

Real Time Earnings Intelligence

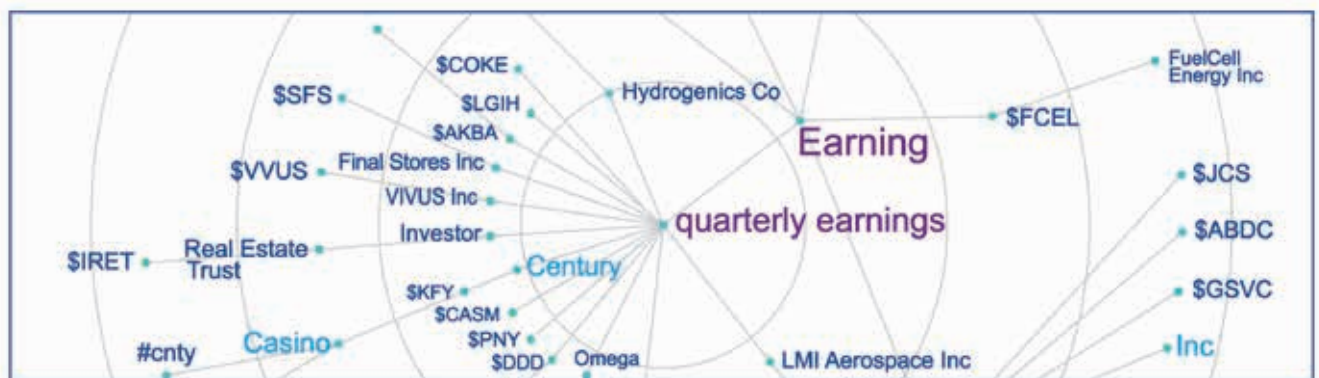
Identify risks, threats and trends before, during and after an earnings announcement

The challenge

When you report your earnings on a quarterly basis, your message reaches important influencers, including analysts as well as the public at large. From the financial results to the supporting details and commentary surrounding them, your message provides stakeholders with important updates on your organization.

But how will this community respond to the announcement? Will the message resonate or miss the mark? Worse still, will it create backlash that may lead to negative sentiment resulting in a damaged reputation?

Bottlenose and KPMG can help you listen to how the community is reacting – across channels such as social media, broadcast TV and radio, and online news, blogs, and forums - and allow you to respond to the signals including direct messages in real time. Bottlenose and KPMG can assist in measuring if your earnings release communications are resonating or creating backlash that may have lasting effects.



Bottlenose evaluates your landscape before, during and after your announcements

Our services focus on identifying the right information sources that provide feedback on stakeholders that follow and share details of your organization:

Establish the right streams:

Approximately two weeks before the earnings release we mobilize, establish the streams across the various media sources, social media, broadcast TV and radio, and online news, blogs and forums.

Automated updates:

As we begin assessing the landscape, we set automated alerts, reports, and provide training for real-time access for you and your team during the earnings release.

Custom interactive dashboards:

Time is of the essence and real-time tracking coupled with comprehensive dashboards ensure you have the information you need, when you need it. Bottlenose provides the capability for a custom, interactive

dashboard to put the information that is most important to you at your fingertips with one screen.

Onsite analyst with on-the-spot insights:

The day of the earnings release, we provide the option of having our analysts on-site with your investor relations and communications executives to ensure you are receiving the best value through the real-time tracking of the insights from the days' activities.

Continued tracking:


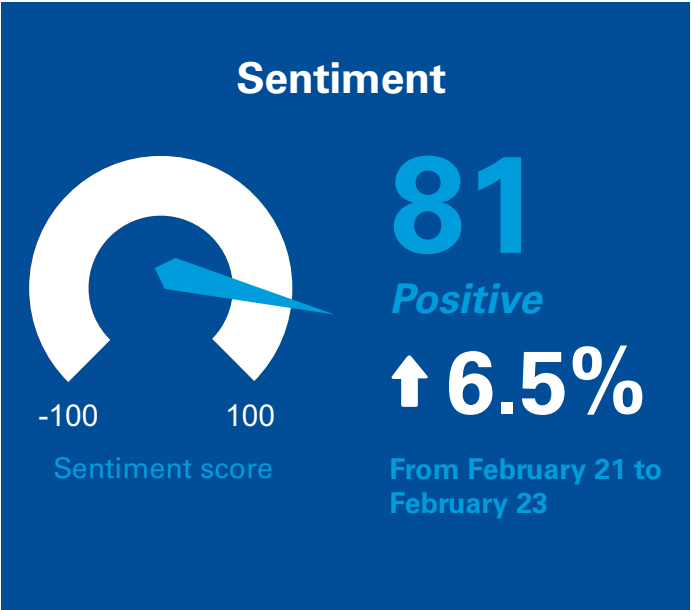
For a period of approximately two weeks following the earnings release, we will continue to provide automated reporting, alerts, and dashboards and then pull it all together with a fact-based, comprehensive summary report of the activity from the earnings release for your consumption.

Ensuring results

Your organization expends time, resources, and focus to effectively craft every bit of the quarterly earnings announcement. Shouldn't you be doing all you can to ensure that the messaging delivers the anticipated impact with your stakeholders in the marketplace?

Where Bottlenose and KPMG has helped:

For a large manufacturing organization, KPMG and Bottlenose provided tracking before, during and after a recent quarterly earnings announcement. The analysis, covering print and TV media, social media and selected financial analysts, showed overall positive sentiment towards the announcement, with conversations and coverage focusing on some of the key messages that the organization had shared in their communication, ranging from the quantitative numbers, to outlook, to product, and even to recent patent filings around product enhancements.



Countries	Volume ▼	
France	1,747	5.4%
United States	1,399	4.3%
United Kingdom	820	2.5%
Spain	725	2.2%
Saudi Arabia	351	1.1%
Germany	326	1.0%
Netherlands	260	0.8%
Brazil	242	0.8%
Canada	205	0.6%

Contact

For further information please contact us at bottlenose@kpmg.com

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