

## Success Story



Nasdaq: NEI



HAYDEN IR

### Hayden IR: Engagement

HIR began representing NEI, Inc. on December 1, 2008. At the time, the stock was trading near an all-time low and the Company was at risk of being delisted from the Nasdaq.

Hayden IR helped reposition the Company, resetting expectations for Wall Street and targeting deep value investors. Hayden IR executed 30 days of investor meetings covering 10 US cities and arranged dozens of conference call introductions, ratcheting up proactive investor activities when the stock's valuation dipped to historical and relative lows. As a result, the stock increased more than 400% and potential delisting was avoided. Investor introductions were continuous throughout the engagement.

Specifically, due to Hayden IR's efforts, Perritt Capital purchased more than 300,000 shares and Pegasus Capital and Pilot Advisors became significant institutional investors. In addition, several other existing institutions substantially increased their positions. Hayden IR also helped the Company avoid stock price erosion when one of its largest shareholders disbanded the fund and fully exited its position.

In addition, Hayden IR directly introduced two research analysts to the Company, and one has since initiated coverage.

After the Company "missed" its third fiscal quarter guidance, the stock price fell but has rebounded, trading 447% higher than when Hayden IR was retained.

### Our Work

- ◆ At engagement, market cap of approximately \$16 million
- ◆ Reposition Company and re-set expectations for investors
- ◆ Clearly demonstrate the strength of the Company's balance sheet and the improving profitability profile
- ◆ Target deep value investors
- ◆ Develop Corporate Profile for use with investment community
- ◆ Target meetings with the financial community; prepare supporting presentations
- ◆ Handle investor/prospective investor calls; requests for information; list maintenance and other IR functions
- ◆ Coordinate quarterly conference calls and web casts; prepare accompanying scripts

### Results

- ◆ Share price rose 850% from \$0.38 (12/1/08) to a high of \$3.61 (4/23/10)
- ◆ Market cap increased from \$16 million to a high of \$154 million
- ◆ Successfully avoided potential delisting from the Nasdaq
- ◆ NEI was acquired by UNICOM Systems, Inc., part of the UNICOM group of companies, a private entity, and ceased to be traded on Nasdaq, on Sept. 18, 2012; stockholders received \$1.45 per share, a 71% premium vs. \$0.85 at the time of the merger agreement

For more detailed information, the reader is referred to NEI, Inc.'s Form 10-K and other related documents filed with the Securities and Exchange Commission. This does not constitute an offer to buy or sell securities by the Company and is meant purely for informational purposes. HIR has represented NEI since December 2008. This information is not an endorsement of the Company by HIR. HIR is not responsible for any claims made by the Company. You should independently investigate and fully understand all risks before investing.



Daily Stock Chart: Price & Volume

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**No Promises, Just Results.**