

## **Verbatim Is Awarded For Research Coverage of US Multinationals**

NEW YORK, NY - December 2, 2009 - Verbatim Advisory Group is the proud recipient of an "Excellence in Research" award presented by the Investorside Research Association at its recent Annual Members Day Conference. Verbatim was recognized for outstanding work in the category of "International Channel Investigations - US Multinational." The Investorside Research Association is a trade association with 86 member companies that represents the leading Independent Research Providers throughout the world.

"A very sophisticated approach that goes well beyond traditional channel checking," is how John Scott, Chairman of the Selection Committee, described the basis for Verbatim's award. Mr. Scott, Managing Director of Paratus Partners, stated that "Verbatim demonstrated an ability to reach and interview relevant managers in the entire global ecosystem and analyze the findings through their well conceived interviewing techniques." Furthermore, he explained, "Verbatim thought systematically about connecting the dots and did some inferential thinking."

The criteria for this award was developed by the Investorside Advisory Board, which is comprised of representatives from leading buy-side firms and is intended to recognize extraordinary research that provided significant leverage to institutional investors. Typically, the combination of proprietary methodologies and in-depth analysis led to investment conclusions that were insightful, accurate, and early.

"U.S.-headquartered companies have an immense international presence that is often under-researched," noted John Strehle, Verbatim's Managing Partner. "Many portfolio managers have found ways to track and gain solid insights on U.S. activities, but they're left with negligible visibility overseas. U.S.-based consumer companies, technology firms, and manufacturers generate substantial international revenue," Mr. Strehle continued, "with foreign operations often growing at higher rates than those in the U.S., and with low domestic correlation."

Verbatim meets their clients' needs by providing research on U.S. multinationals via interviewing teams on the ground in its London and Tokyo offices. Staff members in these locations are fluent in more than 20 languages. With one central contact at Verbatim overseeing a channel investigation, an investor can quickly and easily gain a solid understanding of how a company is performing around the globe.

### **About Investorside**

The Investorside Research Association is a non-profit trade association of investment research providers that do not engage in investment banking, company consulting or research-for-hire. Members constitute the leading investment research firms in the world, providing research that works purely for investors.  
[www.investorside.org](http://www.investorside.org)

### **About Verbatim Advisory Group, LLC**

Verbatim is an independent research provider (IRP) that conducts proprietary in-depth interviews to drive clients' investment decisions. Striving to understand the relative strength of a company's or industry's business ahead of the market, Verbatim holds discussions worldwide with a company's competitors, suppliers, middle management, and business partners. This primary research spans business services,

consumer products & services, retail & restaurants, healthcare, industrials & energy, and technology media & telecommunications. See [www.verbatimadvisory.com](http://www.verbatimadvisory.com) for more information or call 978-897-4400 or (London) 8700 428 200.

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