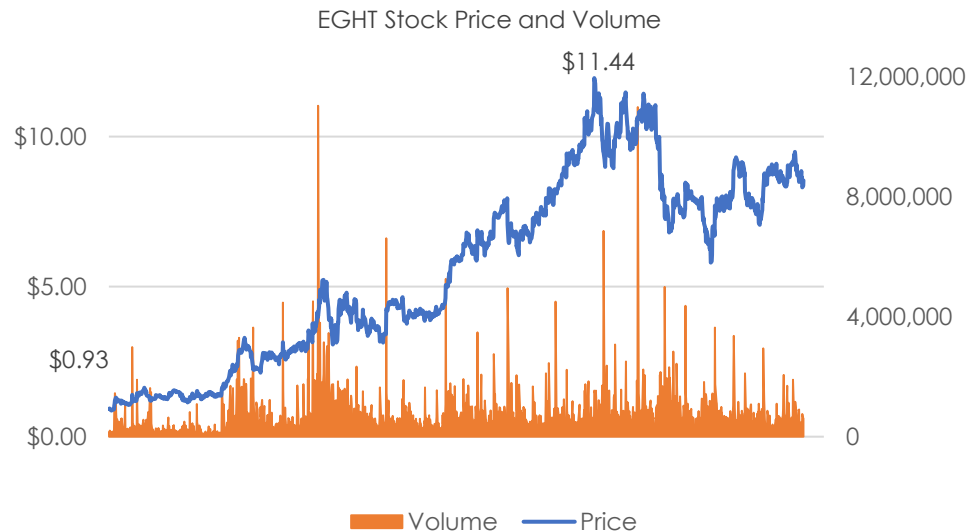


8x8

8x8, Inc.

(NYSE: EGHT)



Challenge

8x8 was shifting its business model to de-emphasize a diminishing, low-margin consumer offering and focus on a differentiated, high-margin SaaS-based offering. During this shift the Company's growth was being hindered by its declining legacy business, overshadowing the accelerating growth in its core business. The company needed help communicating this transition to investors and needed to attract new investors to replace fatigued shareholders.

Our Solution

- Devised communications strategies to define the transition and attract new investors and sell-side analyst coverage
- Developed investor targeting program, scheduling meetings and leading the development of presentation materials for outreach in San Francisco, L.A., Milwaukee, Minneapolis, NYC, Boston, Chicago, Seattle, Portland and Dallas
- Facilitated introductions to a new pool of institutional investors

Impact

- Contact with buy-side investors increased significantly with introductions made to >200 unique institutional investors during a six-year period, which helped place >60 investors in the company's stock
- Gained sell-side coverage from Deutsche Bank, Barclay's, Craig Hallum, Dougherty, Northland, B. Riley, William Blair, Stephens, Needham, Sidoti and Bank of America
- Stock gained 818% over this period