



Retorix



The Art of Persuasion

Retorix helps clients to build
commercially sustainable businesses
and articulate an authentic and
compelling story.

rhetoric

[ret-er-ik]

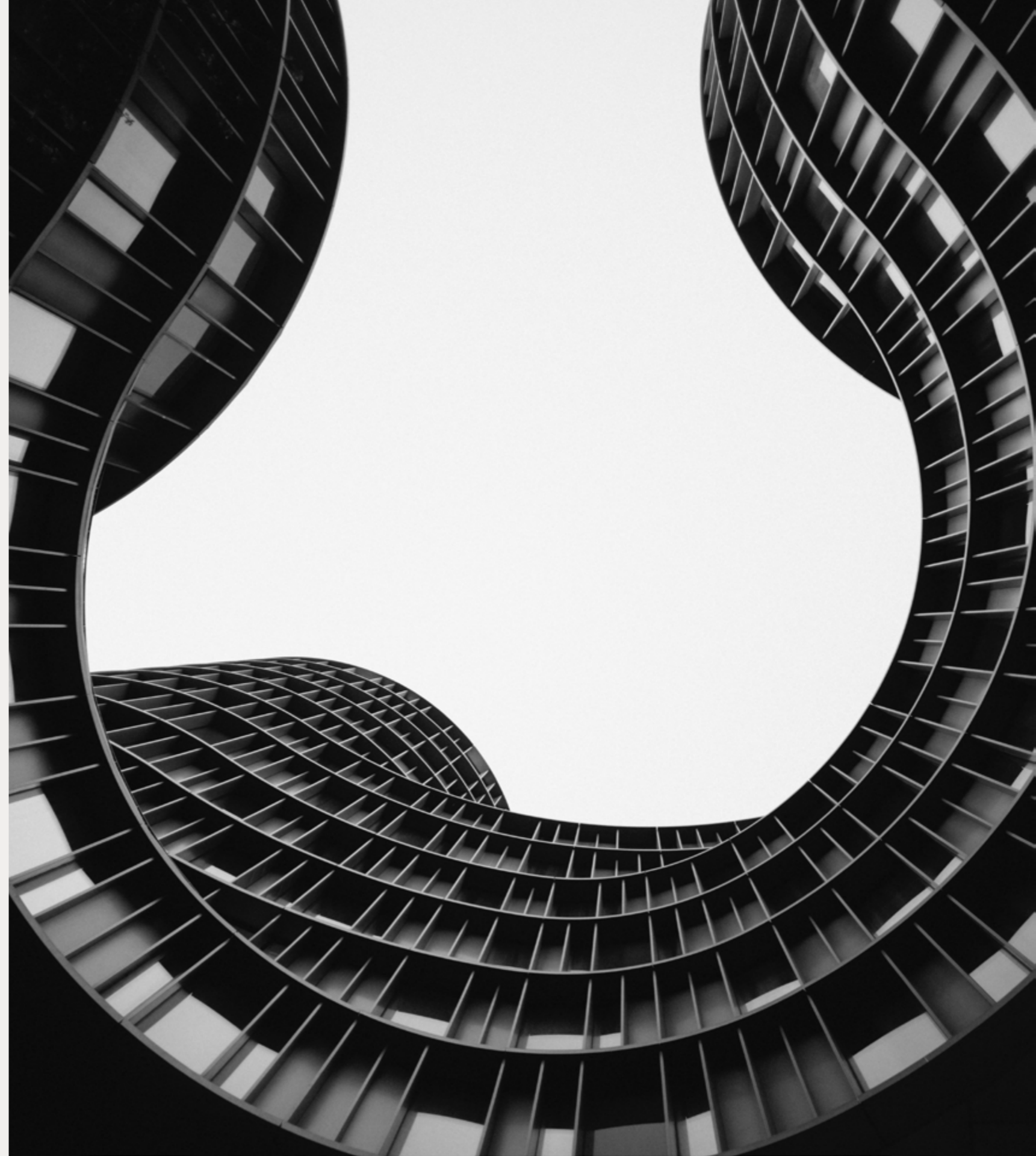
Aristotle's classical 'art of persuasion'.



