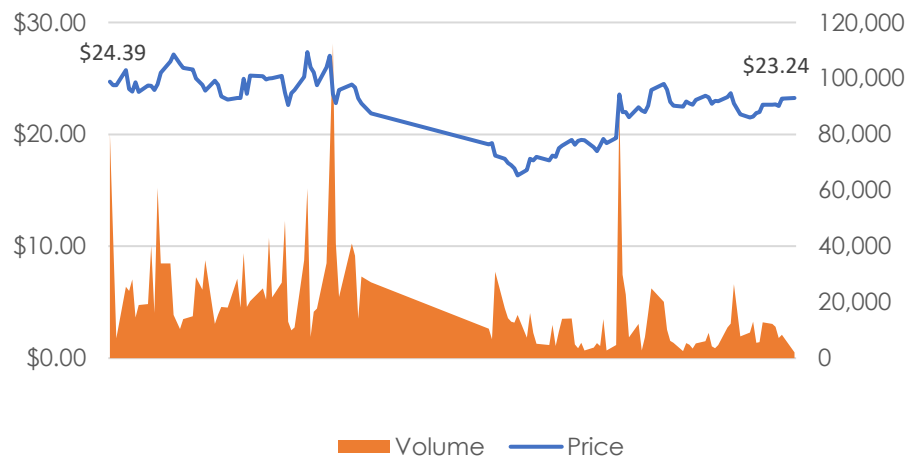


REGIS CORPORATION

Regis Corporation

(Nasdaq: RGS)

RGS Stock Price and Volume



Challenge

Regis Corporation (RGS), a leader in the haircare industry, faced a potential investor confidence crisis when CEO Matthew Doctor announced his resignation. The market could have interpreted this as a signal of internal instability, risking a sharp decline in stock price. The challenge was to reassure stakeholders that the company remained strong, operationally and financially, while managing the leadership transition.

Our Solution

Hayden IR led the communications strategy with proactive messaging that balanced transparency with a focus on Regis' strengths:

- **Proactive Messaging:** Pre-announced strong preliminary same-store sales results (+3.0% for Supercuts, +1.3% consolidated) reinforcing Regis' solid performance and deflecting concerns about the CEO's departure.
- **Highlighting Organizational Stability:** Emphasized the experienced leadership team, ongoing strategic momentum and clear succession planning, including appointing EVP Jim Lain as interim CEO.
- **Crisis Communications Execution:** Managed the process, drafting multiple iterations of the press release, coordinating with management and the board, and preparing internal communications for employees and franchisees. Actively addressed investor and board concerns through real-time updates and unscheduled calls.
- **Narrative Control:** Positioned the CEO's resignation as a natural transition after a successful tenure, not a reaction to internal challenges.

Impact

- **Stock Stability:** Despite initial fears of a drop, the stock price remained stable post-announcement.
- **Stakeholder Confidence:** Investors, the board and management expressed confidence in the messaging.
- **Client Feedback:** Management praised Hayden IR's work and leadership, noting they felt well-prepared throughout the process.

Hayden IR's strategic communications mitigated risks during a potentially destabilizing event.