

HC ANDERSEN CAPITAL

DIGITAL MARKETING SERVICES

"THE FUTURE INVESTOR IS **DIGITAL**"



OUR OFFERING

DIGITAL MARKETING SERVICES

STRATEGIZE YOUR DIGITAL FOOTPRINT

- REACH, CONNECT & ENGAGE YOUR AUDIENCE
- RAISE BRAND AWARENESS
- CONTROL & UNDERSTAND THE NARRATIVE
- SOCIAL MONITORING & LISTENING AS THE KPI



ALMOST 80 PER CENT OF INSTITUTIONAL INVESTORS USE SOCIAL MEDIA AS PART OF THEIR REGULAR WORKFLOW....

30 PER CENT OF THESE INVESTORS SAY INFORMATION OBTAINED THROUGH SOCIAL MEDIA HAS DIRECTLY INFLUENCED AN INVESTMENT RECOMMENDATION OR DECISION.

CONTENT CREATION & SOCIAL MEDIA

CONTENT CREATION

STRATEGIC CONTENT PLANNING

VIDEO & PHOTO PRODUCTION

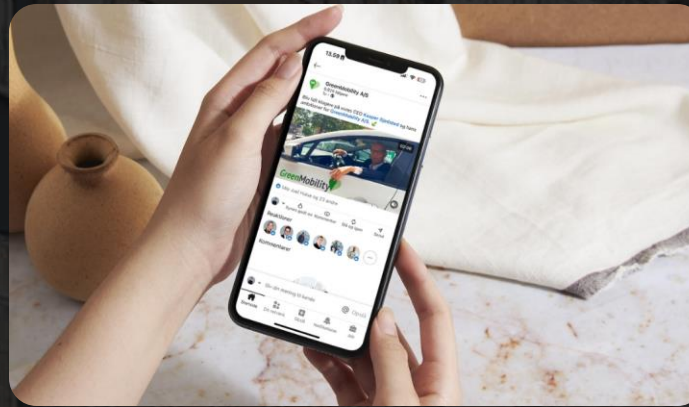
COMPREHENSIVE CONTENT REVIEW

SOCIAL MEDIA MANAGEMENT

CONTENT CALENDER – UNDERSTAND YOUR AUDIENCE

ENGAGEMENT STRATEGIES

MONITORING AND ANALYTICS



WEBSITE

DEVELOPING THE SITE

ESTABLISHING COMPANY WIDE CVI

WEBSITE DESIGN AND DEVELOPMENT

REFINE AND ARTICULATE YOUR EQUITY STORY

COMPREHENSIVE CONTENT REVIEW

DUAL-LANGUAGE CONTENT INTEGRATION

MAINTANANCE OF THE SITE

WEBSITE MAINTANANCE AND TECHNICAL SUPPORT

DATA ANALYTICS AND CONTINUOUS DEVELOPMENT

PROACTIVE CONTENT MANAGEMENT

TRACK INVESTOR SENTIMENT

REGULAR CONTENT AUDITS



NEWSLETTER

WE GET YOU FROM A TO Z

NEWSLETTER CREATION & TEMPLATES

NEWSLETTER SYSTEMS

CALL TO ACTION – DEVELOP A READER-BASE

NEWSLETTER MAINTANANCE & FURTHER DEVELOPMENT

TRACK READER INTEREST & ACTIVITY



IR & ESG ADVISORY

BY HC ANDERSEN CAPITAL

Hvem udfører IR & ESG arbejdet i din virksomhed? Vi kan lette arbejdspresset

Vi glæder os over høj aktivitet inden for vores IR & ESG Advisory Services – et forretningsområde, som vi startede op for ca. 1½ år siden. I den forløbne periode har vi arbejdet for over 20 forskellige selskaber med både store og små opgaver inden for Investor Relations og ESG.

ESG Advisory

Vi oplever generelt stor interesse for rådgivning og inspirationsworkshops om ESG. Det er særligt de nye EU krav om virksomheders bæredygtighedsrapportering (CSRD) samt bæredygtighedsrelaterede oplysninger fra finansielle markedsdeltagere (SFDR), der er i fokus. Vi hjælper med at forstå lovgivningen, udarbejde implementeringsplaner, samt hands-on support til implementering, dokumentering og rapportering. Desuden nærmer en ny rapporteringssæson sig, hvilket betyder stigende behov for hjælp til opdatering og udarbejdelse af årsrapporter og sustainability rapporter. Vi tilbyder hjælp til at løfte rapporteringsbyrden for både små og store virksomheder.

Vores kundereferencer inkluderer blandt andet:

FOM
TECHNOLOGIES



WINDOW
Master®
Fresh Air. Fresh People.



TESTIMONIALS



"HC ANDERSEN CAPITAL HAR HJULPET GOMSPACE IFM. VORES KAPITALUDVIDELSE. VI HAVDE STOR UDBYTTTE AF DERES DIGITAL INVESTOR-, & IR SERVICES. HERUDOVER BRUGTE VI TEAMET TIL AT FÅ OPMÆRKSOMHED VIA SOCIALE MEDIER, HVOR DE LAVEDE VIDEOER, ANIMINATIONER, SAMT AD CAMPAIGNS FOR OS MED STOR SUCCES. HERUDOVER SUPER GOD SERVICE FRA CHRISTIAN BAVNHØJ, HEAD OF DIGITAL MARKETING SERVICES, SOM VAR ONLINE 24/7 I HELE PROCESSEN."

Troels Dalsgaard, Chief Financial Officer

GOMSPACE



BOOK A MEETING TODAY



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APPENDIX: OUR OFFERING



SOCIAL MEDIA MANAGEMENT

- CONTENT CREATION
- CONSISTENT BRANDING
- ENGAGEMENT STRATEGIES
- UNDERSTANDING YOUR AUDIANCE
- COMPLIANCE AND REGULATION
- SOCIAL LISTENING AND MONITORING

CONTENT CREATION

- SHAREHOLDER COMMUNICATION
- SHAREHOLDER ENGAGEMENT (POLLS, SURVEYS ETC)
- BEHIND THE SCENES IN THE COMPANY
- FINANCIAL UPDATES
- CORPORATE NEWS
- INDUSTRY INSIGHTS

CORPORATE VISUAL IDENTITY

- LOGO(S)
- COLOR SCHEMES
- IMAGERY
- TYPOGRAPHY
- CVI GUIDELINES
- DESIGN TEMPLATES
- ASSET MANAGEMENT
- MOINTORING & SERVICE

NEWSLETTER

- CREATION & MAINTANANCE
- CALL TO ACTION IMPLEMENTATION
- INTERACTIVE DESIGNS
- DESIGN TEMPLATES
- ENGAGEMENT MONITORING

DATA REPORT