Retorix provides deep expertise in solving strategy, communications and engagement problems based on recognised best practice models.

We work with organisations of all sizes, from owner-managed businesses to start-ups and large global corporates.

As part of the Designate Group, we collaborate with brand strategists, designers and developers to deliver end-to-end value, from conception to execution.



We work seamlessly across five core sectors and help organisations achieve their strategic goals.



Energy



Finance



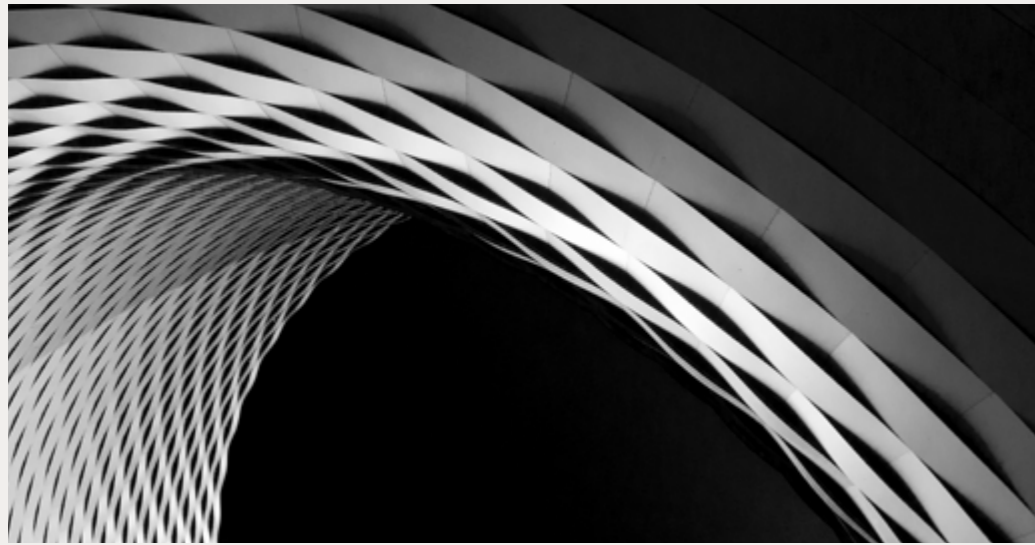
Health



Not for
profit



Technology



Strategy

- CEO and Board advisory
- CEO first 100 day plans
- Crisis prevention



Investors

- Corporate action comms
- Pre-IPO preparation
- IR programs and content



Media

- Media engagement
- Speaker training
- Crisis management

Experts in our field



Mario Falchoni GAICD

Managing Director & Investor Relations

Mario is a white hat hacker for corporate reputation and a pragmatic investor relations specialist with a deep understanding of highly regulated, fast-changing and issues-rich environments.

He has 20 years' experience as a trusted advisor to boards and senior management teams, from start-ups to top 50 ASX.



Susanne Sperber

Director, Strategy & CEO Advisory

Susanne is a global citizen and has been in tech since the invention of the ballpoint mouse. Logitech was her first client.

She has worked with Rockstar CEOs and internationally recognised medical scientists across the world, building a stellar reputation as a positive creator and fearless strategic thinker.



