



**The Quoted  
Companies Alliance**

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**Alistair Dawber, *The Independent***

**Small Talk: LSE looks to tackle problem of AIM investor relations**

Pretty much every company under the sun claims to want a "diversified investor base," not least those on the Alternative Investment Market (AIM), who see a varied shareholder register as a distinct feather in the corporate cap.

The problem facing many companies over the last couple of years has been the fact that many institutional backers have eschewed small-caps, while most sensible retail backers have done the same.

Of course, for many companies, this is a distinct problem, but for others it masks a rather bigger issue: that they are generally terrible at maintaining relations with investors.

The London Stock Exchange is aware that this is a problem, and to its credit, the group is moving to address the issue.

Today the LSE is due to publish its best practice guide for investor relations, which aims to be a "practical assistance to companies, whether quoted or considering a stock market flotation, on best practice in investor relations, examining the key principles firms should consider when developing their investor relations strategy".

In English that means companies that reckon a public listing is for them, but don't know how to attract investors, should read it.

The LSE will also heading off around the country to do a series of roadshows and workshops to help the uninitiated.

"The information contained in this guide will support companies' understanding of these processes and the wider dynamics of shareholder engagement, helping the investment community to be more knowledgeable and confident about their current and prospective investments," said Tim Ward, the chief executive of the Quoted Companies Alliance.