

Top Company Advisers

Region	By # Engagements	By Activist Stake Value \$b	#
Global	Joele Frank 74	Joele Frank \$13.1	74
US	Joele Frank 73	Joele Frank \$13.0	73
Canada	Longview 9	Longview \$1.0	9
Europe	Brunswick Group 9	Gladstone Place \$3.8	1
Asia Pacific	Edelman 2	Sard Verbinnen \$1.8	1

Top Activist Advisers

Region	By # Engagements	By Activist Stake Value \$b	#
Global	Gasthalter & Co 29	Greenbrook \$5.6	18
US	Gasthalter & Co 27	Gasthalter & Co \$4.1	27
Canada	Gagnier Communications 4	ASC Advisors \$4.4	2
Europe	Greenbrook 13	Greenbrook \$2.9	13
Asia Pacific	Prosek Partners 3	Prosek Partners \$2.9	3

Global IR/PR Advisers - Company

Adviser	FY 2020			FY 2019	
	# Engagements	Stake \$b	Rank	Rank	#
Joele Frank Wilkinson Brimmer Katcher	74	\$13.1	1	1	66
ICR	34	\$2.0	2	2	29
Edelman	16	\$1.7	3 ▲	5	12
Sard Verbinnen & Co	13	\$4.1	4 ▼	3	17
Kekst CNC	9	\$2.8	5 ▲	6	12
Sloane & Co	9	\$1.5	6 ▼	4	13
Longview Communications & Public Affairs	9	\$1.0	7	7	8
Brunswick Group	9	\$0.9	8	8	8
Reevemark	7	\$0.5	9 ▲	12	4
Prosek Partners	6	\$0.2	10 ▲	29	1
FTI Consulting	5	\$0.3	11 ▼	9	8
Gladstone Place Partners	4	\$5.1	12 ▲	14	3
Gagnier Communications	4	\$1.4	13 ▼	10	6
Blueshirt Group	4	\$0.2	14 ▲	15	3
Equity Group	4	\$0.0	15 ▲	-	-
Alpha IR Group	3	\$0.0	16 ▲	-	-
Finsbury Glover Hering	2	\$3.0	17 ▲	-	-
Abernathy Macgregor Group	2	\$0.3	18 ▼	11	6
Gasthalter & Co	2	\$0.1	19 ▼	13	4

Global IR/PR Advisers - Activist

Adviser	FY 2020			FY 2019	
	# Engagements	Stake \$b	Rank	Rank	#
Gasthalter & Co	29	\$4.3	1 ▲	4	14
Sloane & Co	25	\$3.8	2 ▼	1	33
Profile Advisors	19	\$4.7	3 ▲	5	8
Greenbrook Communications	18	\$5.6	4 ▲	7	3
Prosek Partners	16	\$5.4	5 ▼	2	17
Gagnier Communications	13	\$2.7	6 ▼	3	16
Kekst CNC	8	\$0.4	7 ▼	6	6
ASC Advisors	5	\$4.6	8 ▲	18	1
Kepler Communications	5	\$0.7	9 ▲	21	1
Longview Communications & Public Affairs	3	\$1.6	10 ▼	8	3

Global IR/PR Advisers - Combined

Adviser	FY 2020				FY 2019	
	Total	Comp.	Activist	Rank	Rank	Total
Joele Frank	74	74	-	1	1	66
Sloane & Co	34	9	25	2	2	46
ICR	34	34	-	3	3	30
Gasthalter & Co	31	2	29	4 ▲	8	18
Prosek Partners	22	6	16	5 ▲	6	18

Top New Company-Side Engagements in 2020

Target	Activist	Mkt Cap \$b	Company IR/PR
Crown Castle	Elliott Management	\$71	Joele Frank
Exelon	Corvex Management	\$38	Joele Frank
Credit Suisse	Eminence, Harris, Silchester	\$33	Gladstone Place Partners
HP Inc	Xerox Holdings Corp	\$32	Joele Frank, Gladstone Place
Twitter Inc	Elliott Management	\$26	Joele Frank

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
Intel Corp	Third Point LLC	\$193	Profile Advisors
Exxon Mobil	DE Shaw	\$179	Sloane & Co
Exxon Mobil	Engine No 1	\$176	Gasthalter
Softbank	Elliott Management	\$90	Prosek
Canadian National	TCI Fund Mgmt	\$78	ASC Advisors LLC

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