



Creating Compelling Investor Presentations

www.finepresentations.com

We Asked Analysts...



What percent of
the presentations you see
would you consider
“very good”?



Few Good Investor Presentations



“Only 6-20%
of investor
presentations
are very good”
– Analysts

Its All About “The Art of Telling Your Story”



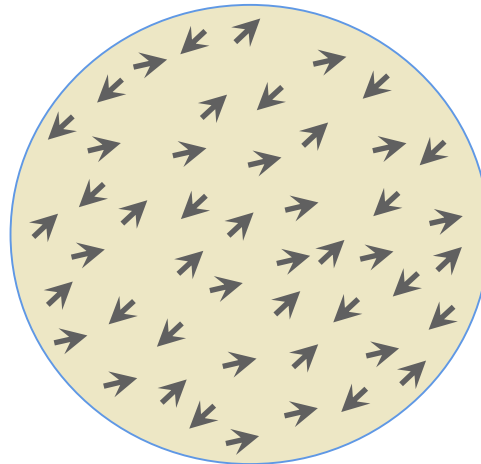
- “The problem today is that nobody knows how to tell a story. And what’s worse is that nobody *knows* that they don’t know how to tell a story” *Don Valentine, Venture Capitalist CA*

**Focus should be on
the speaker and story,
graphics are support
– like on TV news**



REASON #2

We All Suffer from the “Curse of Knowledge” About Our Companies



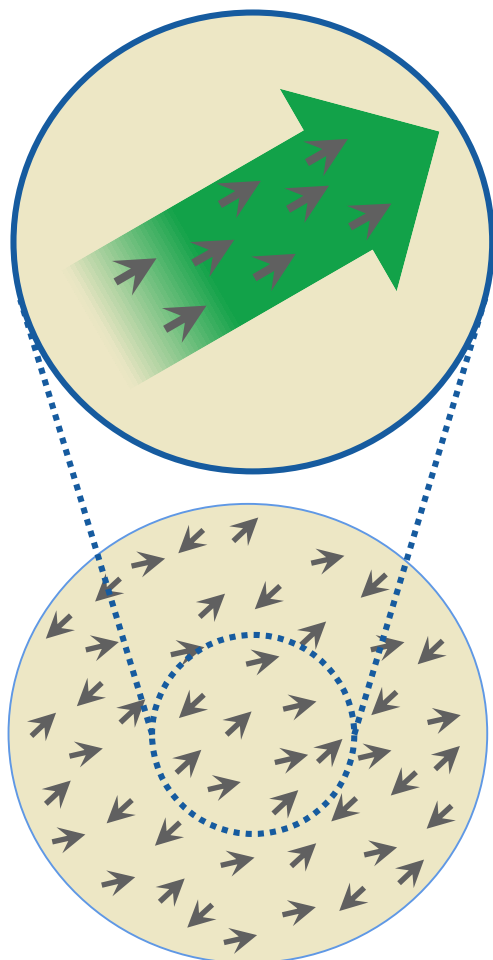
Your company's investor communications universe

REASON#2: THE CHALLENGE:

To Extract and Distill The Story



Your investor story



Your company's investor communications universe

In Today's Environment All the More Need to Cut Through the Clutter



- Today's investor culture
 - Information overload
 - Sophisticated
 - Skeptical
 - Busy on their iPhones / Blackberries



A Presentation That Tells a Story is a True Differentiator



In a highly complex world,
a clear investment story is an
**incredibly rare
commodity**

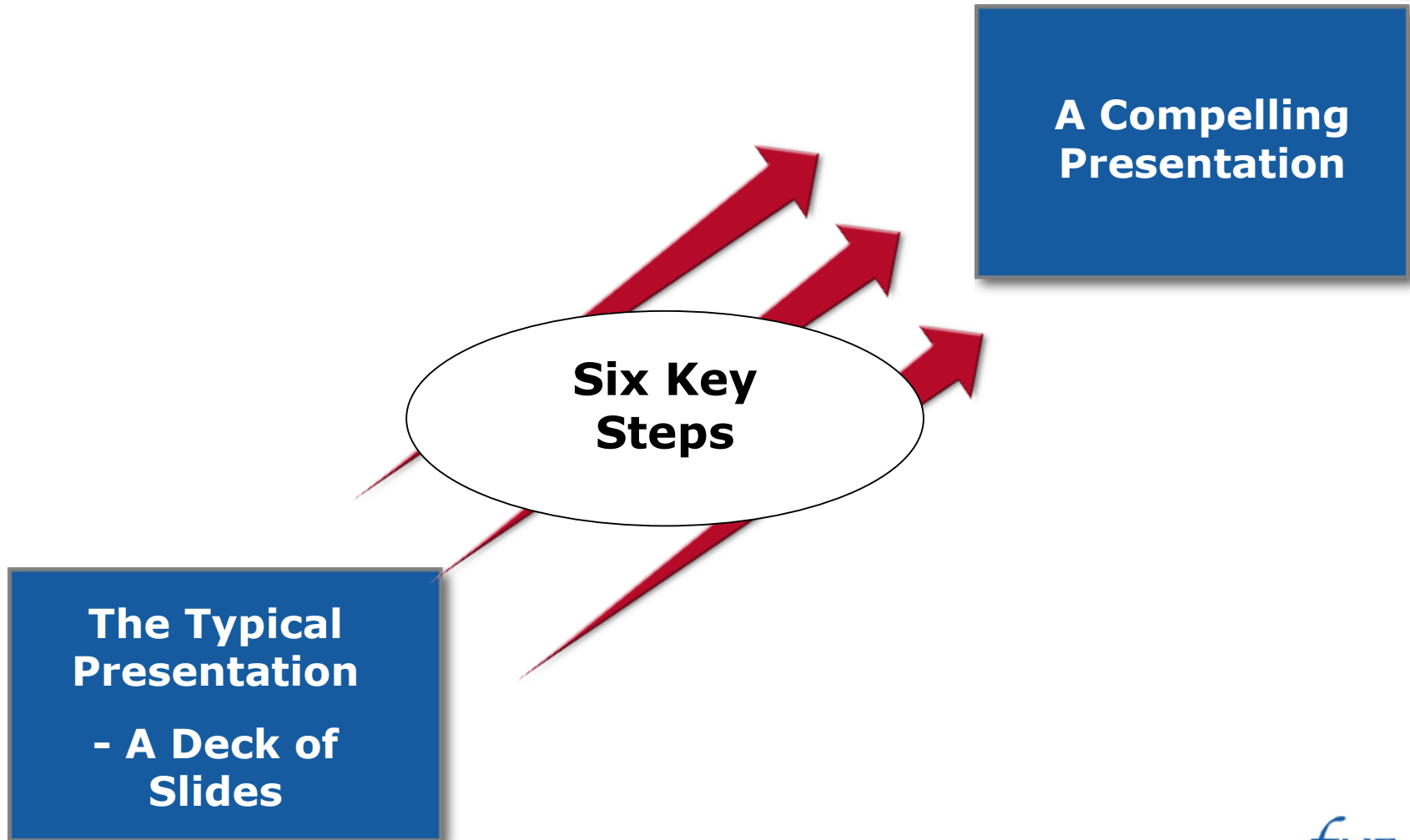
The Reality is Most Presentations Look Quite Similar...



The Challenge is to Differentiate your Company!



How to Build a Compelling Investor Presentation



Six Steps to A Compelling Presentation™



Successful Presentation



What Question is on Audience's Mind?



**WIIFM:
What's in it
for me?**

Three Ways to Connect with Your Audience



Research the audience



Research and Analyze Audience



“To sell John Brown what
John Brown buys, you’ve got
to see things through John
Brown’s eyes”

David J. Schwartz, PhD



Different audiences have different interests / needs

Example of Checking with the Audience:

Results of Questions: Analyst #1: Nigel Dally, Morgan Stanley

1. How is the company perceived by investors?

■ Positives?

- Return Improvement
- Investment Management & Retirement
- Deferred Taxes
- Management

■ Negatives?

- Variable Annuities Exposure
- No Near-Term Capital Return
- Overhang of ING Group's 71% Ownership

2. What are the top 3-4 reasons why this is a good business?

1. Company has identified and is executing on broad range of initiatives targeting margin expansion, growth
2. Strong investment management operations with solid performance and improving distribution capabilities
3. The company has considerable DTAs.

3. What are the key obstacles holding investors back?

1. Considerable legacy VA exposure
2. No near term capital returns as majority of \$1.2-\$1.4 billion of free cash flow will not be available until 2015-16.
3. Overhang of stock held by ING Group means that there will be at least another secondary offering before the end of 2014.

