



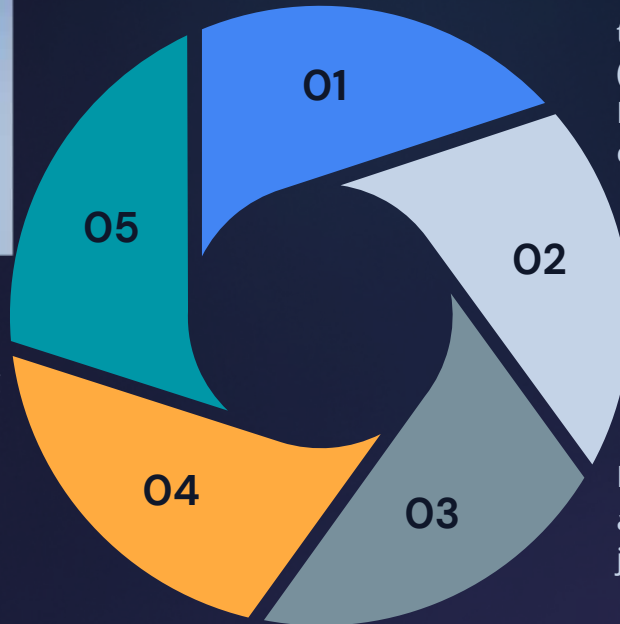
Brand Communications PR & IR specialists with Social Media expertise

Brand Communications

Founded by Alan Green, a digital entrepreneur and a well-known financial journalist and broadcaster



Trusted and respected among retail and institutional investors (database of 16,300 individuals and companies)



Established in 2005, BC has many thousands of followers across: X (Twitter), LinkedIn, Facebook, BlueSky, Instagram, Telegram, YouTube, Reddit etc.

Digital IR and PR agency services with a global geographic outreach (BC messages reach on average 35+ countries)

Dominant and influential presence across financial media channels (521 journalists and media contacts)

Access to Gen Z investors (68% of BC social media platforms followers are 18-45 years old)



March 2026

Why social media presence is important for your company and how it impacts on retail investor decision making

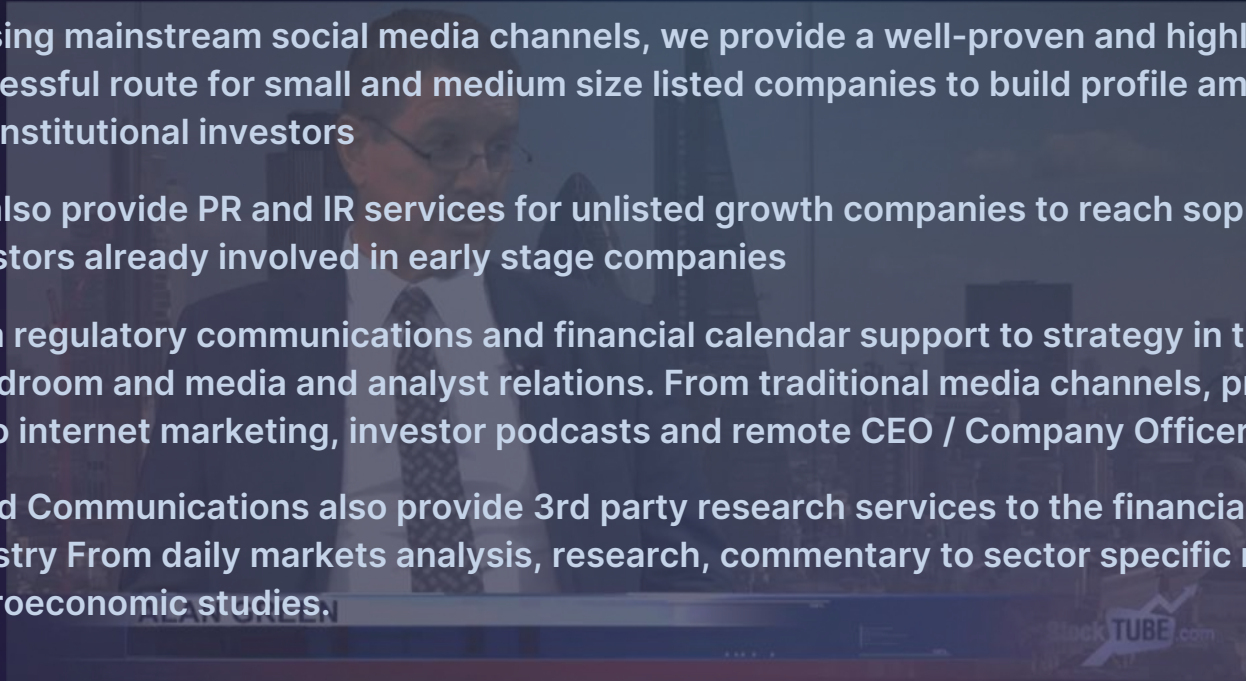
- As of early 2023, the individual investor market reached \$7.2 trillion in size, IBISWorld
- Retail investors' share of total trading volume rose from just above 10% in 2011 to over 22% in 2021, Bloomberg Intelligence
- According to the platform Freetrade and its own research
 - 61.57% of users are under 35 years old
 - 21.92% of these are aged 18 to 25
 - Only 5.39% of investors class themselves as experienced
 - Almost 60% said that they were first-time investors

