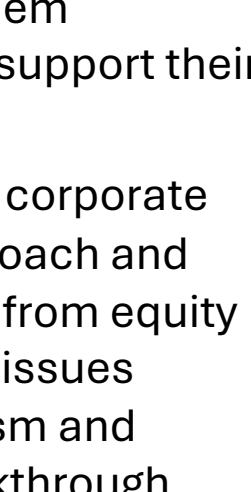


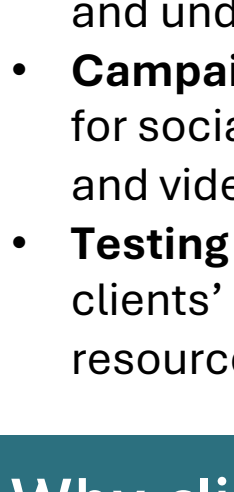


# Capital markets, M&A, shareholder activism and special situations.

## Credentials July 2026



## Welcome to Scott Advisory



Olly Scott  
Founder

“When communications are critical, the hardest part is earning trust amid increasing regulation, volatile markets, diffuse media and demanding investor expectations – all while maintaining a coherent strategy. That is why Scott Advisory was set up.”

We provide independent communications advice, empowering clients with compelling, credible narratives for their most important audiences.

We are our clients’ strongest supporter and critical friend, focused on helping them implement effective strategies that support their business objectives

Our service helps clients set a clear corporate and financial communications approach and meet the challenges they may face, from equity story development, M&A, crisis and issues management, to shareholder activism and pivotal moments of innovative breakthrough.

## Clever, creative and digital

Our capital markets, M&A, shareholder activism and special situations work focuses on helping clients deliver the right messages to the right people at the right time and includes:

- **Targeting** the audiences that matter most and understanding how to reach them.
- **Campaign development** creating content for social, search, corporate web, audio and video channels.
- **Testing and measurement** to making sure clients’ messages get through and resources are effectively prioritised.

## Why clients choose us

- **Who you see is who you get**, with a wider network of specialist expertise deployed as necessary.
- **We work to agreed programmes** and expect access to client teams to deliver our objectives.
- **We think about the relationships our clients have** with the audiences that matter to them, improving and strengthening their reputation.
- **We observe high standards of conduct and service** and work best with like-minded client teams.
- **We work well with clients’ wider advisory line-ups**, helping them achieve their client objectives.
- **We can mobilise at short notice**, quickly applying ourselves to new challenges.

