



# Beach Hut Media PORTFOLIO

## Annual General Meetings & Analyst Briefings

Corporate disclosure & ASIC best practice.  
Reach a wider audience as well as  
overseas shareholders. Build a dynamic  
learning relationship with shareholders.  
Receive timely and relevant feedback.  
Improve profile & visibility.

*Woolworth's quarterly sales results  
announcement to analysts:*



## Strategy Briefings

Company directions and strategies.  
Analyst updates.

*ANZ strategy briefing to analysts:*



## Interviews

Interviews and news items.

*CEO interview series to educate  
customers and drive online broking:*



## Product Launches

Broadcast professional presentations.  
Inexpensive global distribution.  
Consistent brand image.  
Include supporting information.

*ABN AMRO launching a new fund:*



## Education

Ideal for educational material  
and distance learning.  
Archive for long term use.

*Education piece on warrants -  
what they are and how to trade:*



## Internal Communications

Staff communication.  
Company updates.

*Allan Moss interview on CNBC was  
broadcast to all staff across the  
Macquarie Bank intranet:*



## Roadshows

Make your company's presentation  
accessible to investors at their leisure.  
Global distribution to overseas markets.  
Ideal for capital raisings.

*Macquarie Bank broadcast their recent  
\$500m capital raising to educate  
overseas investors:*



## Research

Ideal for Market updates,  
institutional and retail research,  
segment updates and overviews,  
trend analysis.

*Institutional research  
from UBS Warburg:*



MULTIMEDIA BUSINESS SOLUTIONS

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