



WHO WE ARE

Clarion (adjective): brilliantly clear

CLARION ADVISORY PROVIDES SENIOR COUNSEL TO
BUSINESSES LOOKING TO BUILD OR PROTECT THEIR
REPUTATION.

We take a holistic view of the audience universe to ensure that stakeholders receive the right messages through the right channels to achieve maximum impact.

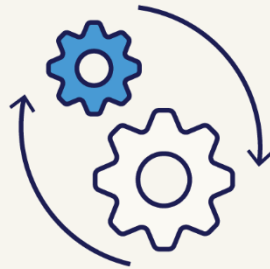
Founded on almost thirty years of experience in media, corporate communications and financial PR, Clarion Advisory provides considered, strategic counsel on building long-term reputation, as well as in specialist situations such as corporate transactions or crisis management.

Clarion Advisory works seamlessly and tirelessly alongside Executive Leadership and Communications teams to deliver goals that are aligned to business strategy.

THE CLARION **DIFFERENCE**



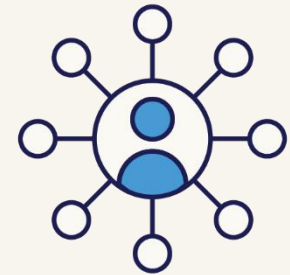
Independent and
objective partner



Strategically
aligned



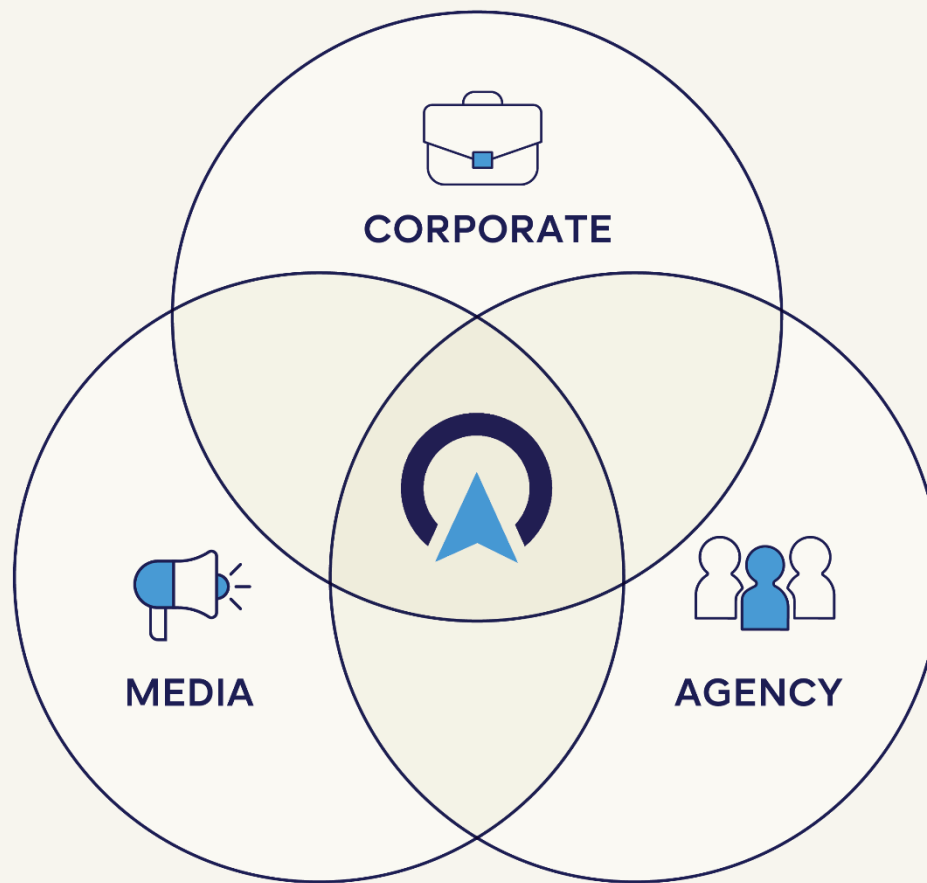
Global
experience



360 degree
audience view

VALUE PROPOSITION

A UNIQUE PERSPECTIVE FROM BACKGROUND
IN MEDIA, AGENCY AND CORPORATE ROLES



- Strategic thinking
- Relationship building
- Execution
- Influence
- Independent

