



Next Level Investor Relations LLC

Taking Your Investor Relations and Corporate Communications Efforts to the Next Level!

Custom Perception Study Service

A perception study can be an effective diagnostic tool to identify and prioritize areas for improvement in a company's investor relations, corporate communications and other stakeholder relations programs.

We conduct custom qualitative perception studies for our clients. Qualitative studies differ from quantitative studies, in that they require fewer study participants to yield validated observations and yet lead to clearly identifiable improvement opportunities.

Our studies are:

- Short and focused.
- Confidential and conducted "off the record."
- Customized to address questions uniquely pertinent to our client's situation.
- An outreach to external investor relations constituents, capital stakeholders and related corporate communications or other stakeholder constituent bases.
- Faster and less expensive to conduct, but with robust results.

Our results:

- Are delivered within 45-60 days of the survey start, depending on participant count.
- Provide actionable strategic recommendations and insights.
- Include a full report and executive summary with strategic and prioritized recommendations. We deliver our report in person and encourage discussion.
- Our reports are in Power Point format for ready client adaptation to subsequent presentation needs.
- Reflect our senior level perspective and instincts.
- Are intended to facilitate action towards improvements. As an add-on, we are available to review and comment on your improvement efforts, based on our direct understanding of the perception study participants' views.

Our clients:

- May use the study for a variety of reasons, e.g. to test effectiveness of message and positioning, constituents' understanding of the company and corporate strategy, competitive intelligence, interest in leading-edge topics such as Sustainability, and to update the Board of Directors.

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www.nextlevelinvestorrelations.com
703-864-5711

- Are interested in identifying and prioritizing constituent concerns in order to effectively (re)focus or improve related program efforts.
- Are interested in feedback on softer subjects, such as style, delivery, interaction and other influencers on constituent relationship development and loyalty.

Our approach:

- We obtain and refine a qualified potential participant list with the help of our client.
- We target sell-side/buy-side analysts, portfolio managers and other key investor and relevant stakeholder constituents.
- All participant interviews are conducted over the telephone.
- We recommend no fewer than 20 interviews, no more than 15-20 questions or 15-30 minutes per call.
- All study calls are conducted personally by Pam Styles, principal, whose experience as a senior IR/CC leader and strategist provides the advantage of knowing what to listen for beyond simple answers to the questions and what to convey to our client.

We do not:

- Use pre-packaged surveys. All our work is custom designed to each client.
- Use the survey results to populate any research database. The client retains exclusivity of the results.
- Walk away after the perception study is delivered. We maintain a relationship with each client for any required follow-up or additional interpretation of results.

We look forward to discussing how we can be helpful to your perception study interests. Contact Pamela Styles directly 703-864-5711, p.styles@nextlevelinvestorrelations.com.

We welcome your inquiry.

About Us

Next Level Investor Relations LLC specializes in helping clients bring their investor relations, stakeholder relations, corporate communications and supporting efforts to the next level through its senior level guidance and services. NLIR's focus and expertise cover traditional IR issues and leading edge opportunities within the rapidly-emerging mainstream ESG / Sustainability investment community. Any company's value can be enhanced and further differentiated in investors' eyes. No matter where your company is on the spectrum of a developed Investor Relations, Stakeholder Relations or Corporate Communications program, NLIR serves as a sounding board, partner and consultant in order to identify efficient solutions using internal resources or NLIR to facilitate execution of appropriate initiatives. For further information about NLIR, please visit: www.nextlevelinvestorrelations.com .

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