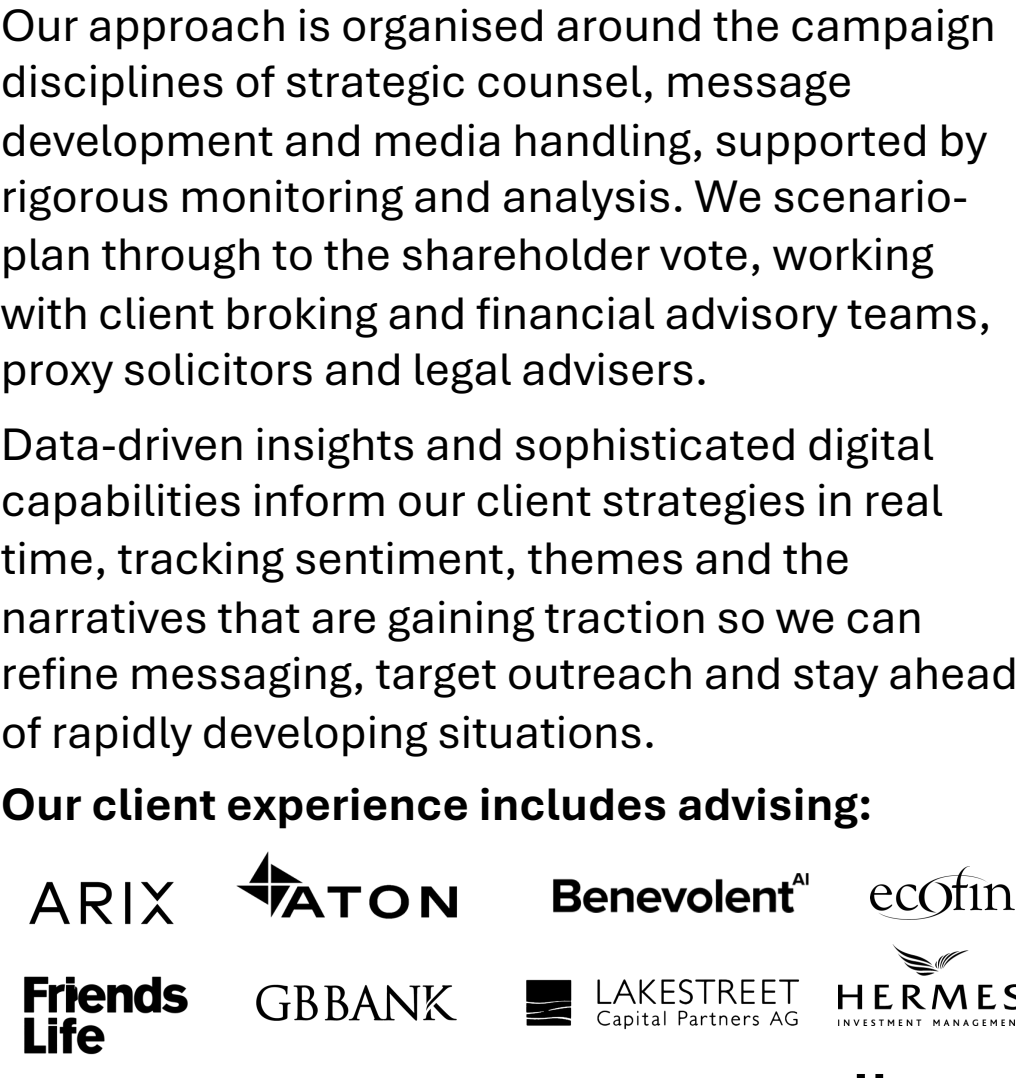
## Capital markets

We bring clients’ investment cases to life for investors and wider stakeholder audiences,

Our service helps clients improve their disclosure, deepening relationships with investors. Similarly, we help financial sponsors differentiate their approach, supporting fundraising and portfolio management.

We use AI-enhanced digital capabilities to inform and enable our strategies, helping clients understand sentiment, refine messaging and anticipate evolving situations.

**Our client experience includes advising:**



### Service, not services

- Investment case advisory
- Financial calendar
- Investor presentations
- Investor website advice
- Equity and debt issuance
- Sponsor advisory
- Sell-side engagement
- Retail shareholder targeting

## M&A

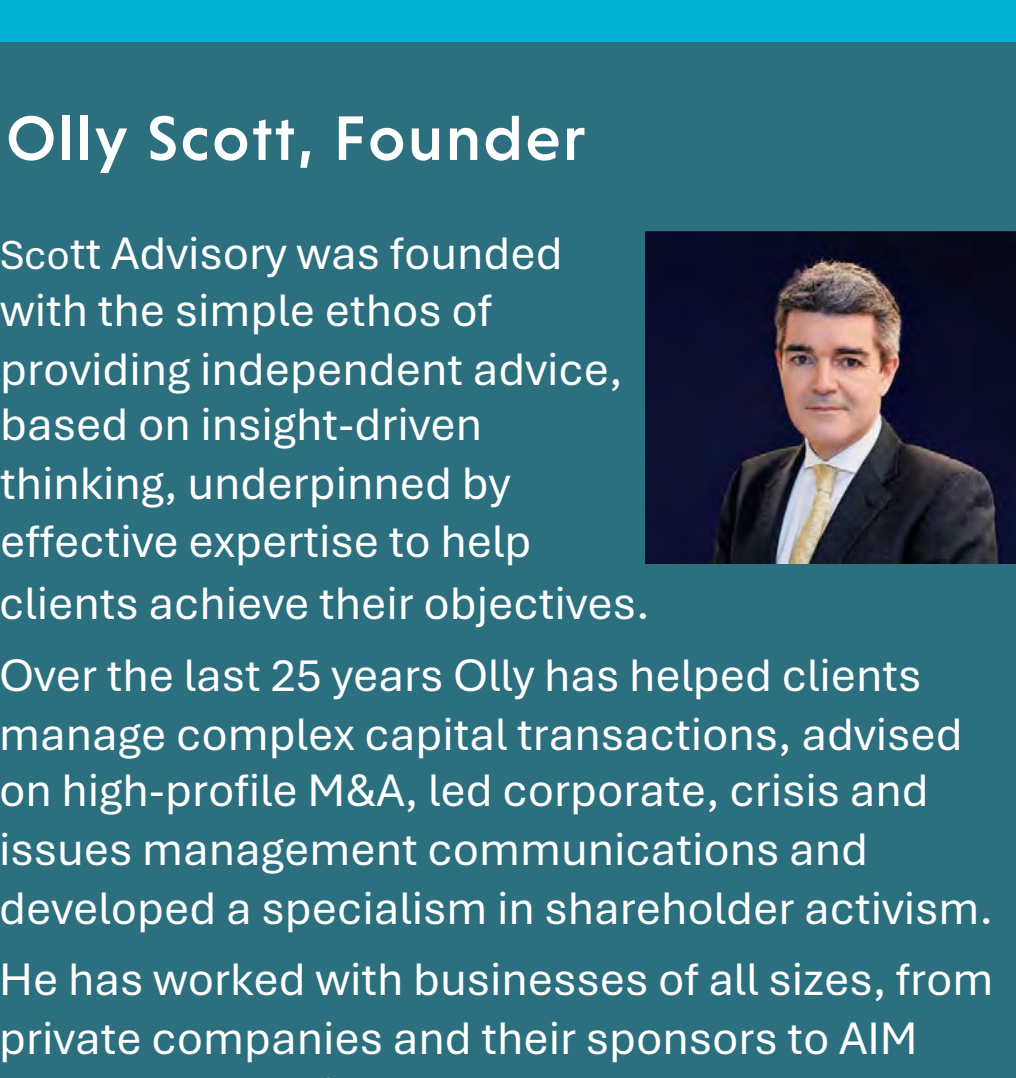
Our M&A service is objective orientated, applying a detailed understanding of transaction strategy, execution and tactics seamlessly alongside the client’s wider deal team. We are particularly skilled in helping international acquirers navigate the UK market.

