

## **Find out what your investors really think**

The better you understand what your investors think, the more effective your IR program will be.

Blunn & Company's Investor Perceptions Audit provides clear, candid insight into what the Street really thinks of your company.

***“Blunn & Company is a world-class research and communications consulting firm. They have provided us with outstanding support in understanding our stakeholder needs and perceptions. Their business knowledge, objective approach, and strong research capability has provided us with valuable information that has helped us create effective communications and investor relations strategies.”***

*– Jeffrey J. Pina, Vice President, Public Affairs, NOVA Chemicals Corporation, Pittsburgh, Pennsylvania*

### **What the Investor Perceptions Audit does for you**

It provides high-quality feedback from existing and potential shareholders and analysts that allows you to refine your IR messages and activities.

### **Some of the questions the Audit answers**

- What does the Street see as your company's true strengths and weaknesses?
- Is your corporate strategy understood and considered appropriate?
- How effective are your presentations and reports?
- What are the hot-button issues and performance expectations?
- How and why have key investor holdings changed?

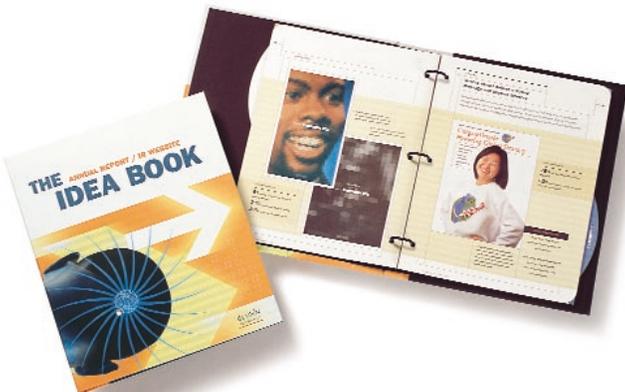


**What the Audit delivers**

- Full transcripts of interviews with 20 to 40 investors and analysts.
- An executive summary of conclusions.
- Sample comments and a summary for each key question.
- Practical follow-up recommendations.

**Why Blunn & Company?**

We are senior practitioners who have tackled a diverse range of IR challenges. We understand investment markets and IR issues. We have strong interview skills and a decade of experience in surveying investor attitudes. We focus on what you need to know. We are discrete.



*Blunn & Company's IDEA BOOK provides valuable insights based on extensive research of S&P 500 and TSE 60 reports and websites.*

Since 1996, Blunn & Company has provided strategic counselling to 17 of the TSE 35 group of companies and many more small and mid cap clients.

**How to find out more**

Contact Chuck Midgette 416-368-8545 x 223  
Or e-mail us @ [info@blunnco.com](mailto:info@blunnco.com)  
Or fax us @ 416-368-9282

And visit our website at [www.blunnco.com](http://www.blunnco.com).

We'd be happy to provide you with a list of Investor Perceptions Audit clients, show you samples of our work, discuss your particular Audit needs, and provide a fee proposal.

***“The Audit was comprehensive and very well done. It gave us a clear and useful view of what the Street was thinking.”***

*– Janis M. Wade, Senior Vice President,  
Human Resources and Corporate Communication,  
CCL Industries Inc., Toronto, Ontario*