



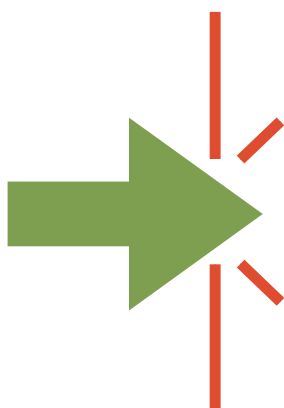
Brilliant Insights, Unheard

Challenge: Low Investor Interest Despite High Content Volume



A leading global real asset manager was shocked by the lack of investor response to its launch of a groundbreaking new product after the firm had invested substantial resources to provide high volume of content.

Approach: Audit Reveals Insights Not Breaking Through



Chestnut's comprehensive review of the firm's entire investor communications efforts identified several impactful recommendations, including:

- **Less is more** – Streamline all content and reduce total volume of pieces to drive investor focus.
- **Speak to your target** – Ensure a non-professional real asset investor can readily understand all key concepts.

Impact: Oversubscribed First Close



As the firm began implementing Chestnut's recommendations, investor interest in the new product increased. The product's first close was more than two times oversubscribed.