



PRESS RELEASE

FD launches Pan-European Restructuring & Recapitalisation Communications Practice

Protecting enterprise value and managing change in a downturn

London, 8 January 2009 - Financial Dynamics International (FD), one of the world's leading financial & corporate communications consultancies, announces the launch of Europe's first Restructuring & Recapitalisation communications practice.

This move consolidates the extensive centres of expertise and experience built up in recent years across FD whilst working with clients facing the consequences of challenging financial circumstances.

Current and recent examples of FD supporting clients include advising:

- Northern Rock after being taken into temporary public ownership by the UK Government
- Royal Bank of Scotland on its £12bn capital raising in June 2008 and subsequent recapitalisation by the UK Government in October 2008
- Société Générale on its €5.5bn recapitalisation in March 2008
- AIG in 52 countries around the world following its rescue refinancing by the US Government
- INEOS, the UK's largest private company and the world's third largest chemicals company, on its successful request for covenant waivers from its senior debt providers
- MFI Retail with regard to multi stakeholder communications around its Administration and subsequent MBO.

In addition to the above, teams across FD have been working closely with clients on numerous other similar communications assignments. These include: working with private equity owned leveraged businesses facing a breach or renegotiation of banking covenants; advising major hedge fund and other asset management businesses facing significant redemptions and portfolio valuation attrition; advising major automotive companies and their suppliers; advising syndicates of both senior debt and corporate bond holders facing write-offs and covenant breaches; and working with court appointed administrators in securing orderly transitions of assets in some of the largest insolvency & Chapter 11 filings on both sides of the Atlantic - including major situations in the retail, media, real estate, consumer electronics and hospitality/gaming sectors.

FD's Restructuring & Recapitalisation communications practice will offer a seamless integrated service which can be coordinated and implemented across all geographic territories – however complex the circumstances. Aspects of the services FD can provide may involve any combination of the following communications disciplines:

- Employee communications and industrial relations
- Wider stakeholder communications (e.g. with suppliers and customers) and change management consultancy
- Lender, bondholder and investor relations consultancy
- Critical media relations consultancy and execution
- Crisis management and contingency planning



- Litigation and dispute communications
- Political and policy maker communications (EU, national & local)
- Regulatory advisory support around critical issues such as regulatory intervention and EU policy in areas such as anti-trust, market reform and State Aid
- Specific resources to manage communications associated with insolvency processes.

Commenting on the new practice, FD's Group CEO Charles Watson said:

"2009 will be a year of unprecedented challenges for many businesses around the world. Deteriorating financial performance will continue to lead to the destabilisation of businesses, the erosion of confidence, trust and reputation, and the ultimate destruction of enterprise value. In these stressful and extremely demanding circumstances, the effectiveness of the manner in which corporate management teams communicate with their key stakeholders – be they investors, lenders, employees, customers, suppliers or regulators – will be a critical component in protecting value for shareholders and creditors alike.

FD has a unique track record and set of expertise in assisting its clients to navigate their way through such complex situations. Whether mitigating the impact of negative media scrutiny, communicating radical change to employees and all other stakeholder categories, or maintaining critically important dialogue with political and regulatory audiences – FD is able to help its clients face these challenges by offering world class advice and execution seamlessly across all geographical markets."

FD's Restructuring & Recapitalisation communications practice brings together experts from many areas of FD's global team of over 700 colleagues ranging from media and investor relations professionals, to experts in change management, political and regulatory affairs and litigation communications – and the ability to co-ordinate across multiple geographies to support complex global businesses.

The team will be overseen by FD Group chief executive Charles Watson. It will be operationally led jointly by senior managing directors Giles Sanderson and Jonathan Hawker and currently comprises of over 30 senior professionals drawn from FD's specialist communications practice areas and industry sector teams across its European and global office network.

Enquiries

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About FD

One of the world's most highly regarded consultancies in the communications industry, FD employs more than 730 staff and advises more than 1,000 clients worldwide through its hub offices in London and New York, as well as its network of wholly-owned offices in Bahrain, Beijing, Bogota, Boston, Brussels, Cape Town, Chicago, Dubai, Dublin, Frankfurt, Hong Kong, Johannesburg, Los Angeles, Manchester, Moscow, Paris, Panama City, Perth, San Francisco, Shanghai, Singapore and Washington, D.C. With over 20 years' experience of advising clients in both the private and public sectors, FD's services include financial public relations, investor relations, public affairs, crisis and issues management and corporate, business-to-business and business-to-consumer communications. FD is also a market leader in M&A advisory work around the world. FD is structured around specialist sector teams operating on an international basis, covering consumer & retail industries; energy & natural resources; financial services; basic industries; business services; life sciences & healthcare; real estate; technology, media and telecommunications; and travel & transport. For more information, please visit: www.fd.com.