OUR **VALUES**

INTEGRITY

EMPATHY

COLLABORATION

EXCELLENCE

CLARITY



OUR MANAGING DIRECTOR

DUDLEY WHITE HAS ALMOST THREE DECADES OF EXPERIENCE IN COMMUNICATIONS AND THE MEDIA, SPANNING ASIA, AUSTRALIA AND EUROPE.

He has worked in-house for leading global financial services organisations, as well as consulting to companies across many different sectors, providing senior counsel to CEOs and Boards and building deep media relationships around the world.

Dudley's background in communications is multi-disciplinary, spanning traditional media relations, issues and crisis management, internal communications, investor relations and media and presentation training.

Dudley began his career as a journalist with Bloomberg News, where he worked for almost a decade in senior reporting and editing roles. This has shaped his ability to quickly understand and distil business-critical issues and create and tell compelling stories.

GLOBAL PERSPECTIVE

EXPERTISE IN ENHANCING AND PROTECTING REPUTATIONS ACROSS
GEOGRAPHIES AND SUPPORTING CROSS-BORDER TRANSACTIONS.



OUR EXPERIENCE

COMPANIES *In-house roles*



Drillsearch

Manulife

CONSULTING



CLARION PARTNERS



Headland

Ogilvy

MEDIA

Bloomberg
NEWS

Bloomberg
TELEVISION

PREVIOUS CLIENTS



Computershare

CVC
Capital Partners



J.P.Morgan



Schroders

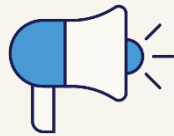
William HILL

Other examples available on request

CORE OFFERINGS

INDEPENDENT AND OBJECTIVE ADVICE
THAT IS ALIGNED TO BUSINESS
STRATEGY.





CORE OFFERINGS

MEDIA RELATIONS

Our approach:

CLARION ADVISORY HELPS CLIENTS TO BUILD DEEP MEDIA RELATIONSHIPS WITH THE JOURNALISTS THAT CAN HELP THEM TO ACHIEVE THEIR BUSINESS GOALS.

We take a strategic approach to identifying the right channel, the right media and the right opportunity to achieve maximum impact. Whether it's financial results, an exclusive interview or an op-ed, we want every piece of communication to represent a milestone on an evolving journey to build advocacy and support strategic business goals.

Examples of our work:

MANULIFE ASIA

Media relationship building and newsjacking to support Manulife's growth story across Asia.

COMPUTERSHARE

Strategy development and execution for the company's campaign to challenge the CHESSE Replacement project being executed by the Australian Securities Exchange (ASX).

WILLIAM HILL

Strategic media relations around the launch of the William Hill brand in Australia, leveraging the acquisition of tomwaterhouse.com.



CORE OFFERINGS

CRISIS AND ISSUES MANAGEMENT

Our approach:

CLARION ADVISORY TAKES A PROACTIVE APPROACH TO MANAGING CRISES AND ISSUES, HELPING TO IDENTIFY REPUTATIONAL RISKS WITHIN OUR CLIENTS' BUSINESSES EARLY AND BUILDING STRATEGIES TO MANAGE THEM.

We build a deep understanding of the issue and then develop a comprehensive plan to ensure that each stakeholder group is addressed quickly and empathetically. With a history of working across geographies, we have the deep analytical skills to provide effective reporting to Boards and Executive Leadership Teams, managing the issue around the clock and working effectively with in-house communications leaders.

Examples of our work:

MANULIFE ASIA

Regional oversight and on-the-ground management of a major issue impacting the company's franchise in Vietnam, one of its fastest-growing emerging markets.