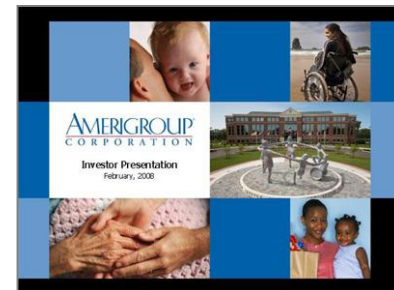
Three Ways to Connect with Your Audience



Research the audience



Address misconceptions about company



Address Any “Elephants” in the Room





Investor Presentation

September 2013

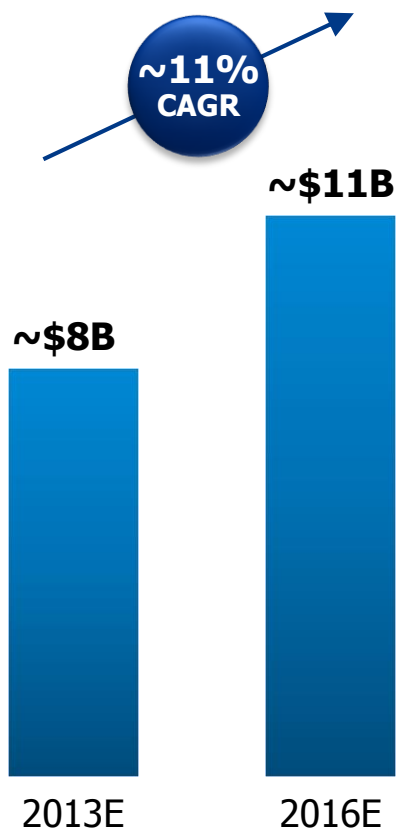
MASCO

Masco Going Forward: A Sharper Focus

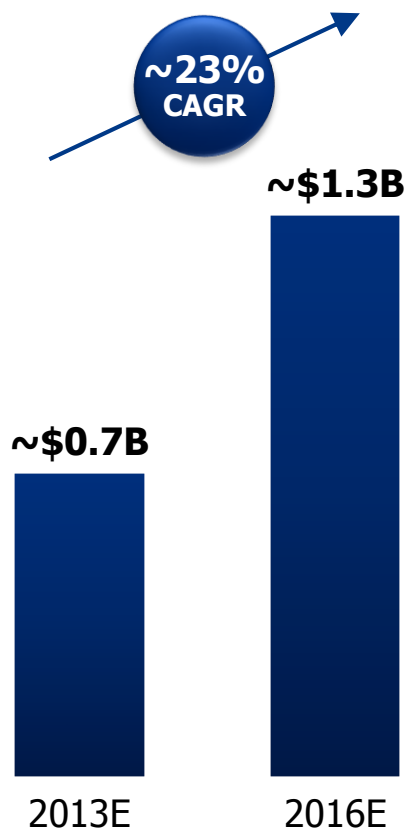
Masco	Past		Future
Growth	Market-driven	→	Outperforming
Portfolio	Broad	→	Optimized
Cost containment	Moderate	→	Strong
Acquisitions	Multiple	→	Targeted
Capital allocation	Mixed	→	Disciplined
Transparency	Average	→	High

Comprehensive Plan with Clear Goals

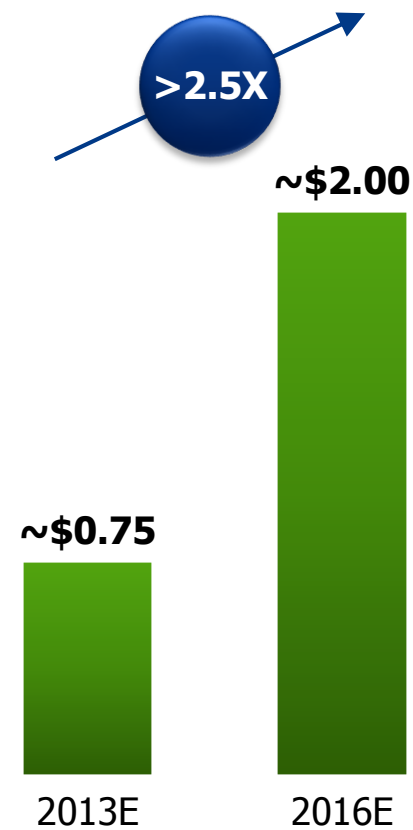
Revenues



EBITDA



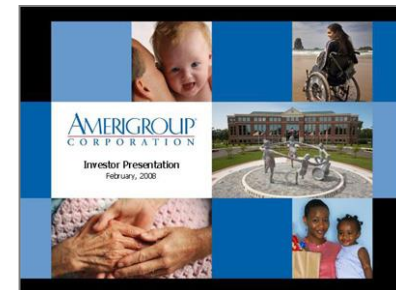
EPS



Three Ways to Connect with Your Audience



- ✓ Research the audience
- ✓ Address misconceptions about company
- ✓ Cover issues important to the audience



2012 Global Auto Industry Conference

January 11, 2012



Addressing 4 Key Investor Questions



1. What will drive our future growth?
2. How can we improve financial results in Europe?
3. How do we intend to utilize our strong balance sheet?
4. Can we further improve sales diversification?



Six Steps to A Strategic Communications Platform



Successful Presentation



The Question to Ask...



“What **three things do I want my audience to remember after they leave the presentation?”**





tyler
technologies

Investor Presentation

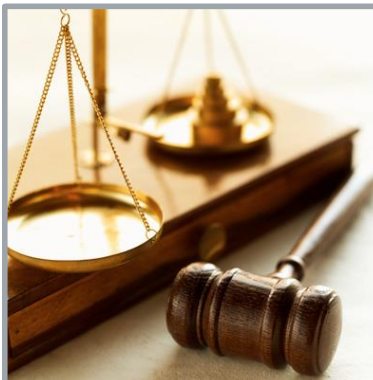
Sector Leadership Built on Unique Capabilities

Sector Leadership



Positioning

- singular focus



Performance

- consistent



Growth

- long runway

"If You Have a Point to Make..."



...don't try to be subtle or clever, use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time with a tremendous whack!"

Winston Churchill



Six Steps to A Strategic Communications Platform



Successful Presentation



"People Aren't Naturally Built to Absorb Raw Data..."



...but if you organize information into a compelling story, your audience will remember it for years!"

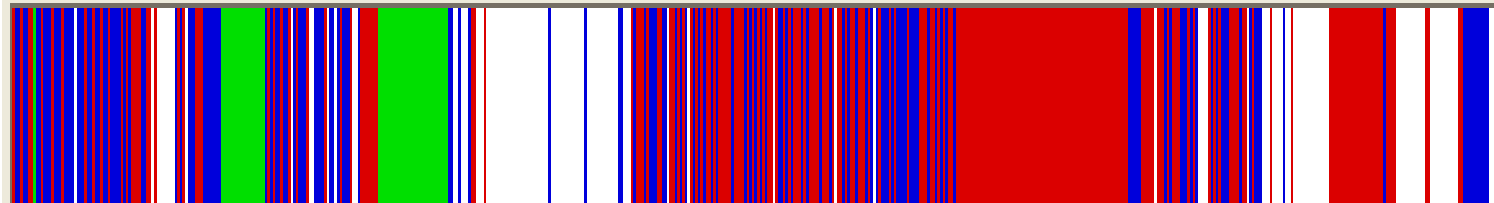
Peter Guber,
Author



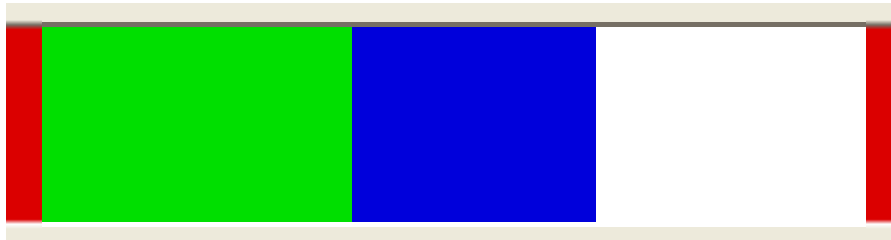
Most Presentations are a Fragmented Set of Slides



Typical presentation – fragmented



Compelling presentation – logical flow



It`s All About the Flow!



**The Flow is
Central** to Creating a
Compelling Presentation

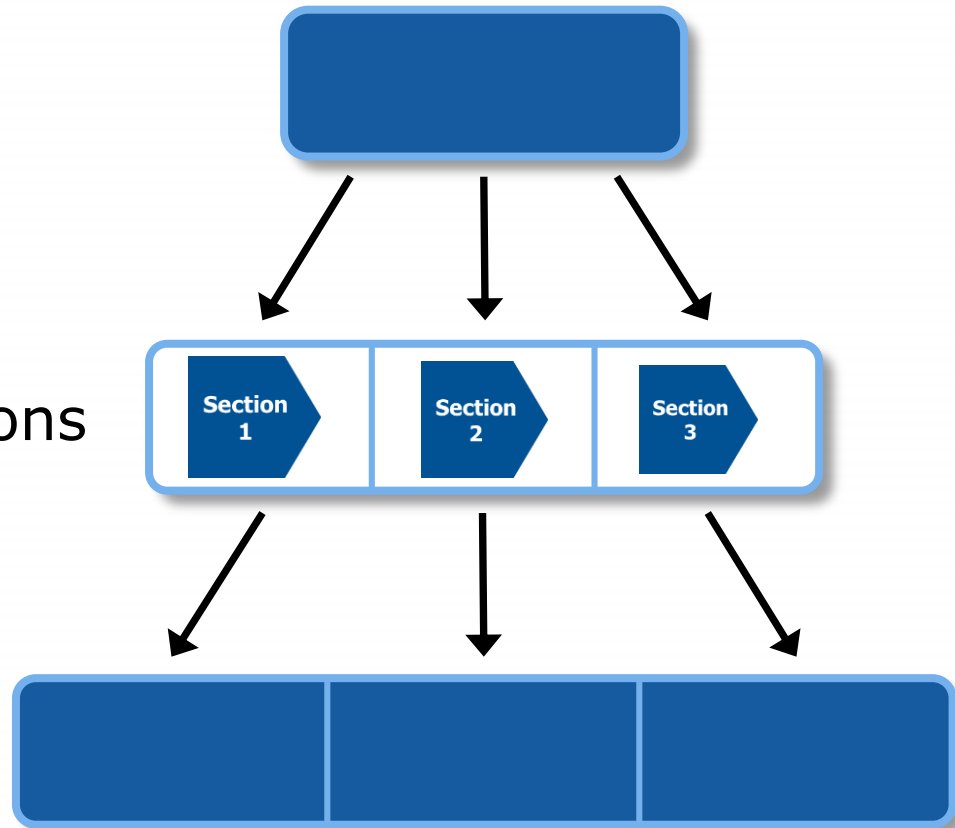
A Message Driven Flow Works Best



Investment thesis

Message-driven sections

Content / slides



The Three Key Strategic Issues Investors Want to See in a Presentation – Ideally One Section on Each Issue

Section 1

Issue #1: Credibility

- Number one factor determining investor decisions is credibility
- *Examples: past performance, met goals, transformed business*

