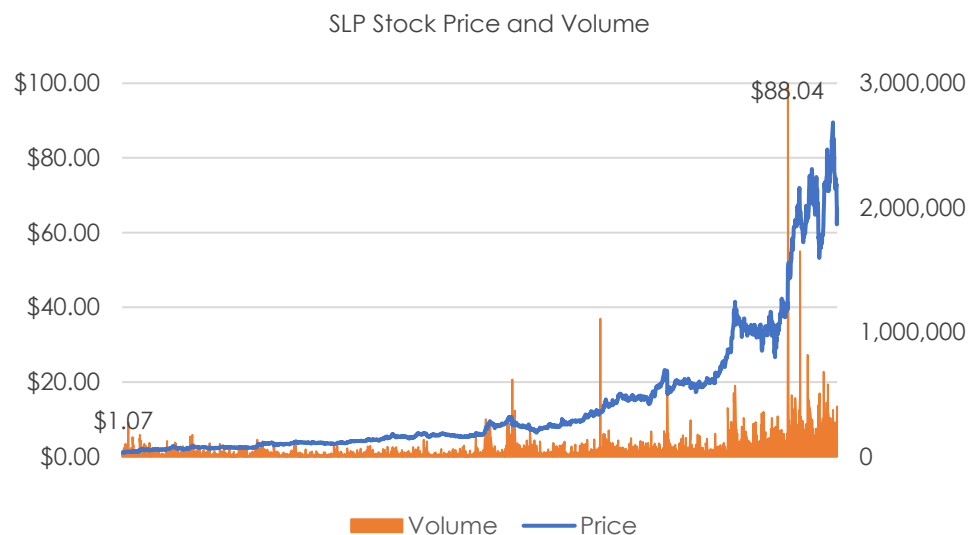




# Simulations Plus, Inc.

(Nasdaq: SLP)



## Challenge

Simulations Plus was looking to develop and execute a comprehensive investor relations program to increase the company's visibility within the investment community and deliver a compelling investment thesis. The company had a low float and insiders owned a significant percentage of the stock and were routinely selling shares. The company also had a ~50% of their revenue based on low margin hardware sales they were looking to divest

## Our Solution

- Providing financial analysis and recommendations to support issuance of a cash dividend. Management embraced this strategy, significantly reducing the insider selling and creating an opportunity to position SLP with value-oriented investors who appreciated the regular dividend.
- Developing collateral and positioning the company as a unique, recession-resistant growth company
- Provided outline to model the business to investors, after company divested hardware business. Despite losing significant portion of their revenue, stock doubled in valuation over the next 12 months with clarity on the operating model which included over 90% recurring revenue.
- Quarterly NDR roadshows and weekly conference calls with investors created awareness of the model and the company began trading on forward expectations

## Impact

- Chairman and CEO was able to cease selling stock through a 10-b-5 plan, removing an overhang and enticing dividend-focused investors
- Drove a disproportionate shift in valuation (stock increased from \$20 to nearly \$80) by communicating performance improvement
- Share volume increased 80%
- Made introductions to >2,200 unique buy-side groups including 8 of the top 12 institutional holders
- Arranged face-to-face meetings with >200 funds