AIA GROUP

Successful reputation management through an activist campaign aimed at forcing the divestment of the company's fossil fuel investments.

COMMONWEALTH BANK OF AUSTRALIA

Communications leader on two of the biggest issues to have faced the company's institutional business, including allegations it had attempted to manipulate the benchmark Bank Bill Swap Rate; part of the broader team that managed the bank's reputation through the Royal Commission.



CORE OFFERINGS

TRANSACTION SUPPORT

Our approach:

CLARION ADVISORY HAS ADVISED ON TRANSACTIONS OF ALL SIZES, CROSS-BORDER AND DOMESTIC, AND IN MULTIPLE SECTORS, BOTH AS A CONSULTANT AND AS THE IN-HOUSE COMMUNICATIONS LEAD.

We provide 24-7 support, drafting complex materials and acting as the principal media spokesperson. We thrive in the deal environment, working hand-in-hand with the other members of the advisory team. Clarion Advisory also provides support after deal close to ensure that the transaction is a success, including internal communications through the integration period, as well as building the longer term communications strategy.

Examples of our work

INCLUDE SUPPORT FOR THE FOLLOWING TRANSACTIONS*:

AIA GROUP

Acquisition of 25% of China Post Life for US\$1.9 billion; US\$650 million bancassurance agreement with Bank of East Asia and acquisition of BEA Life Limited.

COMMONWEALTH BANK OF AUSTRALIA

Sale of CommInsure to AIA Group for A\$3.8 billion.

THE ONTARIO TEACHERS' PENSION PLAN

Acquisition of UK National Lottery operator Camelot for GBP 400 million.

EMR CAPITAL

Naming and investor brand development for the A\$530 million initial public offering of its 29 Metals Limited copper spin-off



CORE OFFERINGS

EXECUTIVE POSITIONING AND MEDIA TRAINING

Our approach:

CLARION ADVISORY HAS PROVIDED MEDIA TRAINING FOR SOME OF THE WORLD'S LEADING FINANCIAL INSTITUTIONS, LEVERAGING ALMOST A DECADE OF EXPERIENCE WITH BLOOMBERG NEWS BOTH AS A PRINT JOURNALIST AND IN FRONT OF THE CAMERA.

We have provided training for assignments such as: senior executives trying to enunciate business strategy; specific announcements relating to new products, regulatory changes or financial reporting; subject matter experts who wish to use the media and public speaking as a channel for their deep insights; and crisis management preparation.

Examples of our work:

JP MORGAN

Lead trainer for senior bankers to support promotion of its overall corporate story in Australia.

ROYAL BANK OF CANADA

Crystallising the bank's growth story in Australia and providing bespoke training to its senior leaders to enable them to become compelling spokespeople.

SCHRODERS

Training the firm's asset managers to provide compelling financial insights on the main financial broadcast media.



CORE OFFERINGS

NARRATIVE DEVELOPMENT AND COPYWRITING

Our approach:

WITH ALMOST TEN YEARS EXPERIENCE AS A JOURNALIST WITH BLOOMBERG NEWS, DUDLEY WHITE HAS AN ABILITY TO DISTIL AND DEVELOP COMPELLING BUSINESS STORIES THAT CAPTURE THE ATTENTION OF AUDIENCES.

We have worked with numerous companies and executives to help them define their communications objectives and build the messaging and narrative frameworks that form the core of impactful written and verbal communication. Our work spans multiple formats, from short-form content for social media to drafting Annual Reports and Sustainability Reports.

Examples of our work:

JOURNALISM

Bloomberg News

Lead writer for natural resources, writing news and feature articles that were syndicated to publications around the world, including the International Herald Tribune, The Australian and the Sydney Morning Herald.

COMMUNICATIONS

Drillsearch Energy

Creation of all investor relations materials, including Investor Presentations, Annual Reports, ASX Announcements and the company's first Sustainability Report.



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