Section 2

Issue #2: Differentiation / Strengths / Platforms

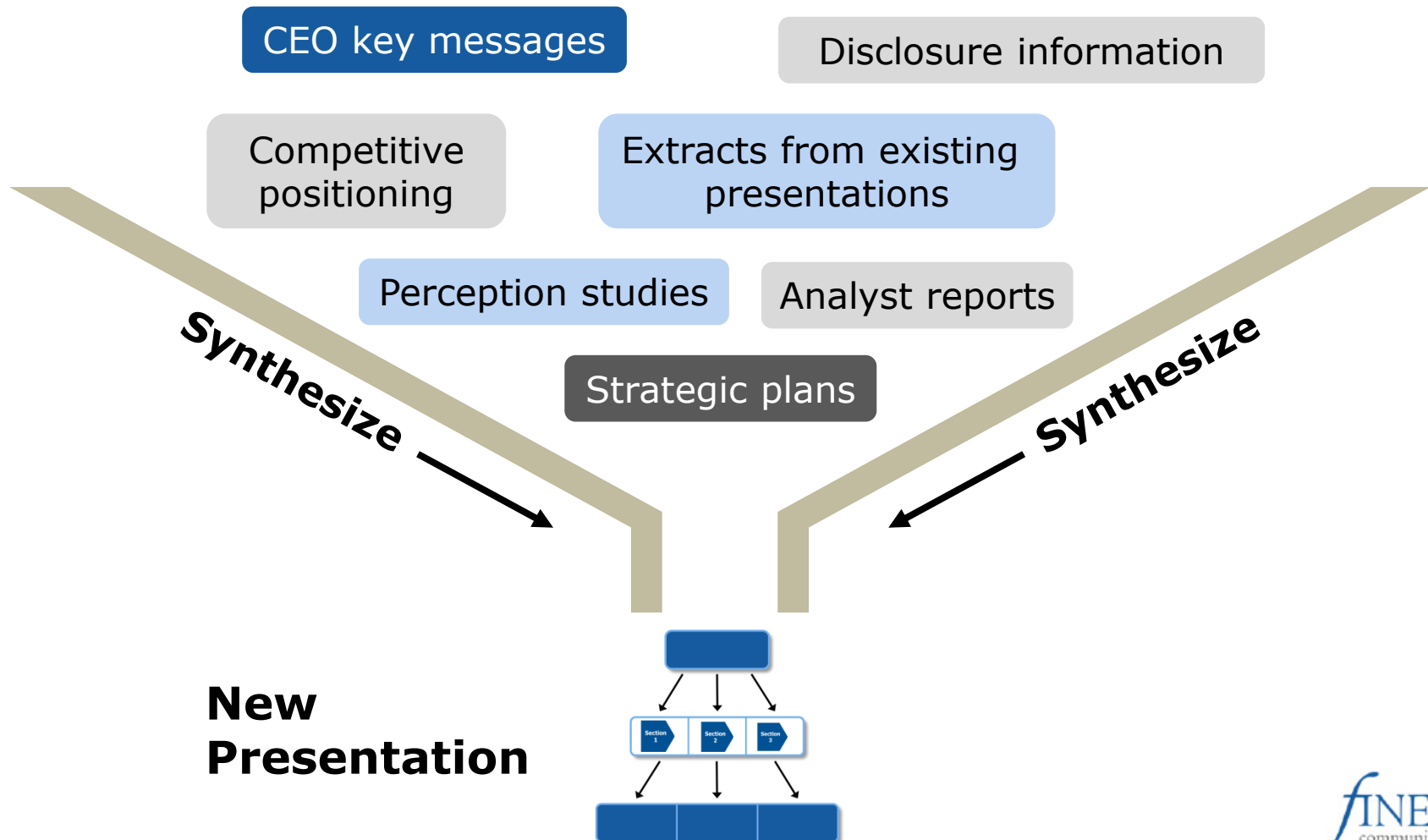
- What differentiates your company?
- *Examples: unique market position, proprietary products, low cost position, differentiated business model, three strong platforms*

Section 3

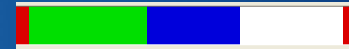
Issue #3: Strategy

- What are the future plans and goals
- *Examples: three point strategy, four key drivers, revenue and earnings growth, goals next xx years*

What Ingredients Go Into the New Presentation?



Flow: A Closer Look



Section
1

1. Credibility / context

4

Section
2

2. Differentiators

5

Section
3

3. Strategy

5

Summary – strong close

1

15 Minutes

Investment Thesis

WYNDHAM WORLDWIDE



Investor Presentation

Example of Structure

Strong record of execution

Credibility

Differentiation

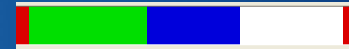
Strategy

Building on three solid platforms

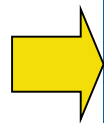
Delivering dependable growth



Flow: A Closer Look



Investment Thesis



1. Credibility / context

4

2. Differentiators

5

3. Strategy

5

Summary – strong close

1

15 Minutes

WYNDHAM WORLDWIDE



Investor Presentation

Strong record of execution

Building on three solid platforms

Delivering dependable growth



Strong Record of Execution – Key Initiatives

1

Rightsize Vacation Ownership

2

Leverage web to improve margins of Vacation Exchange

3

Grow Vacation Rentals business

4

Strengthen Hotel Group value proposition

**Deliver
strong cash flow
and
~20% EPS
growth**



Flow: A Closer Look



Investment Thesis

1. Credibility / context

4

2. Differentiators

5

3. Strategy

5

Summary – strong close

1

15 Minutes

Investor Presentation

May 2013



LogMeIn[®]

A Disruptive Business Model

1

Leverage proprietary platform

2

Apply powerful user acquisition model

3

Build unique SMB IT relationships

4

Target Large Service Organizations

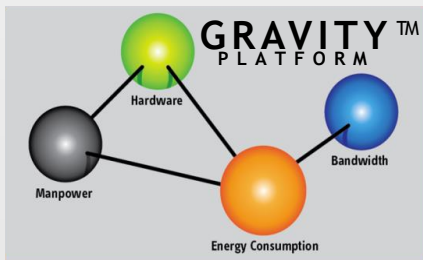
5

Continually innovate - new products

1. Leveraging Proprietary Technology Platform

The Gravity™ Platform

- Proprietary platform of software, databases, servers, security
- 7 data centers in US, Europe, and APAC
- Peer-to-peer architecture

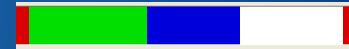


Powerful Competitive Advantages

- Delivers faster, lower cost data transfer
- Supports unique “freemium” client acquisition model
- Scalable and secure “moat”



Flow: A Closer Look



Investment Thesis

1. Credibility / context

4

2. Differentiators

5

3. Strategy

5

Summary – strong close

1

15 Minutes

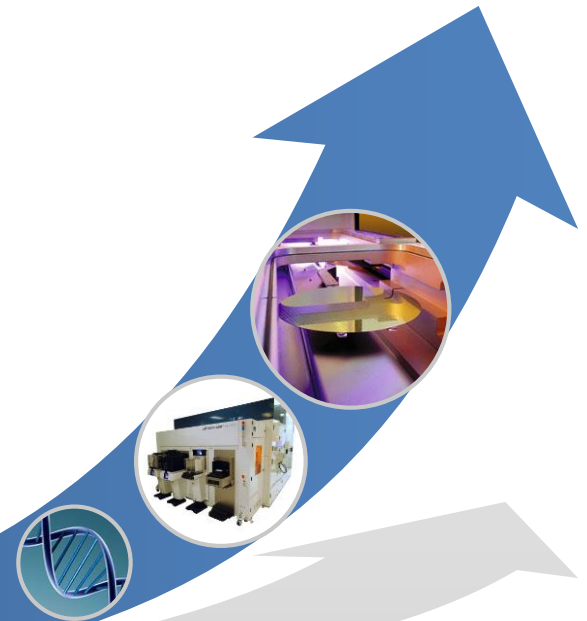


Investor Presentation

May 2014

Key Performance Drivers Going Forward

- 1** Extend leadership in core Semiconductor and Adjacent markets
- 2** Rapid growth of Life Sciences division
- 3** Drive margin expansion
- 4** Disciplined capital deployment



1. Extend Leadership in Core Semiconductor and Adjacent Markets

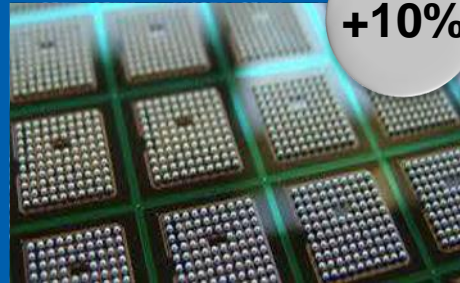
Annual Growth We Expect in Key Segments Next 2-3 Years

Current / Near Term



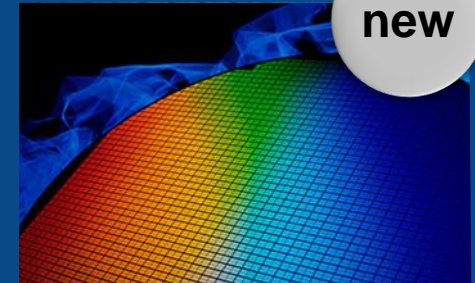
MEMS

Next Wave



Wafer Level Packaging

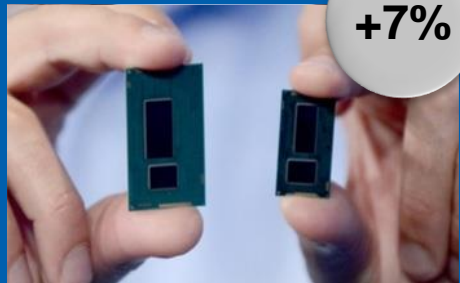
Emerging



450mm wafer



LED SS Lighting



14nm, 10nm



EUV lithography

Flow: A Closer Look



Investment Thesis

1. Credibility / context

4

2. Differentiators

5

3. Strategy

5

Summary – strong close

1

15 Minutes

WYNDHAM WORLDWIDE



Investor Presentation

Execution

Strong record of execution

- Transformed Vacation Ownership business model
- \$750M turnaround in cash flow – last 3 years

