



## MEDIA RELEASE

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### ASX and BRR launch investor relations initiative for ASX-listed companies

The Australian Securities Exchange (ASX), in conjunction with Boardroom Radio (BRR), is launching an investor relations initiative called *Corporate Profile*.

*Corporate Profile* is an investor relations tool that allows listed companies to raise their profile and better inform the investment community about their operations.

Under the initiative, CEOs or other senior executives of ASX-listed companies will work with BRR to record and distribute a video interview about their background and experience, and their company's operations and growth plans.

The video will be hosted on each company's information page on ASX.com.au, the websites of BRR and its distribution partners, and each company's own website for a maximum period of 12 months.

Richard Murphy, ASX General Manager, Equity Markets said: "*Corporate Profile* is the latest initiative in ASX's suite of investor relations products and services, and is designed to help listed companies to improve their profile within the investment community.

"The ASX website is one of the most visited and trusted Australian business and finance websites, with over 1.2 million monthly unique browsers. Showcasing company videos on the ASX website underscores the value of being an ASX-listed company."

Bill Gair, Managing Director, BRR said: "BRR has streamed in excess of 15,000 audio and video broadcasts over the last five years. *Corporate Profile* provides a personal way for executives to inform their shareholders and the broader market. The combination of the ASX website and BRR's distribution platform helps deliver each company's message to the widest possible investor audience."

All ASX-listed companies, in stages, will be eligible to record a *Corporate Profile* video at a cost of \$1,500. The first eligible tier of companies will be those with a market capitalisation of between \$75 million and \$250 million. BRR is responsible for the recording and post production process and will liaise with listed companies to arrange recording dates and times.

ASX-listed companies interested in a *Corporate Profile* video should access the request form on the following websites:

- [www.asx.com.au/corporateprofile](http://www.asx.com.au/corporateprofile)
- [www.asxonline.com.au/companies/login.do](http://www.asxonline.com.au/companies/login.do)

Further information about *Corporate Profile* can be found at [www.asx.com.au/corporateprofile](http://www.asx.com.au/corporateprofile).

**For further information:**

**Recording and Production Enquiries:**

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**About BRR**

BRR has existed since 2005 as an online platform for ASX listed companies and professional organisations to raise their profile and communicate to all stakeholders in an accessible and easy-to-use way. The essence of BRR is to provide audio and video webcasting services and to syndicate this content to major financial market websites.