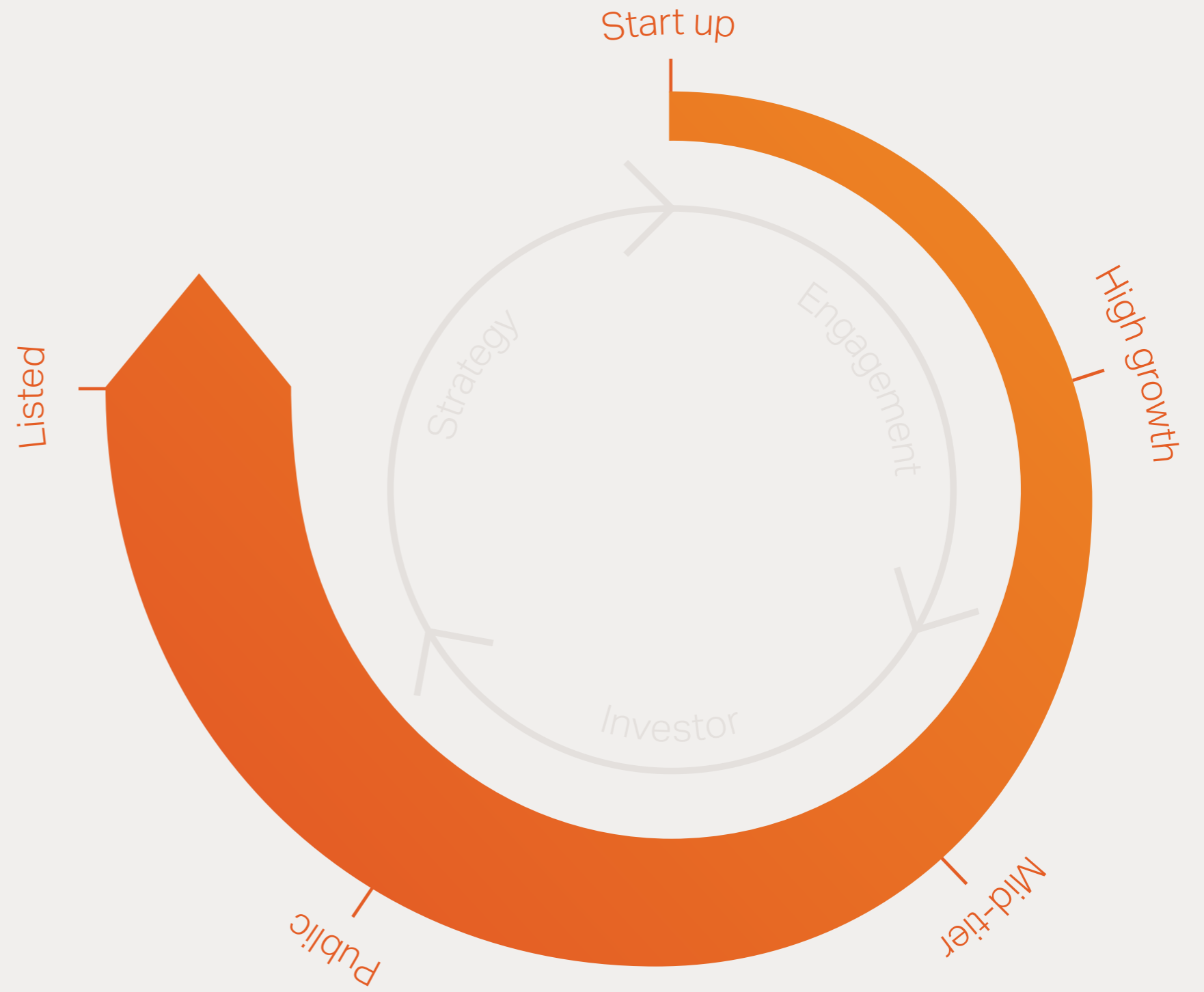
Ross Neilson

Director, Communications & Engagement

Ross held senior government advisory roles from 1995 to 2009. He is a former Chief of Staff to the Premier of NSW and the Chief Minister of the Northern Territory; and has served as senior media and political adviser to a number of government Ministers.

He was CEO of Auspoll, a political and social research firm, and is a former Director of Public Affairs for NSW Police.

We employ on an integrated approach to strategy and external engagement across the complete company life-cycle.



We provide deep expertise in solving strategy, communications and engagement problems based on recognised best practice models.

01 Analyse

- Key business drivers
- Culture and processes
- Competitor landscape
- Regulatory environment

02 Synthesise

- Build strategic plan
- Harvest actionable data
- Weakness testing
- Risk assessment

03 Create

- Messaging and narrative
- Influence matrix
- Engagement plan
- Crisis prevention and management plans

04 Adapt

- Embed feedback loops
- Monitor impact
- Adapt in real time
- Activate contingencies

Thank you

Mario Falchoni

Managing Director & Investor Relations

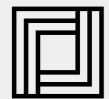
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Retorix is part of Designate Group,
the corporate brand and communication agency.