Solid Platforms

Building on three solid platforms

- Extending lead of all platforms
- Continuing to optimize operations

Growth

Delivering dependable growth

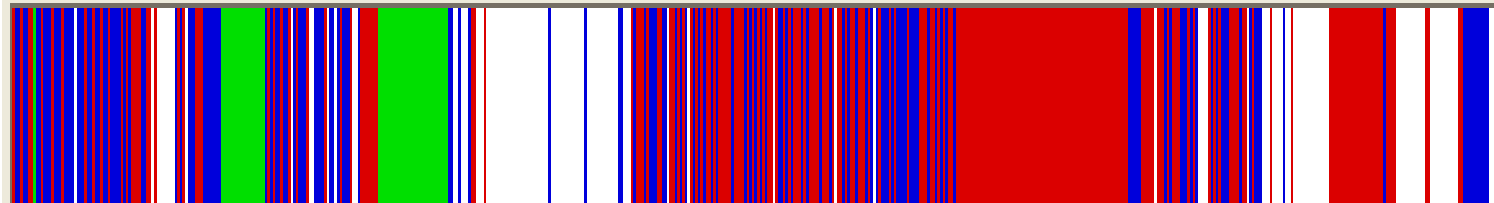
- Using free cash flow for targeted growth
- Targeting 20% sustainable EPS growth



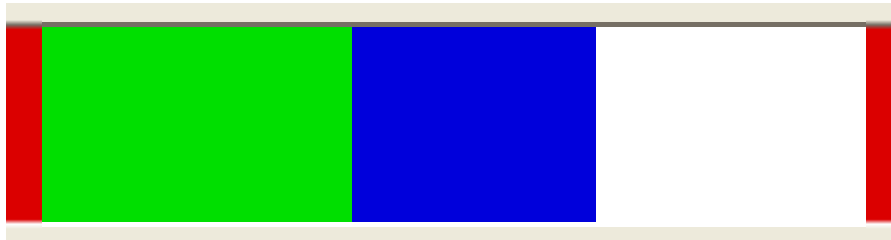
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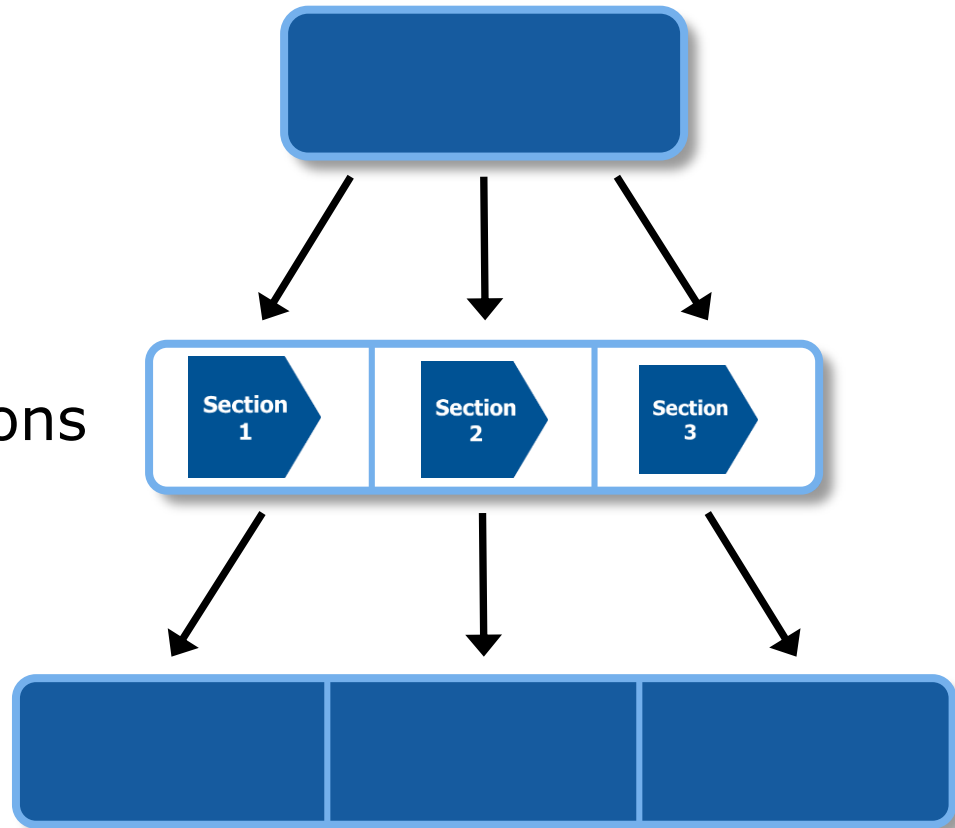
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Six Steps to A Strategic Communications Platform



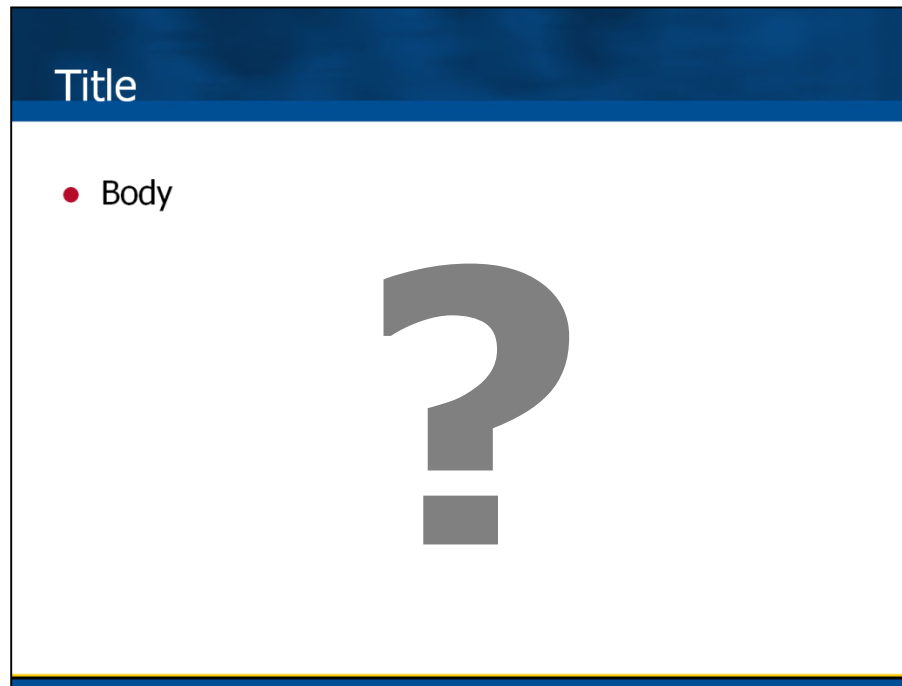
Successful Presentation



A Question ...



“What makes a good slide?”





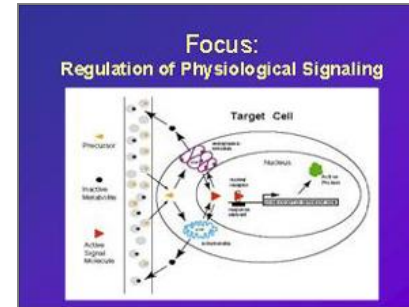
Clear Takeaway in Title

- Concrete support of takeaway
- Clear and simple

1. One Takeaway Point Per Slide

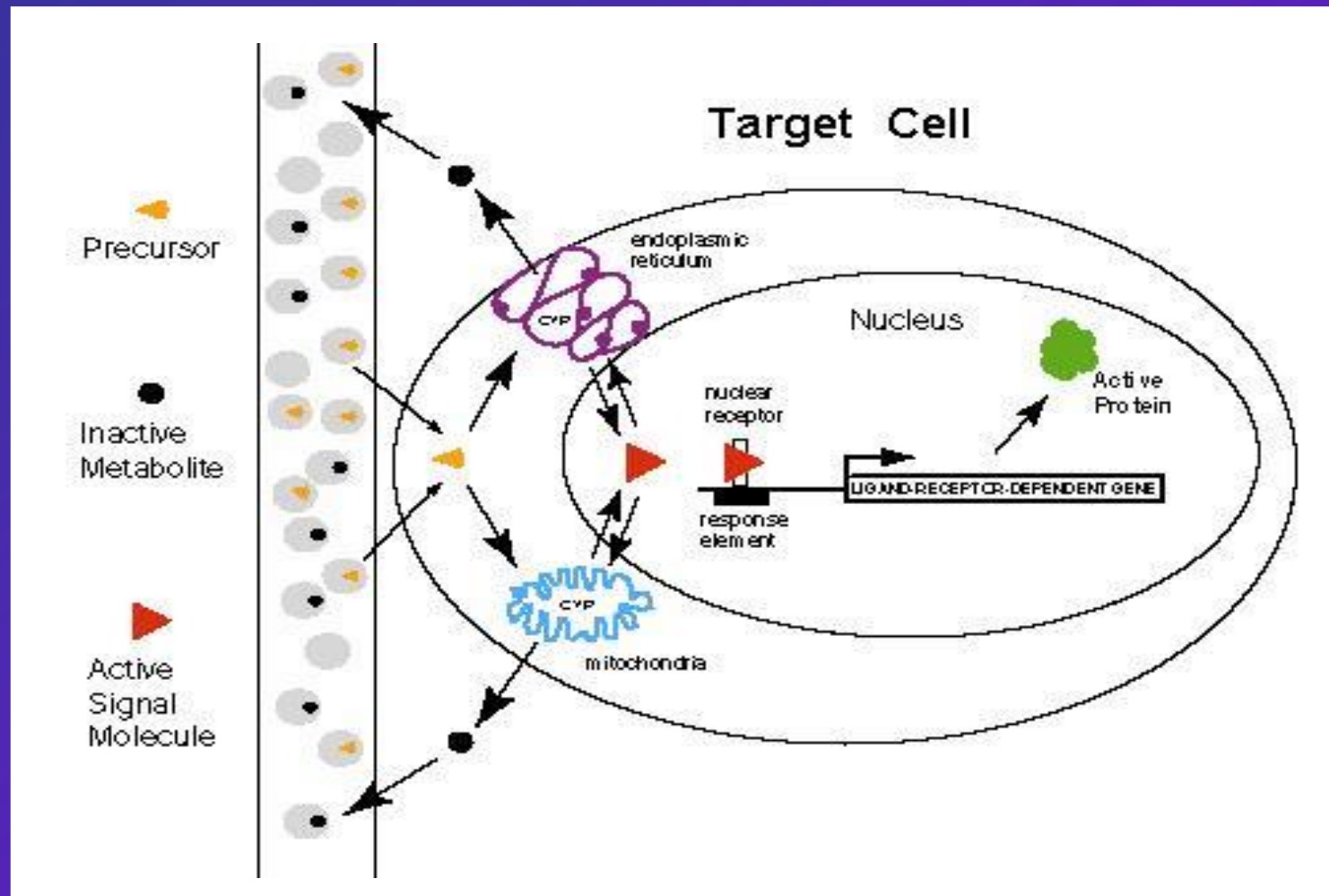


- Guide eye to point
- Put point in title
- Avoid data creep, keep it simple
 - No sentences
 - font >24
 - White space



