

# Investor Relations

Transmission Private is the leading global strategic communications advisor to successful individuals and their businesses. We are a global leader in advising entrepreneurs, executives, and their businesses on their investor relations, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

## Introduction

Successful individuals harness strong relationships and an even stronger reputation to secure investment, command the support of the biggest financial institutions, and give themselves a competitive advantage.

We have partnered with some of the world's most ambitious individuals to spearhead investor relations campaigns as well as accelerate their success.

Our Investor Relations team is strategic, experienced, and well-networked. They have decades of experience helping clients carefully and intelligently manage perceptions and sentiment amongst financial stakeholders, and plot routes to secure and maintain investor confidence.

The team is tactical, financially savvy, and constantly thinks two or three steps ahead.

## Our service

Our Investor Relations team acts for clients both pre-and post-raise.

### Our key services include:

- Strategic communications advice on personal and corporate positioning;
- Identifying potential sources of capital;
- Running reputation campaigns targeted at financial institutions;
- Gameplanning routes to important financial stakeholders;
- Announcing planned investment raises;
- Securing supportive coverage in advance of market and investment events;
- Finetuning investment and market narratives;
- Compiling communications calendars for the financial year;
- Coordinating investor day events;

- Researching and segmenting investors by motivations for targeting;
- Conducting reputation audits for key leadership team members.

Every client requires a personalised work programme, and our experienced team will devise a plan that meets your specific fundraising and investment needs.

## Our experience

Our team has supported a wide variety of clients who want to raise from the private and public markets.

### Our recent highlights include:

- Enhancing the reputation of a family-owned industrial business (\$750 million) amongst pension funds in advance of a significant investment round.
- Coordinating a communications campaign to accompany a bid to take a listed logistics company (£250 million) private, targeting press activity at existing shareholders, persuading them to sell.
- Raising the profile of a technology founder amongst financial institutions and venture capitalists in advance of a significant Series D raise (£80 million).
- Protecting a founder from a high-profile shareholder activist campaign to displace him as CEO, and acting as the single point of contact for the press and media.
- Identifying potential family office investors in a new founder-led energy fund and coordinating a private communications campaign to target the best, and most significant, prospects.

In all cases our work is carried out on a confidential and discreet basis, protecting our client and their interests at all times.

## Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

### These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

## Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

*“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”*

**SPEAR'S500**<sup>2020</sup>

*“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.”*

**Family  
Capital**

*“The Transmission team look after every part of the family's reputation, advising around the media risk of investments, philanthropic engagement and more.”*

**SPEAR'S500**<sup>2019</sup>

## For more information

**Jordan Greenaway**  
Managing Director

+44 207 556 1041  
jordan.greenaway@transmission-private.com

**Luke Thompson**  
Head of Client Services

+44 207 556 1043  
luke.thompson@transmission-private.com