

## Top Company Advisers

Region	By # Engagements		By Activist Stake Value (\$b)		#
Global	Joele Frank	56	Joele Frank	\$5.8	56
US	Joele Frank	55	Joele Frank	\$5.7	55
Canada	Longview	3	Longview	\$0.9	3
Europe	Brunswick Group	3	Gladstone Place	\$3.8	1
Asia Pacific	Gagnier	1	Gagnier	\$1.3	1

## Top Activist Advisers

Region	By # Engagements		By Activist Stake Value (\$b)		#
Global	Gasthalter & Co	24	Prosek Partners	\$5.3	11
US	Gasthalter & Co	22	Prosek Partners	\$2.0	7
Canada	Gagnier	3	Gagnier	\$0.3	3
Europe	Greenbrook	7	Greenbrook	\$2.7	7
Asia Pacific	Prosek Partners	2	Prosek Partners	\$2.8	2

## Global IR Advisers - Company

Adviser	H1 2020			FY 2019	
	# Engagements	Stake \$b	Rank	Rank	Chg
Joele Frank Wilkinson Brimmer Katcher	56	\$5.8	1	1	
ICR	28	\$0.9	2	2	
Edelman	11	\$2.6	3	5	▲
Sard Verbinen & Co	9	\$1.5	4	3	▼
Sloane & Co	6	\$1.2	5	4	▼
FTI Consulting	6	\$0.4	6	7	▲
Kekst CNC	5	\$0.5	7	6	▼
Prosek Partners	5	\$0.0	8	32	▲
Blueshirt Group	4	\$0.2	9	13	▲
Reevemark	4	\$0.1	10	12	▲
Gagnier Communications	3	\$1.3	11	10	▼
Longview Communications & Public Affairs	3	\$0.9	12	8	▼
Brunswick Group	3	\$0.4	13	9	▼
Alpha IR Group	3	\$0.0	14	NR	▲
Equity Group	3	\$0.0	15	NR	▲
Gladstone Place Partners	2	\$3.8	16	15	▼
Argot Partners	2	\$0.0	17	29	▲
MHP Communications	1	\$0.4	18	NR	▲
Abernathy Macgregor Group	1	\$0.2	19	11	▼

## Global IR Advisers - Activist

Adviser	H1 2020			FY 2019	
	# Engagements	Stake \$b	Rank	Rank	Chg
Gasthalter & Co	24	\$1.3	1	3	▲
Sloane & Co	16	\$1.6	2	1	▼
Profile Advisors	12	\$3.7	3	5	▲
Prosek Partners	11	\$5.3	4	2	▼
Greenbrook Communications	9	\$3.8	5	8	▲
Gagnier Communications	7	\$0.5	6	4	▼
Kepler Communications	4	\$0.5	7	19	▲
ASC Advisors	2	\$0.5	8	16	▲
Finsbury	2	\$0.4	9	7	▼
Camarco	2	\$0.0	10	21	▲

## Global IR Advisers - Combined

Adviser	H1 2020				FY 2019	
	Total	Comp.	Activist	Rank	Rank	Chg
Joele Frank	55	55	-	1	1	
ICR Inc	27	27	-	2	3	▲
Gasthalter	25	1	24	3	6	▲
Sloane & Co	21	6	15	4	2	▼
Prosek Partners	16	5	11	5	7	▲

## Top New Company-Side Engagements in 2020

Target	Activist	Mkt Cap \$b	Company IR/PR
Credit Suisse	Eminence, Harris, Silchester	\$33	<i>Gladstone Place Partners</i>
HP Inc	Xerox Holdings Corp	\$32	Joele Frank, <i>Gladstone Place</i>
Twitter Inc	Elliott Management	\$26	Joele Frank
Every Inc	Elliott Management	\$15	Joele Frank
American Homes	Land & Buildings	\$9	Joele Frank, <i>ICR</i>

Engagements privately submitted to Bloomberg (not publicly sourced) are italicized

## Top New Activist-Side Engagements in 2020

Target	Activist	Mkt Cap \$b	Activist IR/PR
Softbank Group	Elliott Management	\$90	<i>Prosek Partners</i>
Nintendo Co	ValueAct Capital	\$56	<i>Greenbrook Communications</i>
Prudential PLC	Third Point LLC	\$48	<i>Greenbrook, Newgate, Profile</i>
Credit Suisse	Eminence Capital	\$33	<i>Gasthalter</i>
NN Group	Elliott Management	\$14	<i>Prosek Partners</i>

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