Focus:

Regulation of Physiological Signaling



WYNDHAM

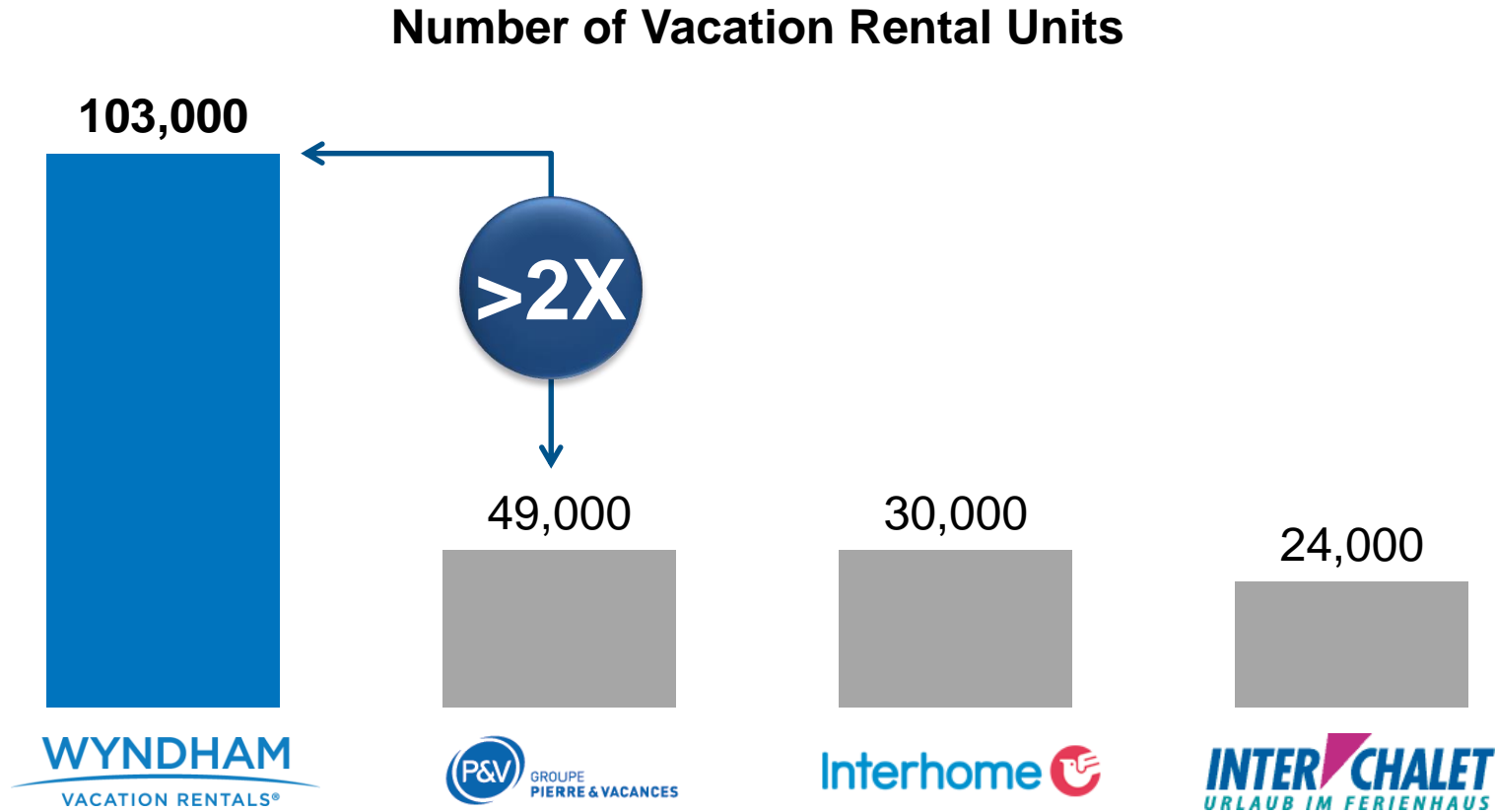
EXCHANGE & RENTALS



Investor Presentation

July 2014

Market Leader : >2X Larger than Next Biggest Player



2. Guide the Eye to the Point



- Make it easy to see the point
- Use
 - arrows
 - circles
 - creative designs
 - animation
 - color highlights



Key Point

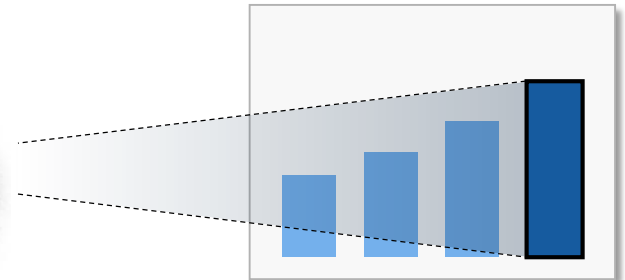
Point

Point

2. Guide the Eye to the Point



- Make it easy to see the point
- Use
 - arrows
 - circles
 - creative designs
 - animation
 - color highlights



3. Simple, Less is More



- Avoid data creep, keep it simple
 - no sentences
 - font >18
 - white space

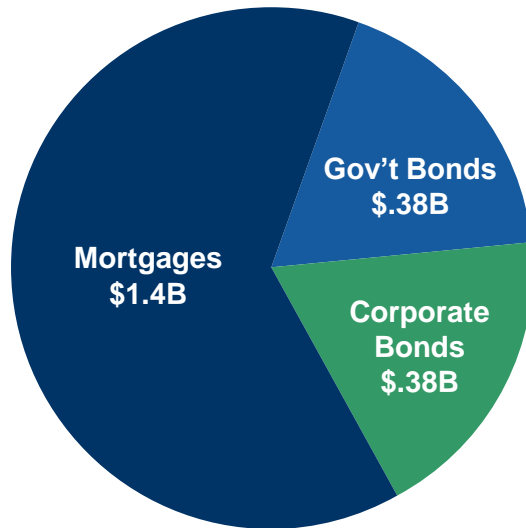


Avoid "White Space Anxiety Disorder"



3. Simple, Less is More

Balanced Portfolio



Portfolio	\$2.16B
Inception date	1996
Losses	0%

No losses

Bond Overview

Facility	Balance	Maturity	Rate
Rating AA or better	0.19	2013	L + 2.50%
Rating BB+ or better	0.19	2015	L + 3.00%
Corp. bond holdings	0.38		4.80%
US Treasury Bond	0.18	2010	3.625%
US Treasury Bond	0.10	2011	3.875%
US Treasury Note	0.10	2012	1.875%
Gov't holdings	0.38		3.25%
Total bond holdings	0.76		4.05%

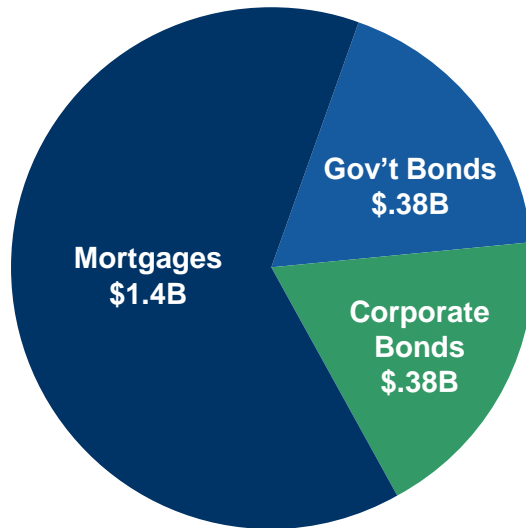
Portfolio Objectives

- The investment seeks maximum real return. The fund normally invests at least 80% of net assets in inflation-indexed bonds of varying maturities. It invests primarily in mortgages.
- It may invest up to 10% of total assets in high-yield securities ("junk bonds"). The fund may invest all of assets in derivative instruments.



