

Top Company IR/PR Advisers

Region	Top Adviser FY 2021	#	Stake \$b	Top Adviser 2020
Global	Joele Frank	66	\$17.4	Joele Frank
US	Joele Frank	62	\$15.0	Joele Frank
Canada	Longview	6	\$3.0	Longview
Europe	Brunswick Group	6	\$1.1	Brunswick Group
Asia Pacific	Gracosway Pty	4	\$0.0	Edelman
Global (\$1b+)	Joele Frank	46	\$16.9	Joele Frank

Global IR/PR Advisers - Company

Adviser	FY 2021				2020	
	# Engagements	Stake \$b	Rank	Rank	#	
Joele Frank Wilkinson Brimmer Katcher	66	\$17.4	1	1	75	
Sard Verbinnen & Co	26	\$10.0	2 ▲	4	13	
Edelman	12	\$1.6	3	3	16	
Sloane & Co	12	\$1.0	4 ▲	7	9	
ICR	10	\$0.9	5 ▼	2	34	
MKA Communications	10	\$0.4	6 ▲	25	2	
Kekst CNC	7	\$4.5	7 ▼	5	9	
Brunswick Group	7	\$3.0	8 ▼	6	9	
Gagnier Communications	7	\$0.2	9 ▲	13	4	
Longview Communications & Public Affairs	6	\$3.0	10 ▼	8	9	
Reevemark	6	\$1.2	11 ▼	9	7	
Prosek Partners	6	\$0.2	12 ▼	11	6	
Gladstone Place Partners	5	\$3.0	13 ▼	12	4	
FTI Consulting	5	\$0.1	14 ▼	10	6	
Abernathy Macgregor Group	4	\$1.0	15 ▲	17	2	
Buchanan Communications	4	\$0.2	16 ▲	28	1	
Gateway Investor Relations	4	\$0.1	17 ▲	41	1	
Gracosway Pty	4	\$0.0	18 ▲	-	-	

Top New Company-Side Engagements in 2021

Target	Activist	Company IR/PR
Exxon Mobil Corp	Engine No 1, others	<i>Sard Verbinnen</i>
Intel Corp	Third Point	<i>Sard Verbinnen</i>
Union Pacific	TCI Fund Management	<i>Joele Frank</i>
Duke Energy Corp	Elliott Management	<i>Gladstone Place Partners</i>
Canadian National	TCI Fund Management	<i>Brunswick, Longview</i>

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

Top Activist PR Advisers

Region	Top Adviser FY 2021	#	Stake \$b	Top Adviser 2020
Global	MKA Communications	35	\$5.5	Gasthalter & Co
US	MKA Communications	34	\$5.3	Gasthalter & Co
Canada	ASC Advisors	2	\$4.6	Gagnier
Europe	Greenbrook	13	\$3.3	Greenbrook
Asia Pacific	Gagnier	2	\$3.6	Prosek Partners
Global (\$1b+)	Sloane & Co	21	\$6.5	Sloane & Co

Global PR Advisers - Activist

Adviser	FY 2021				2020	
	# Engagements	Stake \$b	Rank	Rank	#	
MKA Communications	35	\$5.5	1 ▲	3	19	
Sloane & Co	31	\$6.9	2	2	25	
Gasthalter & Co	21	\$2.6	3 ▼	1	28	
Prosek Partners	17	\$5.9	4 ▲	5	16	
Greenbrook Communications	16	\$5.4	5 ▼	4	18	
Gagnier Communications	10	\$4.2	6	6	13	
ASC Advisors	6	\$4.6	7 ▲	8	5	
Camarco	5	\$0.5	8 ▲	16	2	
Kepler Communications	4	\$1.1	9	9	5	

Global IR/PR Advisers - Combined

Adviser	FY 2021				2020	
	Total	Comp.	Activist	Rank	Rank	Total
Joele Frank Wilkinson Brimmer Kathe	66	66	-	1	1	75
MKA Communications	45	10	35	2 ▲	6	21
Sloane & Co	43	12	31	3 ▼	2	34
Sard Verbinnen & Co	27	26	1	4 ▲	11	13
Prosek Partners	23	6	17	5	5	22

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>
General Motors	Engine No 1	Rubenstein IR
Public Storage	Land & Buildings	Sloane & Co
Centene Corp	Politan Capital	<i>Sloane & Co</i>

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