operational management to engage with investors and share deeper insights. Furthermore, a mobile communications platform can be used for targeted messages amplifying the reasons to invest. This has the desirable effect of enhancing the attractiveness of a company and strengthen relationships with your investor audience.

Investor Perceptions

The financial community has specific interests and agendas regarding the content communicated by IR Officers. Engaging with stakeholders using a common communications platform and leveraging the findings to address knowledge gaps and misperceptions identified allows the IR function to develop more targeted and compelling external messaging. In addition, it allows a company to provide a deep dive into segmented topics such as strategic objectives, business models, markets served, growth initiatives, mergers & acquisitions updates or integrations, financial targets, execution track record, operational improvements, sustainable growth advantages and why it will lead to robust profitability going forward – all such content conveniently pushed to mobile devices. This builds greater trust and credibility with investors. Ultimately, leads to a more balanced and consistent message of the long-term trajectory of the company that highlights the strengths as well as address challenges.

Solution Functions

Mobile and Web Applications



Information Central

Getting the right information to investors at the right time.

Content repository with posting of financial results, reports, interviews, presentations, briefings, transcripts, news releases, events, podcasts, videos and webinars – categorized, tagged and instantly searchable.



Investor Events

Events management and announcements of financial happenings with Outlook integration to investor's calendar.



Case Management

A "case" can be a project, transaction or service that is "opened" and "closed" over a period of time to achieve resolution of a problem, claim, request, proposal, development or other complex activity consisting of multiple documents and communication records with multiple parties involved.

Available on request.



Investor Education

Seamless on-boarding of new investors into the platform to get them up to speed by educating them on the company mission, vision, values, strategy and financials.



Administrators Web Dashboard

- Content Library Management
- Content Planning Calendar
- Content Posting
- Engagement Analytics
- Event Management
- Feedback Management
- User Management
- Moderation
- System Configuration



Investor Relationship

Improve trust and credibility with investor community.

Transform communications into a two-way deeper dialog with investor community.



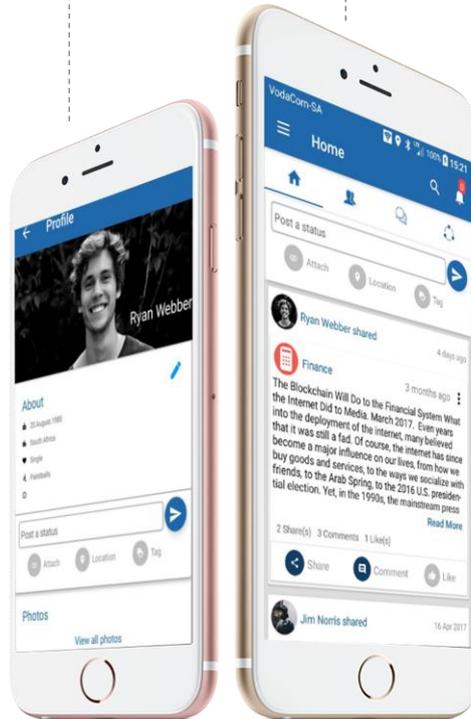
Investor Feedback

Gain insights from investors regarding knowledge gaps and misperceptions. Create targeted messaging.



Enhancements

Company-specific enhancements and integrations for mobile-enabling manual or paper-based internal or external business processes into the platform.



Value Proposition

Empower your investor community with accurate news and financial data direct from the source.

IR is a critical function that requires a well-defined strategy. It really comes down to attracting and retaining shareholders, so IR is responsible for how a company communicates to all stakeholders, which can ultimately influence its success in the market.

The fact is that investors are less dependent on their desktop computers and are becoming more reliant on mobile devices for access to information. With the number of emails received every day, emails are no longer a method to ensure that investors are immediately in-the-know about important company information. In addition, company websites can be difficult to navigate via mobile browsers.

News and information from the media and press can easily be biased and distorted. Furthermore, without clear communications between the company and investors, they are forced to fill in the gaps where information is vague. Don't let your investors make up stories. It is the responsibility of the company to tell the story – don't wait for investors to ask. With the ever present possibility of shareholder activism, keeping investors pro-actively informed and engaged takes on greater importance.

The LetzTalk Investor Engagement Platform ensures investors are informed in real-time with pertinent information.

The value and benefits offered by LetzTalk Investor Engagement Platform are clear:

- 1** **Single Source of Truth**
Provide investors with accurate and timely information straight from the source in one platform
- 2** **Positively Impact Investor Sentiment**
Provide a communication channel where investors can feedback to the company
- 3** **Address Investor Knowledge Gaps & Misperceptions**
Provide the right answers to investors in an open and transparent manner
- 4** **Mobile-First Engagement**
Investors receive company results, news and events directly to their mobile devices
- 5** **Differentiate Company As An Investment**
Provide targeted and compelling messaging to promote the company as an attractive investment

Let us help your organization improve investor engagement in a way that can positively influence investor sentiment that builds interest, trust and credibility, enhancing business relationships among all stakeholders.

About Force4Technology

Force4Technology is a South African technology consulting, services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, Force4Technology collaborates with clients to help them become high-performance businesses and governments. Its LetzTalk Engagement Platforms empowers organizations to communicate in a whole new open and inclusive way.

Contact

To learn how Force4Technology can help unlock the power of Engagement in your organization, please contact us at info@force4technology.com.





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