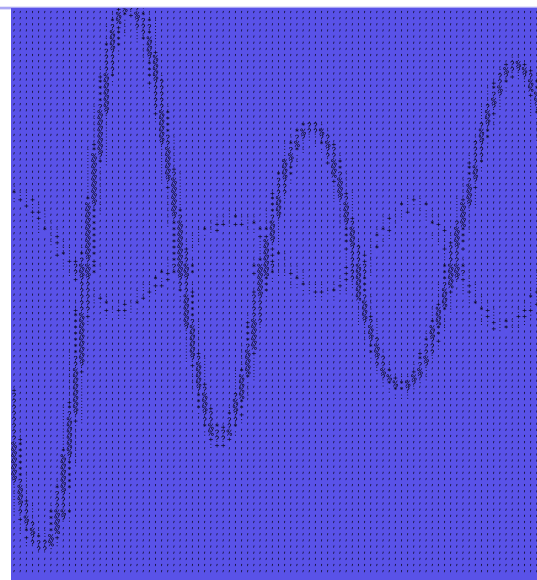


The market can only value what it **understands**.

Your team knows the business better than anyone. But even the best CFOs and IR teams cannot see everything shaping their stock's multiple.

Investor interpretation is forming faster. AI parses disclosures and earnings calls while analysts compress hours of information into a handful of takeaways. Across earnings, investor days, guidance, M&A and other market-moving moments, **the market prices the interpretation it takes away.**

The Adair platform gives management visibility into that interpretation while there is still time to shape it.



WHEN PERCEPTION LAGS PERFORMANCE

Where valuation potential remains unrealized



Bear cases the Street is still quietly trading on

Concerns can persist long after management believes they have been addressed, continuing to shape expectations, positioning and valuation.



Mental models that lag where the company has evolved

Investors may still be underwriting an older version of the business, strategy or earnings profile.



Value drivers the market is not weighting correctly

The most important drivers of future value can get diluted across a growing volume of disclosure, leaving investors to determine which signals matter most.

THE ADAIR PLATFORM MAKES INVESTOR INTERPRETATION VISIBLE

See the gap. Shape the narrative. Compound understanding.

01 IDENTIFY: the perception gap

Surface the assumptions, concerns and bear cases the market is pricing in. Adair gives management an institutional investor's view of the company, showing where market perception reflects the business and where it has fallen behind.

02 SHAPE: the narrative

Strengthen the message where investor interpretation is incomplete, distorted or disconnected from management intent. Adair helps leadership determine what needs to be said, where it belongs and how it is likely to be received before it reaches the market.

03 COMPOUND: market understanding

Continuously reinforce the narrative as the company, market and investor expectations evolve. Adair measures what landed, what changed and where understanding still needs work—carrying that intelligence into the next market-moving moment.

Adair turns risk into return

CFO ECONOMICS

1-2% annually

Market cap defended per earnings call.

OPERATIONAL LIFT

~40%

Senior exec prep time reclaimed.

PREDICTIVE ACCURACY

~85%

Q&A prediction accuracy with our sell-side digital twins.



"I use Adair to understand the psychology of The Street. Every word matters. Every word gets picked apart."

Antonio Neri | CEO, Hewlett Packard Enterprise

k.perley@adair.ai | adair.ai