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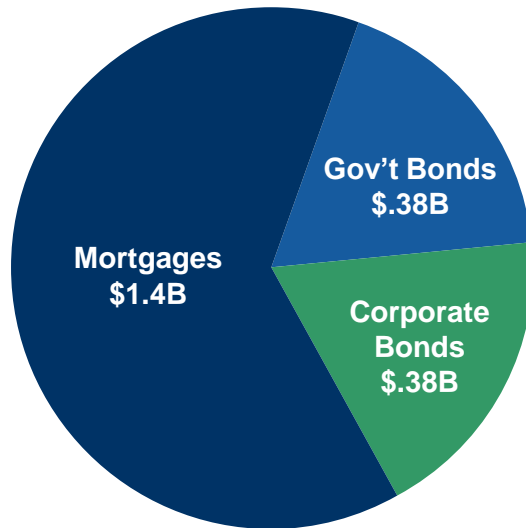
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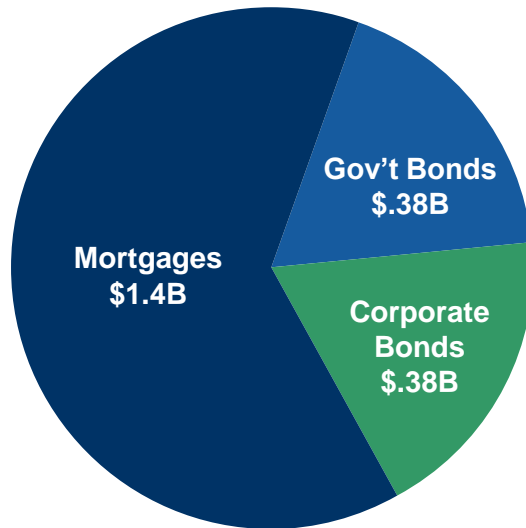
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Losses on \$2.16B portfolio



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Losses	0%

Zero





Losses on \$2.16B portfolio



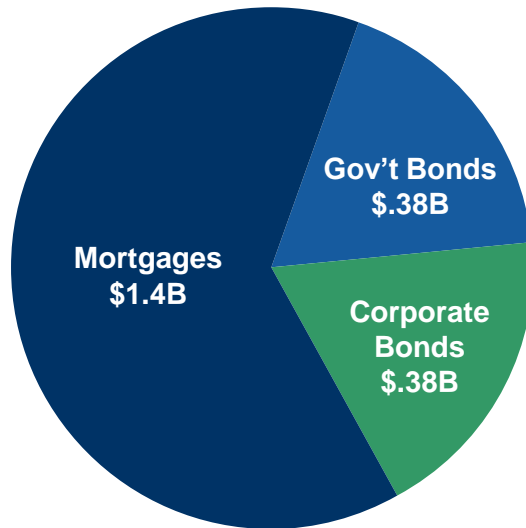
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Portfolio

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The Story Test: Layout the Titles

– Do They Tell a Story?



Unmatched Capabilities Provide Strong Competitive Advantage

WYNDHAM
EXCHANGE & RENTALS

- 1 Broadest product offering
- 2 Market leader
- 3 Industry innovator
- 4 Advanced technology
- 5 Trusted brands and service commitment

