



Attract

the right clients,
analysts and investors



Expand

awareness, reputation
and credibility



Manage

crises and other
challenging situations

Capabilities Brochure

If you are a Bank, Business or on Wall Street – and you need great PR or IR – hire The A-Team

What Sets Us Apart

If you're looking at this brochure, you are probably seeking PR or IR help. So let's cut to the chase.

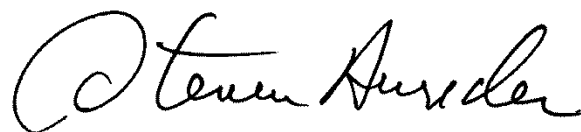
What makes us different?

- We are partners, not vendors.
- We get involved. We learn everything we can about you and your business.
- We respond quickly. We are on top of what you and your company are doing.
- We make sure you are speaking to principals, not account executives.
- We anticipate your needs and relate it to real time real events that may affect your business.
- We know what we are doing. We have extensive experience in business, finance and the media, and in counseling clients in all sorts of circumstances.
- We provide true, meaningful, heartfelt, results-oriented service.

And it works.

The proof is that our clients have been with us for many years, some for as long as we've been in business.

How can we help you?



What We Do

Service	Description
Marketing Communications	PR programs to help clients expand their business and reputation
Corporate Public Relations	Manage responses to media inquiries, and prepare and distribute effective news releases
Investor Relations (small / mid-cap)	Set up or manage a company's IR operation, or assist in-house IR executives
Investor Relations (large cap)	Discreet, behind the scenes data, insight or intelligence to support IR programs
Crisis Communications	Advise companies/executives in challenging situations and/or implement appropriate PR strategies
Intelligence	For tracking competitors, industry news or other issues. We also perform specialized research.
Content	Whitepapers, speeches, presentations, websites, blog and Twitter posts, sales oriented PDFs, or other content to help companies/executives market or position themselves
Digital & Social Media	Use existing free or low cost technology platforms to develop websites, blogs, Twitter feeds, email marketing programs, or customer relationship management programs

Who We Serve

- Service & Technology Vendors for Banks, Business and Wall Street
- Retail and Commercial Banks
- Investment Banking Firms
- Hedge Funds
- Private Equity Firms
- Publicly Traded Companies
- Issuers of Municipal Bonds
- Companies / Executives in Crisis
- Non-Profits Supported by Wall Street

Who We Are-1

Steven S. Anreder. Award-winning business and financial reporter, columnist and assistant managing editor for *Barron's*. SVP and Co-Director of High-Yield and Convertible Bond Research at Drexel Burnham Lambert, then appointed Drexel's global spokesman, reporting directly to the CEO. Has counseled large and small companies, prominent individuals, financial institutions, market participants, and developmental companies.

Steve is known for developing the Trader's Column at Barron's. An investigative article he wrote led to the release from prison of a falsely accused bank president. In his book "Crisis Response," Arthur Kent, former VP Public Affairs for Continental Airlines, called Steve, "One of the smartest financial PR people I know."

Gary M. Fishman has advised publicly traded and privately held companies on their investor and corporate public relations for more than 30 years, often serving as head of IR or corporate PR for client companies. Gary joined Anreder & Company in 2002. From 2000-2002, he was head of Publicis Group's US Corporate and Investor Relations practice. In 1991, he founded the Hudson Stone IR and PR firm, which he later merged into Publicis.

His experience includes IPOs, turnarounds, follow on equity or debt offerings, mergers and acquisition, divestitures and bankruptcies. He is known for creating Marvel's comic book annual and quarterly reports, considered by many to be one of the most successful retail/institutional investor marketing campaigns on Wall Street. He has gone on to create Digital Annual Reports, with online/mobile Video Letters to Shareholders, and has helped produce three books on Wall Street.

Who We Are-2

Michael Wichman has more than 12 years of experience in financial journalism and communications. He ran his own financial PR consultancy, developing and executing public relations and issues management programs for clients, including start-up financial technology companies, well-established asset managers and a venerable multi-family office. As a journalist for several leading financial news publications including *BridgeNews* and *Wall Street Letter*, Michael covered the corporate bond markets and US equities and futures exchanges, reporting on and analyzing their undergoing historical structural and technological changes.

Michael successfully handled PR for the fledgling Network for Investor Action and Protection, a group of Bernie Madoff's victims seeking legislative solutions for better investor protections, which helped spur the introduction of several Congressional bills to protect securities fraud victims.

Alexander Fossella provides key research capabilities for developing strategies and client intelligence. From 2015-2016, he was with Lobell House Productions, where he helped produce the *Mostly Bull Market* show for the CBS podcast network. From 2012-2013, he was with American Express, where he was part of the Global Anti-Money Laundering team, scouting for possible mishandled funds. From 2010-2012, he was a financial administrator at Citigroup, where he managed weekly trading discrepancy reports and assisted the Compliance, Risk and Legal departments. Alex has a 2009 BA in Philosophy from College of the Holy Cross.

What Current / Former Clients & Related Parties Say

“I enjoyed working together with you professionally and personally and think TSG greatly benefited from our partnership together.” – **Chuck Esserman, CEO and Co-Founder, TSG Consumer Partners**

“The lengths to which all of you have gone in order to help us build a brand and deliver a message has been amazing.” – **Sal Arnuk, Partner, Themis Trading**

“Thanks for all the excellent work.” – **Kamal Mustafa, CEO, Invictus Consulting Group**

“You...have been great advisors and friends. Thanks for all of your efforts and support.” – **Philip Pendergraft, CEO, Penson Worldwide**

“This is the best first draft of a M&A press release I have ever read.” – **Frank Cicero, Managing Director, Jefferies**

“You make the work effortless for us, and are always a joy to work with, so thanks again for all your efforts on our behalf.” – **Feona McEwan, Group Communications Director, WPP**

“You have added a lot of value of SCHL over the years; your guidance to me was invaluable.” – **Ray Marchuck, Vice President Finance and Investor Relations, Scholastic**

“I am super impressed with your level of service. Your turnaround time is the fastest I’ve ever had from any partner I’ve ever worked with.” – **Edgar Palerm, VP Corporate Communications, Oriental Financial Group**

“I just wanted to take a moment to thank you for all your advice, counsel and hard work this past weekend as we dealt with our CRISIS!” – **Charles Liette, CEO, DBT Online**

“Gary and I have been working together since Marvel first went public and he is the best. We couldn’t do it without him and his organization.” – **Terry Stewart, President, Marvel Entertainment**

“Good job!” – **Jose R. Fernandez, President and CEO, OFG Bancorp**, in an email to A&C upon learning OFG has been one of the top performing bank stocks since early 2009

How to Contact Us

To learn more about Anreder & Company, contact Steve Anreder or Gary Fishman at our New York office

Steven Anreder

Steven.anreder@anreder.com

Gary Fishman

Gary.fishman@anreder.com

New York

Anreder & Company
286 Madison Ave. Suite 907
New York, NY 10017
Phone: 212-532-3232
Fax: 212-679-7999

Los Angeles

Anreder & Company
622 N. Palm Drive
Los Angeles, CA 90210
Phone: 310-278-8802
Fax: 310-278-8804