

Top Company IR/PR Advisers

Region	Top Adviser H1 2021	#	Stake \$b	Top Adviser 2020
Global	Joele Frank	42	\$12.2	Joele Frank
US	Joele Frank	38	\$9.8	Joele Frank
Canada	Longview	4	\$2.9	Longview
Europe	Brunswick Group	5	\$0.9	Brunswick Group
Asia Pacific	VOX Global Japan	3	\$0.1	Edelman
Global (\$1b+)	Joele Frank	30	\$11.8	Joele Frank

Global IR/PR Advisers - Company

Adviser	H1 2021				2020 Rank	2019 Rank
	# Engagements	Stake \$b	Rank			
Joele Frank Wilkinson Brimmer Katcher	42	\$12.2	1		1	1
Sard Verbinen & Co	17	\$6.8	2 ▲		4	3
Edelman	8	\$1.1	3		3	5
Sloane & Co	8	\$0.9	4 ▲		7	4
Kekst CNC	6	\$4.5	5		5	6
Brunswick Group	6	\$2.9	6		6	7
Reevemark	5	\$1.2	7 ▲		9	12
Gagnier Communications	5	\$0.2	8 ▲		13	10
Longview Communications & Public Affairs	4	\$2.9	9 ▼		8	8
ICR	4	\$0.8	10 ▼		2	2
Prosek Partners	4	\$0.1	11		11	29
Gladstone Place Partners	3	\$2.8	12		12	14
VOX Global Japan	3	\$0.1	13 ▲		-	-
FTI Consulting	3	\$0.1	14 ▼		10	9
Abernathy Macgregor Group	2	\$1.0	15 ▲		17	11
Domestique Consulting	2	\$0.2	16 ▲		-	-
Buchanan Communications	2	\$0.2	17 ▲		28	17
Instinctif Partners	2	\$0.1	18 ▲		52	18

Top New Company-Side Engagements in 2021

Target	Activist	Company IR/PR
Exxon Mobil Corp	Engine No 1, others	<i>Sard Verbinen</i>
Intel Corp	Third Point	<i>Sard Verbinen</i>
Duke Energy Corp	Elliott Management	<i>Gladstone Place Partners</i>
Danone SA	Bluebell, Artisan, Causeway	<i>Joele Frank</i>
International Flavors	Sachem Head	<i>Abernathy, Sard Verbinen</i>

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Top Activist PR Advisers

Region	Top Adviser H1 2021	#	Stake \$b	Top Adviser 2020
Global	MKA Communications	22	\$5.1	Gasthalter & Co
US	MKA Communications	21	\$5.0	Gasthalter & Co
Canada	ASC Advisors	2	\$4.6	Gagnier
Europe	Greenbrook	8	\$2.5	Greenbrook
Asia Pacific	Gagnier	2	\$3.6	Prosek Partners
Global (\$1b+)	Sloane & Co	12	\$3.0	Sloane & Co

Global PR Advisers - Activist

Adviser	H1 2021				2020 Rank	2019 Rank
	# Engagements	Stake \$b	Rank			
MKA Communications (formerly Profile)	22	\$5.1	1 ▲		3	5
Sloane & Co	20	\$3.4	2		2	1
Gasthalter & Co	13	\$1.8	3 ▼		1	4
Greenbrook Communications	11	\$4.6	4		4	7
Prosek Partners	10	\$3.1	5		5	2
Gagnier Communications	8	\$4.0	6		6	3
ASC Advisors	4	\$4.6	7 ▲		8	18
Kekst CNC	4	\$0.4	8 ▼		7	6
Dukas Linden PR	3	\$0.1	9 ▲		30	-

Global IR/PR Advisers - Combined

Adviser	H1 2021				2020 Rank	2019 Rank
	Total	Comp.	Activist	Rank		
Joele Frank	42	42	-	1	1	1
Sloane & Co	28	8	20	2	2	2
MKA Communications	24	2	22	3 ▲	6	13
Sard Verbinen & Co	17	17	-	4 ▲	11	5
Prosek Partners	14	4	10	5	5	6

Top New Activist-Side Engagements in 2021

Target	Activist	Activist PR
GlaxoSmithKline PLC	Elliott Management	<i>Prosek</i>
Duke Energy Corp	Elliott Management	<i>Prosek</i>
Danone SA	Artisan Partners	<i>Steel & Holt, Greenbrook</i>
Seven & I Holdings	ValueAct Capital	<i>Greenbrook</i>
International Flavors	Sachem Head	<i>Sloane & Co</i>

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