



Roadshow management – case study

ir:intouch+

Client: PuriCore plc
Project: Targeting and roadshow management

Background

PuriCore is a life sciences company focused on developing and commercialising proprietary green solutions that safely, effectively and naturally kill infectious pathogens. With a market capitalisation of around £27 million at the time of writing (September 2008), PuriCore's shares are listed on London's main market. It is headquartered in Pennsylvania, USA, with a UK office in Stafford.

We have worked with PuriCore since December 2006 when we began the analysis of its share register, administration of its s793 notices and management of the s808 register. In March 2008 we combined this information with investor contact relationship management information to create a solid platform from which PuriCore could manage its investor relations programme.

Despite PuriCore's headquarters being in the US, over 50% of its shareholders are based in the UK. Being a small-cap company, PuriCore wanted to raise awareness among institutional shareholders who did not have a holding in the company.

What we did

As with all clients who take our contact management services, we conducted an initial research project of PuriCore contacts to ensure clean and relevant data. We then conducted an absentee study and produced a target list of potential

institutions whose investment philosophy identified them as potential buyers of the stock. Having created a list of absentee targets, fund managers were contacted to ascertain their awareness of the company and reasons for non-holding. Where a fund manager expressed interest in the stock, we forward the company's investor presentation to potential investors.

We followed up the exercise a couple of weeks later to gain feedback from the presentation and to arrange meetings between target investors and Puricore's senior management. From the responses RD:IR organised a one-day roadshow for PuriCore.

Outcome

A one-day roadshow was organised to coincide with the company's pre-existing commitment to present at an investor day in London. Gregory Bosch, Chief Executive Officer, and Keith Goldan, Chief Financial Officer, travelled to London a day before the event so that RD:IR could take them to meet a series of institutions and private client stock brokers.

“ RD:IR offers a depth of knowledge of institutional investors that we needed to target and approach new fund managers. We have reached many new institutional investors in the City and are managing and growing those relationships with RD:IR's CRM system.”

Keith Goldan, CFO