

We bring together companies and their investors through a secure and easy to use platform

Senasen was designed for one specific purpose – to help companies tell their stories to the people that matter most to them.

By using Senasen, you can meet the increasing demand for direct investor engagement while minimising the need for face-to-face meetings and time-consuming presentations. The platform acts as a single hub for all of your IR content and allows you to communicate with potential and future investors.

Crucially, Senasen was built with compliance in mind. Whether you are searching for solutions to the changes brought about by regulations like MiFID II or are intent on meeting investor demand for increased reporting, the platform can help you meet your goals.

Features:

- Create a profile page for your company
- Set up multiple user access levels so that IR, marketing and compliance can work together
- Target investors by type, appetite and location
- Upload documents and videos, add commentary and news
- Use private message and follow functions
- Turn on Q&A sessions so that you can interact directly with your investors (if you choose to do so)
- Track your followers and gain insight into their profile
- Have a full 5 year archive of any activity on your account
- At minimal cost

Our vision:

We are determined to create a single platform that supports companies, asset managers and investors; to become the leading portal for information sharing and early-stage interaction between all parties.

We are an independent business that does not sell advertising space or data – our only source of revenue is through subscriptions. As such, we have been able to create a professional environment that avoids the pitfalls of social media whilst also harnessing the strength of a global network.

Reach and access a global and varied investor base:

- Be on the same platform as your target audiences: individuals, institutions, intermediaries and asset managers
- Enable investors to find you effectively, see your content and engage with you on a platform that provides them with a great user experience – on any device
- Communicate with existing shareholders and connect with new potential investors

Explain your value-creation story to investors – engage directly, without intermediaries:

- Profile your company and your products and services
- Post documents and video that give investors the insight they seek
- Interact via open commentary, Q&A messaging, and drive traffic to your website

Take control of the way your story is told:

- You control your content – only you upload content to your pages
- Choose your level of interaction – while retaining the option to delete user comments;
- Choose sub-user access and permissions to your Senasen account pages – enabling your IR, marketing and compliance teams to work together

Minimal cost:

- Free to create a basic account
- Minimal subscription fee based on amount of video content and number of user accounts
- Simply re-use and upload existing content already created and paid for