Whether working with bidders or repelling unwanted approaches, we help clients devise compelling arguments to shareholders and the wider audiences that matter.

We can also help bidders manage regulatory risk and support smooth post completion integration programmes.

Our service is organised around the transaction team supporting targeting and outreach to investors, political and regulatory audiences with data-driven insights that inform strategy, enabling clients to reach the right audiences at the right time with the right messages.

**Our client experience includes advising:**



### Service, not services

- Communications strategy and execution
- Media relations
- Monitoring and data insights
- Reputation due diligence for rapid rebuttal
- Counterparty intelligence
- Defence communications
- Post close integration communications

## Shareholder activism

Shareholder activism is a test of confidence, credibility and speed. The communications burden sits with the company: who must give investors a clear plan to vote for, not simply ask them to vote against someone else. We serve corporate leadership teams and activists, helping them navigate the full arc of activist engagement – from initial contact and private exchanges, through escalation risk and public attack, to a fully resolved general meeting vote.

Our approach is organised around the campaign disciplines of strategic counsel, message development and media handling, supported by rigorous monitoring and analysis. We scenario-plan through to the shareholder vote, working with client broking and financial advisory teams, proxy solicitors and legal advisers.

Data-driven insights and sophisticated digital capabilities inform our client strategies in real time, tracking sentiment, themes and the narratives that are gaining traction so we can refine messaging, target outreach and stay ahead of rapidly developing situations.

**Our client experience includes advising:**



### Service, not services

- Campaign strategy media operations
- Rapid rebuttal and response
- Stakeholder mapping and engagement
- Leadership and spokesperson preparation
- Monitoring solutions, real-time media and digital analysis
- Scenario planning and vote analysis

## Special situations

Special situations demand pace, precision and discipline. We help organisations protect value when events threaten confidence, be they incidents, crises, regulatory scrutiny, litigation, cyber attacks or restructuring.

Our service focuses on protecting corporate reputation in the round supporting client management teams, their boards and external advisers. We establish the facts, set the narrative and keep decision-makers on-message as the situation evolves.

Whether the priority is to keep matters private, prepare for a public attack, or run a full campaign, we provide strategic counsel, message development, drafting support, media handling and stakeholder engagement. Our AI-enhanced monitoring informs strategy, enabling clients to reduce risk and maintain optionality.

**Our client experience includes advising:**



### Service, not services

- Rapid rebuttal capabilities
- Stakeholder mapping and engagement
- Leadership and spokesperson preparation
- Monitoring solutions
- Scenario planning preparedness training
- Litigation and regulatory investigation communications
- Restructuring and turnaround communications

## Olly Scott, Founder

Scott Advisory was founded with the simple ethos of providing independent advice, based on insight-driven thinking, underpinned by effective expertise to help clients achieve their objectives.

Over the last 25 years Olly has helped clients manage complex capital transactions, advised on high-profile M&A, led corporate, crisis and issues management communications and developed a specialism in shareholder activism. He has worked with businesses of all sizes, from private companies and their sponsors to AIM growth companies and FTSE 100s across a variety of sectors. These include institutional asset management, private equity, real assets, financial services, TMT and support services – in all cases helping clients build better reputations and communicate more effectively.

He has set-up and led client communications functions, successfully campaigned for NGOs and investors and advised a variety of UHNW individuals, family offices and sovereign entities.



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