Why social media presence is important for your company

- According to the Royal Mint, 23 per cent of 'Gen Z' are followers of financial influencers, or 'finfluencers', on social media
- "More than a fifth of retail investors influenced by social media advice" IR Magazine, January 2023"
- Only 42 percent of respondents (retail investors) investigate and conduct research before deciding where to invest. A further 37 percent mostly rely on recommendations from friends and family, while only one in three investors seek advice from an authorized financial adviser" (CySEC), 2023
- Retail investors can separate a company's earnings from their market performance. Retail investors are quick to react to earnings announcements, Wharton study, January 2022
- Young investors may prefer to hold a higher number of equities, The Royal Mint, 2022

Brand Communications – Service Overview

- Utilising mainstream social media channels, we provide a well-proven and highly successful route for small and medium size listed companies to build profile among retail and institutional investors
- We also provide PR and IR services for unlisted growth companies to reach sophisticated investors already involved in early stage companies
- From regulatory communications and financial calendar support to strategy in the boardroom and media and analyst relations. From traditional media channels, press and TV to internet marketing, investor podcasts and remote CEO / Company Officer interviews
- Brand Communications also provide 3rd party research services to the financial services industry From daily markets analysis, research, commentary to sector specific reports and macroeconomic studies.



Brand Communications – Distribution Channels

- We write, enhance and redistribute our client output to BC financial media channels and financial media database
- We schedule, film / record and publish media clips, videocasts and podcasts across the company page and social media channels
- Where appropriate, BC CEO Alan Green highlights and discusses the client investment proposition across multiple podcasts and TV slots
- All output, interviews, podcasts etc will be re-promoted out across BC channels. These include:
 - X (@Brand_UK @BrandMultiComms @NovusComms @Alan__Green and others), Linked-In, Facebook, YouTube, BlueSky, Instagram, Reddit, Research Tree, financial partner websites, Telegram groups, specialist groups (e.g. mining and geologists) other BC social feeds and the BC bulletin board relay.



Service Provision Overview

- Company page on Brand Comms website
- Your news and content distributed across Twitter, LinkedIn, Facebook, Instagram and multiple financial bulletin boards
- Your news and content distributed by email to our financial media database
- Distribution by email to large 16k retail investor database
- Featured on one of CEO Alan Green's podcasts / research talks eg:
https://x.com/Brand_UK/status/2002803477714735285
- Remote CEO interview: https://x.com/Brand_UK/status/2008849770710728826
- Live show Q&A interviews eg:
<https://twitter.com/i/broadcasts/1jMJgmzpbbXKL>
- Preparation, editing and publishing of company / RNS announcements
- Management of company social media channels



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Brand Communications – Alan Green



After a career in marketing and advertising, Alan developed from an interested financial markets observer to an active trader in small cap stocks. In the noughties, along with former BBC journalist Malcolm Stacey, he launched ShareCrazy, a share trading and community website which was developed and subsequently sold to a fund management company. During this time, Alan published regular daily articles on Yahoo Finance and other financial titles and subsequently launched Brand Communications, building a long list of City based retail broking clients and listed companies. Today Alan has regular weekly slots on leading financial podcasts and financial media channels, and is a well known interview anchor with small and medium size listed companies.

Contact us:

Brand UK Ltd (Brand Communications)
Sussex Innovation Centre,
Science Park Square,
University of Sussex, Falmer
Brighton, BN1 9SB

Tel: 01273 704473 / 07976 431608

<http://www.branduk.net>



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