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Words That Count

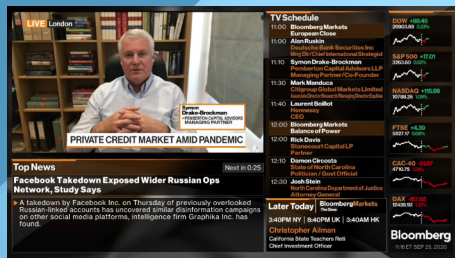
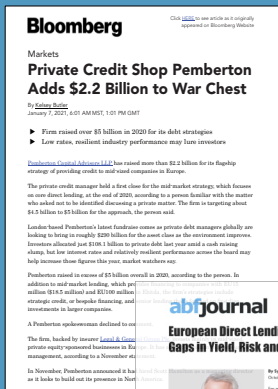
Context is a full-service communications agency that devises high impact and insightful content marketing and media, corporate and financial public relations strategies. Whether you are in a special situation such as an M&A transaction, an IPO or a fund raising, need to focus on brand or profile building, or have crisis preparation and mitigation priorities, our carefully crafted programs ensure that your key messages reach stakeholders such as investors, clients, prospects, regulators, suppliers and journalists.

financial & strategic communications | global media & public relations
thought leadership | content marketing



Case Study

Pemberton



abfjournal

European Direct Lending May Help Bridge Gaps in Yield, Risk and Diversification



Symon Drake-Brockman

Alternatives Watch

Pemberton pinpoints European mid-market opportunity for global clients



Alternatives Watch

FUNDfire

Euro Invasion? Managers Step Up US Hires, Products, Offices

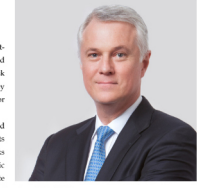


Symon Drake-Brockman



FUNDfire

Credit Investors Should Tread Smartly as They Ride the Risk Curve



Symon Drake-Brockman



London-based private credit specialist Pemberton, with more than 10 billion euros under management, engaged Context Content to handle communications, media and public relations, and content creation to support its entry into the US institutional market.

As TV news interviews transition to video conference apps from live in-studio appearances, the onus is increasingly on companies to ensure that their executives project themselves as professionally as possible on-screen. That's why Segall Bryant & Hamill, which manages \$23 billion in assets, utilizes our broadcast-standard cameras, lighting, audio and branding when we book their Portfolio Managers to appear live on Bloomberg Television across the US.



Case Study



NZS Capital



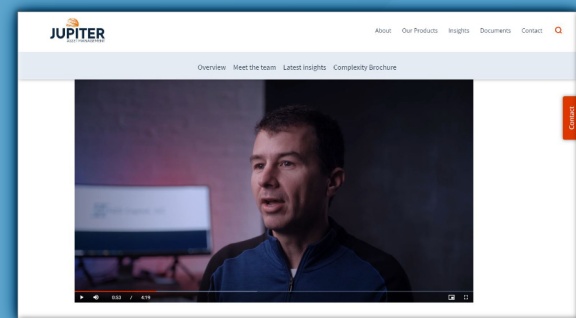
Institutional clients were keen to hear NZS Capital's insights on the vital semiconductor industry. Context Content advised tackling this hugely complex topic from three angles.

First, we wrote and placed a byline in MarketWatch on the geopolitical risks facing the sector. Next, we wrote a deep analysis of the financial resilience and operational fragility of the supply chain, and finally, we produced a forward-looking radio-style podcast exploring why NZS is so optimistic about the outlook for the industry.

By amplifying each element via social media, the weekly newsletter and outreach to key reporters, executives were cited in Washington Post, Financial Times and Bloomberg News articles and appeared live on CNBC to discuss the topic.



We also work closely with NZS's sister company, London-based Jupiter Asset Management, which manages \$82 billion and is moving into the US market. We have provided photography for both companies (top); scripted, shot and edited online video (right), including motion graphics; written white papers; and managed global media relations – for example, we have written articles for the Hong Kong Economic Journal, Italy's La Economia and the UK's Investment Week.



Companies That Lean On Us



INVESTMENT MANAGEMENT

