

SPAC Communications: *Supporting Successful Transactions*



A SPAC transaction poses specific communications challenges that require a sophisticated, strategic approach, supported by communications experts.

Having an Experienced Communications Partner is Crucial

Alpha makes it easy for both sponsors and their acquired targets to ensure success through our integrated investor relations, corporate communications and transactions support programs.

SPAC SUPPORT

- SPAC Messaging/Branding
- Sponsor Media Visibility
- SPAC Bootcamp/Training
- Exchange Selection
- SEC Legal Counsel Coordination
- Target Cultivation
- IR/Investor Management

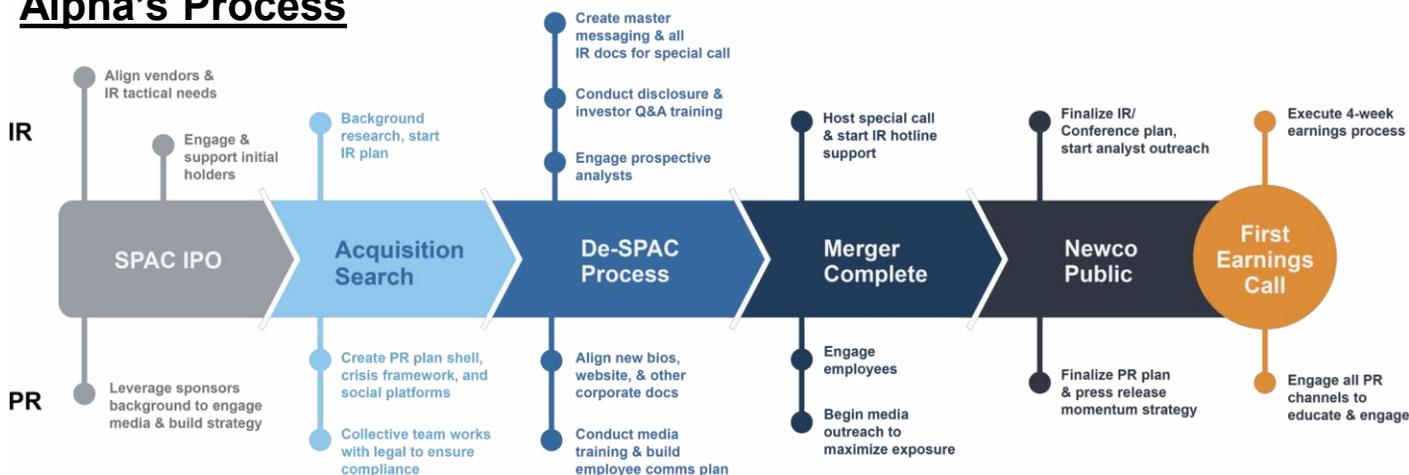
DE-SPAC / DEAL

- Multi-stakeholder Communications Plan & Materials
- Investor & Analyst Targeting
- Roadshow Coordination
- Listing Day Event Support
- Start Target Media Visibility Program

POST MERGER

- Core Message Refinement
- Build 2-Year Wall Street Engagement Strategy
- Cultivate Investor Base & Onboard Sell-Side Analysts
- Continue Employee Comms & Education Efforts
- Drive Integrated IR/PR

Alpha's Process



Alpha understands the challenge of the de-SPAC process

Speak to an Alpha IR Group expert to inquire about our services or to engage us for SPAC support: [312.445.2870](tel:312.445.2870) or info@alpha-ir.com

PREPARATION IS THE FOUNDATIONAL FIRST STEP

Our unique SPAC planning and execution process is strategically customized for your business and brand – **That's the Alpha Way.**

"Alpha IR has been a strategic partner in our investor relations efforts since our NASDAQ listing in 2021. Their thoughtful approach and capital markets expertise have strengthened our relationships with the investment community while navigating a complex environment. Alpha IR's ability to anticipate challenges and provide sound guidance has added value to our decision-making, and we continue to benefit from their insight and partnership."

– Reservoir Media (RSVR)

Alpha Will Help You Understand the +/- of a SPAC Listing



- ✓ Faster to market
- ✓ More certain, not market contingent
- ✓ Usually cheaper, with less red tape
- ✓ Retail investor involvement
- ✓ Often better vehicle for early stage companies



- ✗ Low float & daily trading/liquidity
- ✗ Volatile trading first year plus
- ✗ Hedge fund & redemption considerations
- ✗ Takes roughly two years to "Shake the SPAC" off the investment thesis

Alpha's Multi-stakeholder Visibility Program is a Force Multiplier for SPAC Sponsors & Merger Companies

- **Investor Relations:** Building & maintaining relationships with investors, including institutional investors, equity research analysts, and potential PIPE investors.
- **Public Relations:** Raising the profile of the Sponsor and Target to drive investor interest, managing media and content, coordinating with IR to ensure consistent core messaging across all channels.
- **Employee Communications:** Keeping employees informed about the SPAC process & educating them on Reg. FD & the requirements of being an employee of a public company.
- **Financial Reporting and Regulatory Compliance:** Ensuring public communications are clear, consistent & compliant with regulatory requirements.
- **Listing Day and Post-Merger Transition:** Managing all communications – press releases, analyst calls, and investor presentations & developing a post-deal communications & engagement plan.
- **Crisis Communications:** Developing & implementing a plan to manage any potential crises or negative publicity that may arise during the SPAC process.

About Alpha IR Group

Alpha IR Group, which includes its subsidiary Alpha Advisory Group (collectively "Alpha"), is a premier C-Suite advisory firm that brings deep sector expertise and senior-driven programs focused on clients' most critical stakeholders. Alpha is the right choice to manage clients' reputations, credibility, and ultimately, their corporate and investment brands.