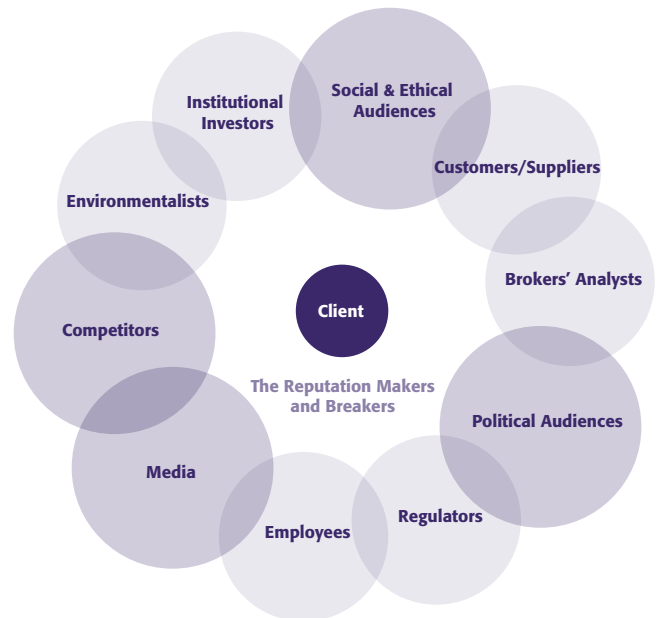


A world class communications consultancy based in London

Aura Financial provides a range of financial communications consultancy services to its clients, from one-off projects focused on one stakeholder group – through to managing a range of services targeting a number of **stakeholder groups** internationally, as part of a long term reputation-building campaign.

Stakeholder Communications Landscape



We offer advice in the following areas:

Continuing obligations for public companies

- Financial calendar communications
- Financial media relations
- Investor relations

Transactions

- M&A, corporate restructuring and Initial Public Offerings
- Active shareholder communications

Regulatory

- Public sector inquiries
- Competition inquiry communications

Legal

- Litigation support
- Reputation management

Reputation management

- Perception studies, peer group comparison, global standards
- Corporate governance and responsibility
- Development of Business Principles Statements
- Non-Financial reporting

Profile building

- Brand development, advertising and communications
- Road shows, event support
- Editorial

Crisis communications management

- Procedures and planning
- 24/7 response capability
- Frontline media capability

Training

- Media
- Markets
- IR

An example of Aura Financial's work



Xstrata is a global diversified mining group, listed in London and Zurich, operating in 19 countries and with revenues of US\$23.5 billion in the year to December 2009.

www.xstrata.com

The relationship with Aura Financial

We have worked with Xstrata since 2002, the year of their IPO in London. We provide research, identify issues, support messaging, draft documents, speak to media and help with events as well as support relations with investors, employees, regulatory authorities and ethical audiences. Our relationship began in 1997 and covers over US\$50 billion of transactions, \$25 billion since 2002.

The consultancy challenge

To help create, develop and deliver strategic advice and provide everyday support to the in house team of a fast growing FTSE 100 to achieve consistently high global best practice communications amongst a diverse set of stakeholders.

The media/analyst perspective

"Not just another PR firm, Aura provide advice and consultancy which questions and challenges and have multi dimensional thinking and expertise. Simply put, Xstrata would not have stayed with Aura this long if they weren't delivering at the highest level."

Michael Rawlinson, Liberum Capital

An Xstrata perspective

"The Aura team works closely with Xstrata corporate affairs personnel and its members are competent, dependable and trusted. Aura's partners provide valuable advice and bring an external perspective to our communications strategies and challenges."

Claire Diver, General Manager, Group Corporate Affairs.

A network partner perspective

"During the ten years we've worked with Aura we have produced dozens of investor documents for Xstrata against very tight timetables. The rewards just go to show what working with a disciplined, professional and experienced team can achieve. It can be fun too!"

Jay Patel, Cre8 design.

An Aura Financial perspective

"Aura has advised Xstrata on a wide range of challenging and intellectually stimulating projects in different markets. Xstrata is a world class operator at all levels and communication is no exception: they "test" best practice so their demands are always stimulating. It's because they know and trust us that we support them with research, strategy and tactics."

Andy Mills

Contact

Contact **Michael Oke** or **Rachel Crossley** for further information and visit:
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