IR Halo launches Investor Relations Healthcheck for asset managers

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LONDON, May 2016: IR Halo, the independent communications and technology platform for asset managers, today launches IR Halo Healthcheck, a new service that assists asset managers with measuring and improving their investor relations capabilities.

Developed in conjunction with regulatory and compliance specialists Thornbridge Investment Management LLP ("Thornbridge"), IR Halo Healthcheck provides a baseline for managers drawn from industry standard processes and best practice across all areas of asset management investor relations, including profiling investors and introductions, investor presentations and engagement, investor messaging and on-going communication.

Designed to recognise strengths as well as highlighting possible improvements, IR Halo Healthcheck provides managers with an impartial and holistic assessment of their investor relations strengths and weaknesses, helping fund managers to maximise their investor communications impact. Armed with this knowledge, fund managers are better positioned to attract and engage investors.

Stuart Fieldhouse, Co-Founder of IR Halo, commented: "With IR Halo Healthcheck, we have focused on those practical processes managers should be undertaking to help ensure their relationships with investors are professional, consistent and transparent. We believe that by assisting managers in the development of their skills and capabilities around all aspects of investor relations we can help them to strengthen and enhance their relationships with their investors."

James Bedford, Partner at Thornbridge said: "We are delighted our expertise in asset management regulation and compliance have contributed to this exciting initiative. It's more important than ever that fund managers understand how best to engage with investors. IR Halo Healthcheck provides a realistic and practical way for them to do this, and more importantly helps managers to become better placed to develop stronger relationships with their investors."

IR Halo works with asset managers to help them to improve their investor and public relations capabilities, in particular via the innovative use of technology to deliver new efficiencies and to optimise their investor engagement processes.

IR Halo also draws on extensive data resources that have helped to inform the development of its current suite of tools for alternative fund managers and investor relations professionals. This includes new perspectives on the investor relations function and in-depth benchmarking against existing industry practices.

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About IR Halo

IR Halo is a 360-degree investor relations and communications platform for asset managers of all sizes. Its design is informed by the best practice requirements of a wide network of institutional investors. We support fund managers in their efforts to engage their existing and future clients with a high degree of conviction, consistency and quality of reporting. Our solutions have been specifically designed to optimise your investor relations activities and ensure your reporting and messaging is effective in helping you to win and keep clients.

www.irhalo.com

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