



Dear Clients, Colleagues, Friends:

We hope this note finds you healthy, happy, and safe.

As we look forward to a promising 2021, we want to thank you for your business, support, and encouragement during a past year largely defined by one of the greatest global healthcare crises in modern history.

Peaks Strategies was founded on the principle that our clients deserve a communications partner that delivers knowledge, service, and results. We launched in 2016 with a vision to build an independent firm that puts clients first and measures our performance based on their success.

Guided by this principle and vision, we have grown in a consistent and sustainable fashion, adapting to the evolving needs of our clients and the changing dynamics of the marketplace – never more important than in the last 12 months. Working with a growing list of clients in 2020, we:

- Launched new companies/products/solutions
- Handled domestic and cross-border financings, M&A transactions
- Worked with asset managers of all sizes and strategies to define and differentiate through strategic US and international media placements, content
- Advanced transformative business technology processes and ESG solutions
- Increased our work in the real estate sector to address COVID-19 challenges in retail, hospitality, workforce housing, and alternative residential finance
- Advised on business communications and crisis/reputational challenges
- Created and executed on highly targeted digital communications strategies

As our client engagements expanded, so did we.

We welcomed long-time colleague and former partner Armel Leslie to the firm as Partner. Matt Yemma was promoted to Senior Vice President -- Media Relations, in recognition of his outstanding work for our clients. We were also honored to receive the *Hedgeweek/Bloomberg US Award for Best PR and Communications Firm*, cementing our leadership within alternative investments. And, like everyone else, we embraced new work processes and new remote workplaces as we put the health and safety of our colleagues, our business partners, our families, and our communities first.

As this new year dawns and the COVID-19 pandemic continues to dominate our fears and hopes, we are optimistic for 2021. We stand ready to work closely with our clients, explore how we can be of value to new clients and prospects, and continue to evolve in this fast-changing marketplace.

Thank you for putting your trust and confidence in the Peaks Strategies team...and we look forward to once again meeting in person!

Warmest regards,

Tom

PS. Please note our new NYC office address starting 1 January 2021:

Peaks Strategies
1345 6th Avenue
33rd Floor
New York, NY 10105