Industry leader
– high barriers
to entry



1. Broadest and Best Product Offering: From Campgrounds to Yachts

WYNDHAM
EXCHANGE & RENTALS

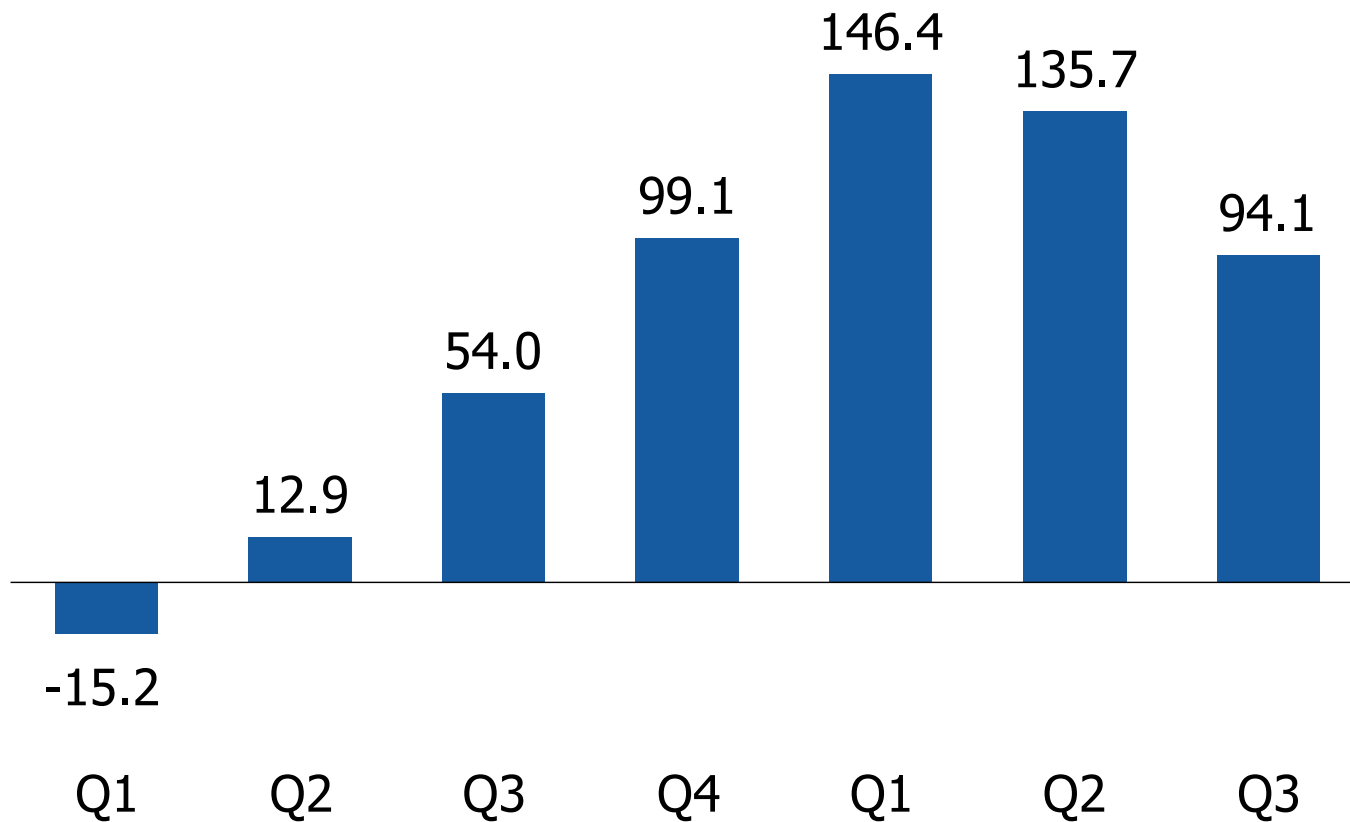


1. One Takeaway Point Per Slide



Bank Indebtedness

\$ Millions

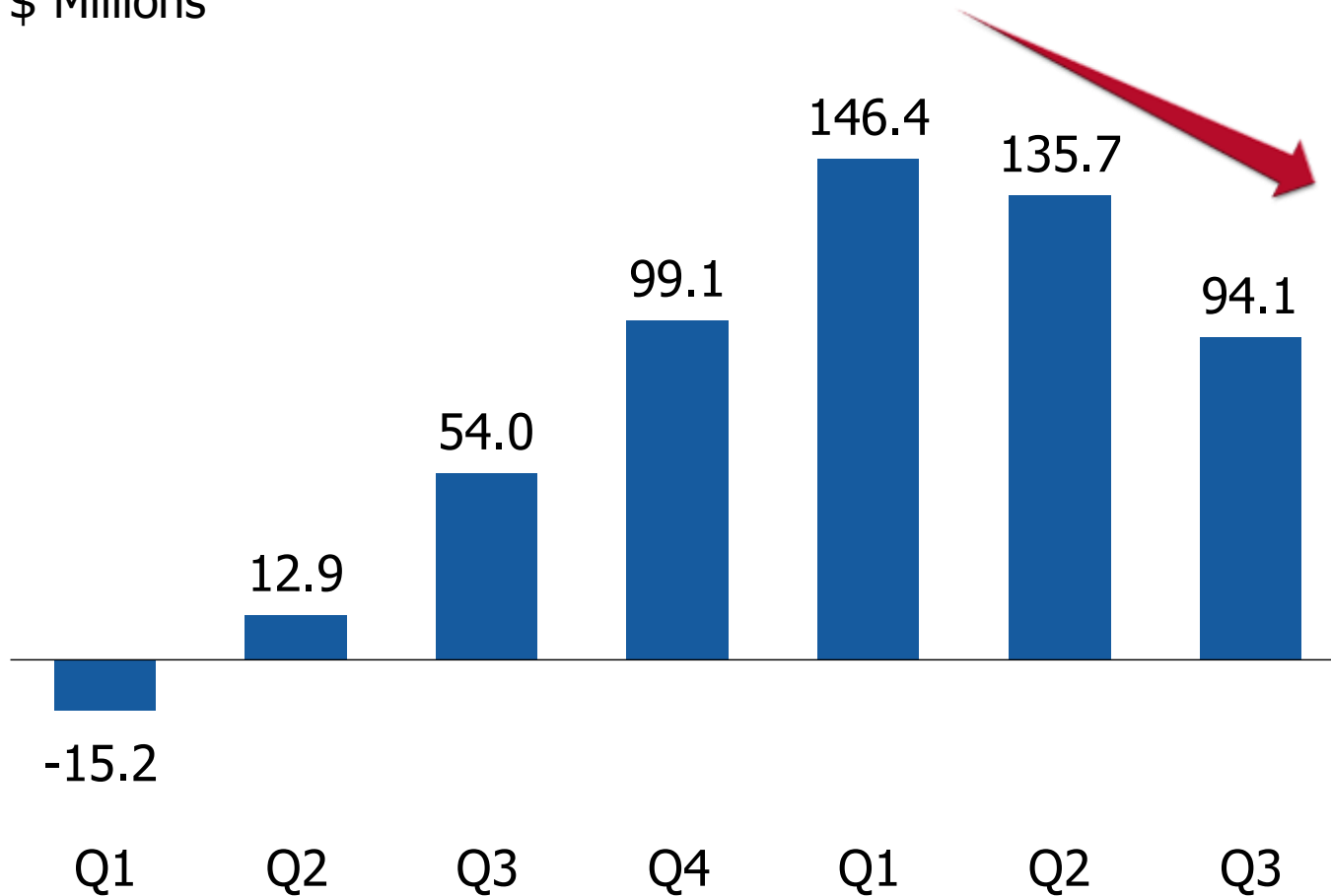


1. One Takeaway Point Per Slide



Declining Bank Indebtedness

\$ Millions

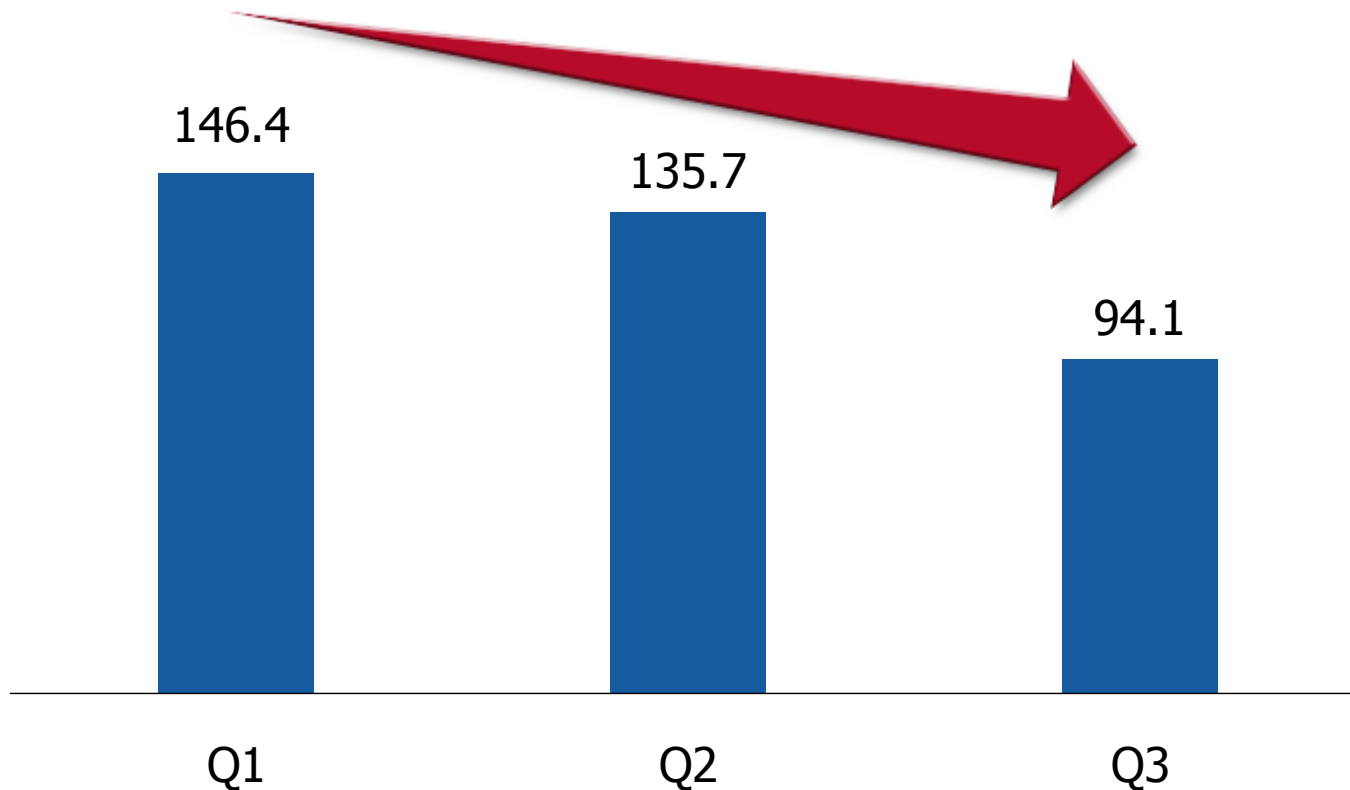


1. One Takeaway Point Per Slide



Declining Bank Indebtedness

\$ Millions



How to Deal with the Person Who Wants Busy Slides



- Plan A
 - Ask the magic question -- what is the takeaway.
 - Simplify or move it to appendix.
- Plan B -- Compromise
 - Strong takeaway in title even if can't be persuaded to simplify content
 - Use builds on clicks to bring in the information

Avoid "Presentation as Document" Syndrome

Six Steps to A Compelling Presentation™



Successful Presentation



Six Steps to A Strategic Communications Platform



Successful Presentation

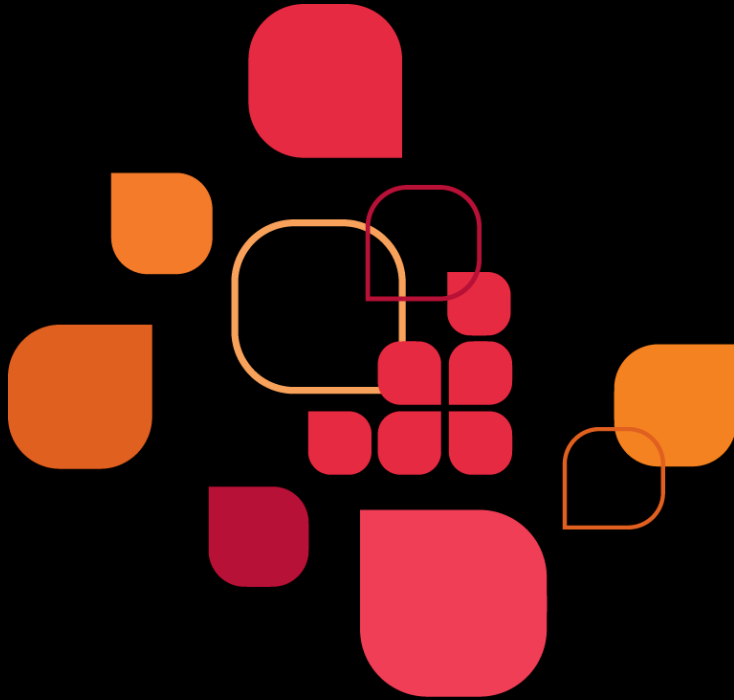


Use Suitable Colors / Designs



- Maximize contrast – readable slides
- Ensure content drives design – not vice versa

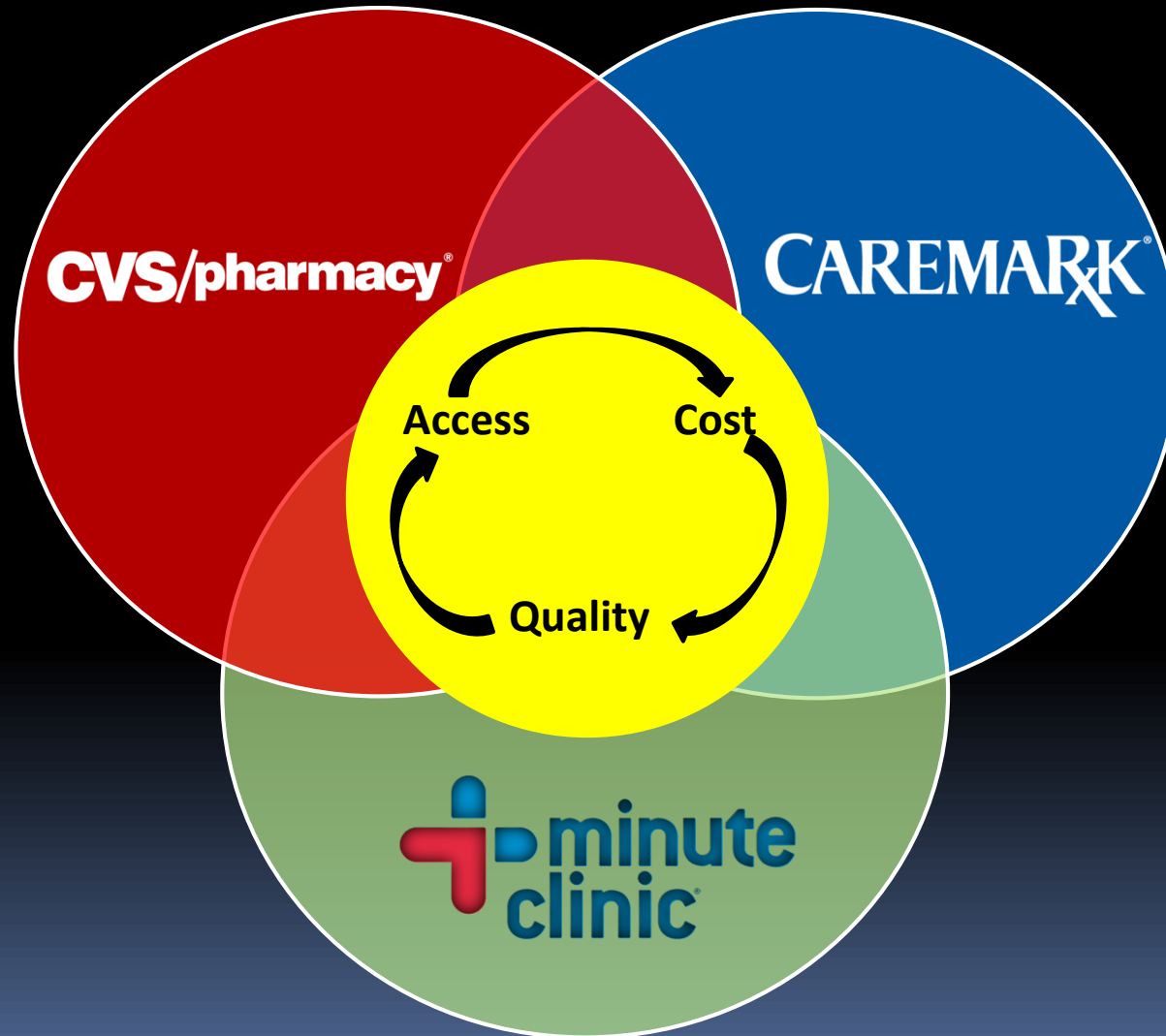




Reinventing Pharmacy For Better Shareholder Value

European Investor Meetings
May 2012

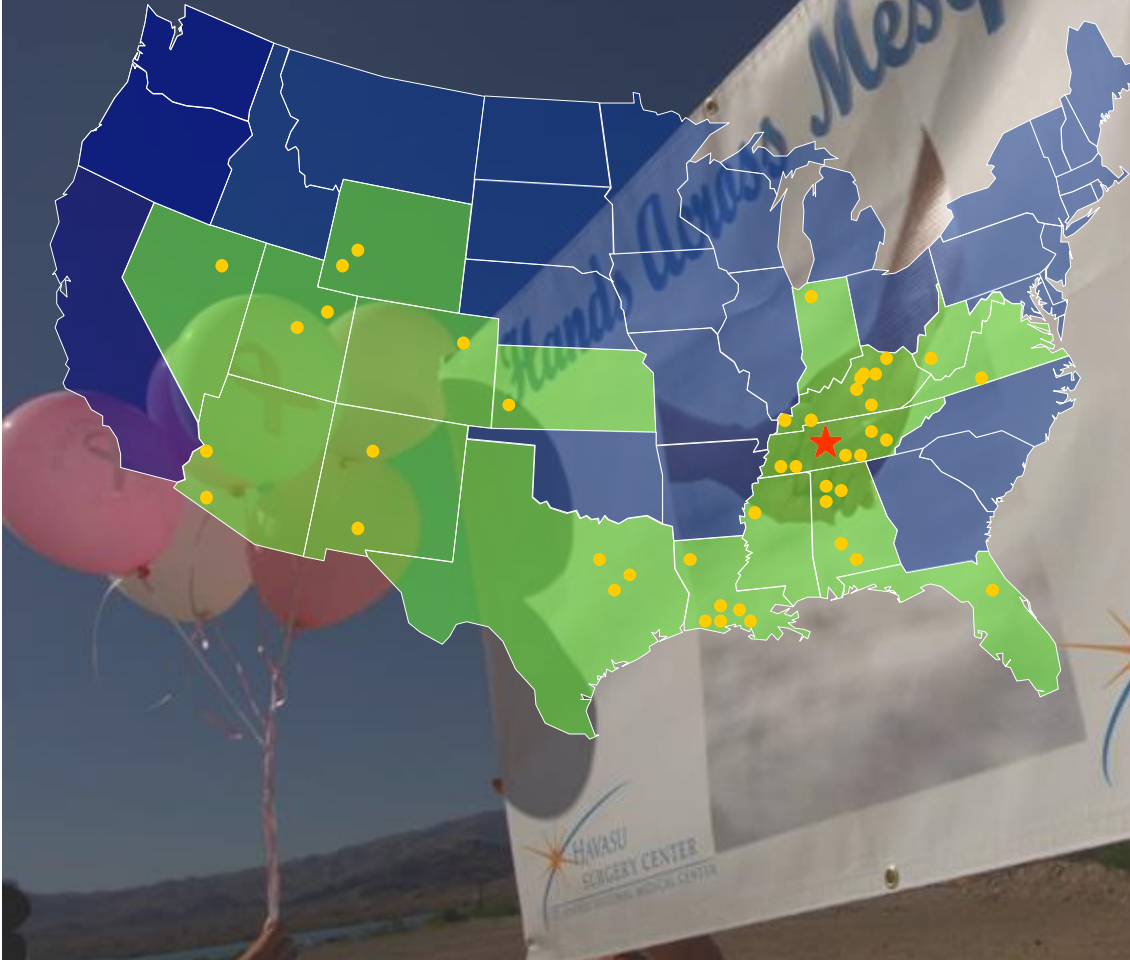
Reinventing Pharmacy For Better Health



Our Communities

48 Hospitals in 17 States

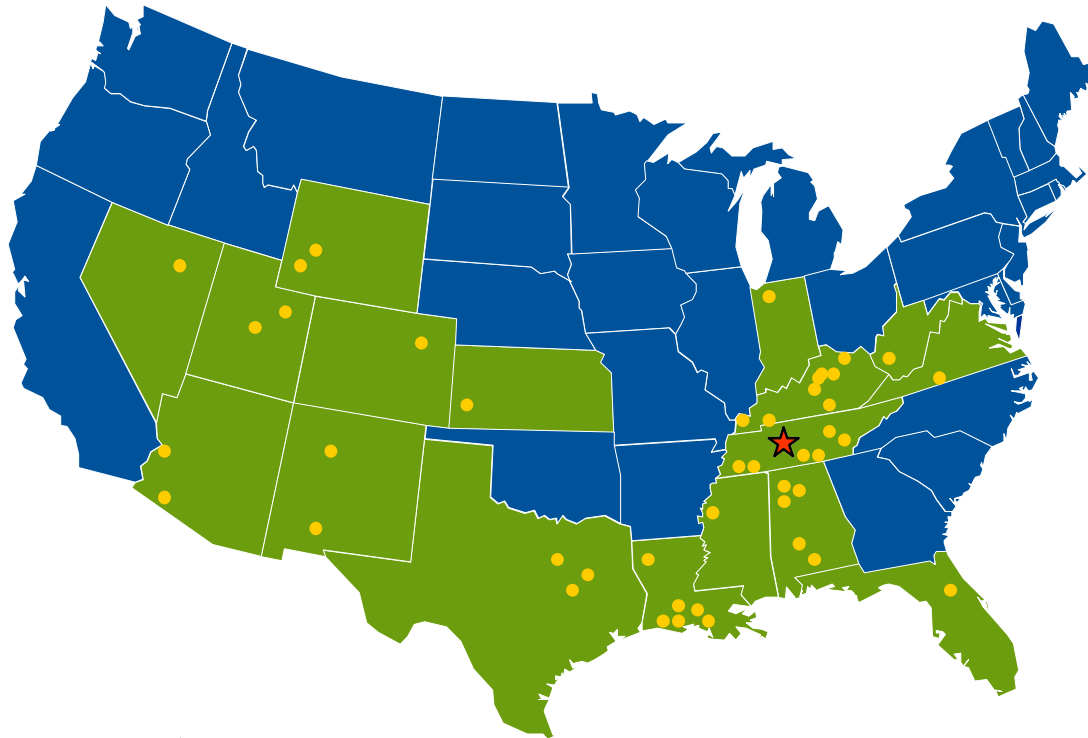
- 48 hospitals in 17 states; 5,637 beds
- Non-urban hospitals
- Sole or significant market provider
- Strong community support
- Solid existing physician base
- Ability to grow adjusted EBITDA margins



Diversified Geographic Presence



48 Hospitals in 17 States



 **Corporate Office Brentwood, Tennessee**

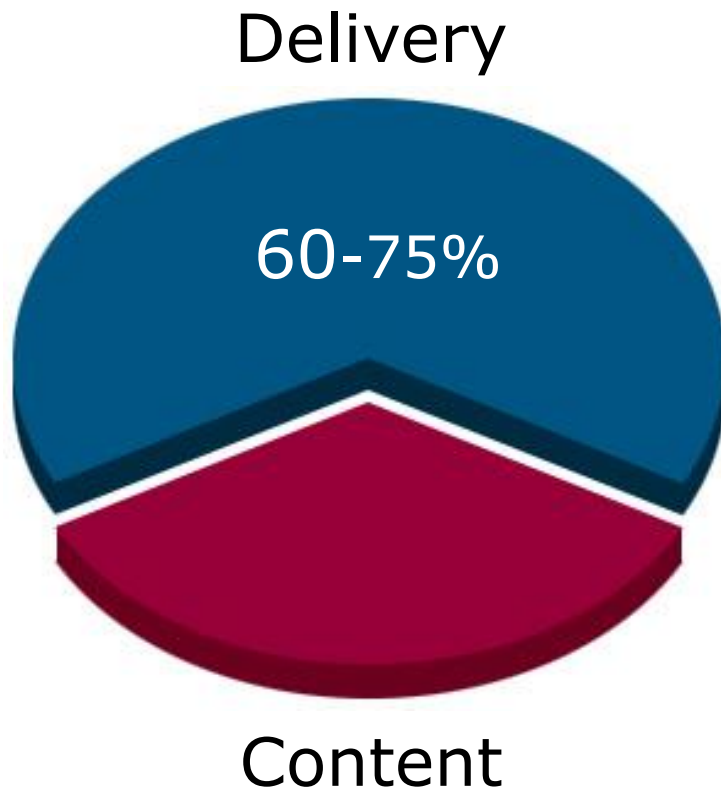
Six Steps to A Strategic Communications Platform



Successful Presentation



How Important Is Delivery?



- Body language
- Tone of voice
- Words

Story Drives Delivery!



“When the story is right, the delivery itself tends to **fall into place, almost magically so.”**

Six Steps to A Strategic Communications Platform



Successful Presentation



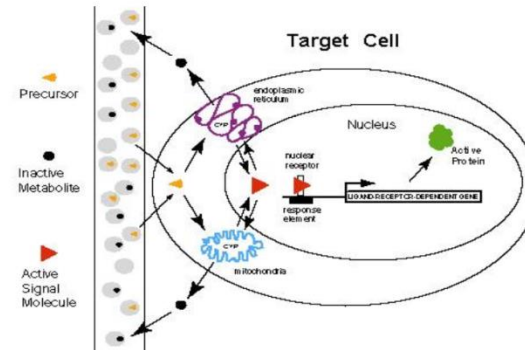
Top Five List of Pitfalls



1. Messages not clear
2. Too much of everything! APK



Anxious Parade of Knowledge (APK) Syndrome



- And I want to tell you...
- And you should see...
- And we did this...
- And we discovered...
- And we were the first to...
- And no one else has...
- And my mother is very proud of me...

Top Five List of Pitfalls



1. Messages not clear
2. Too much of everything! APK
3. Complex scientific / technology slides
4. Dull, monotonic delivery
5. Long rambling answers during Q&A



Avoid “MYGO” Syndrome – My Eyes Glaze Over

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