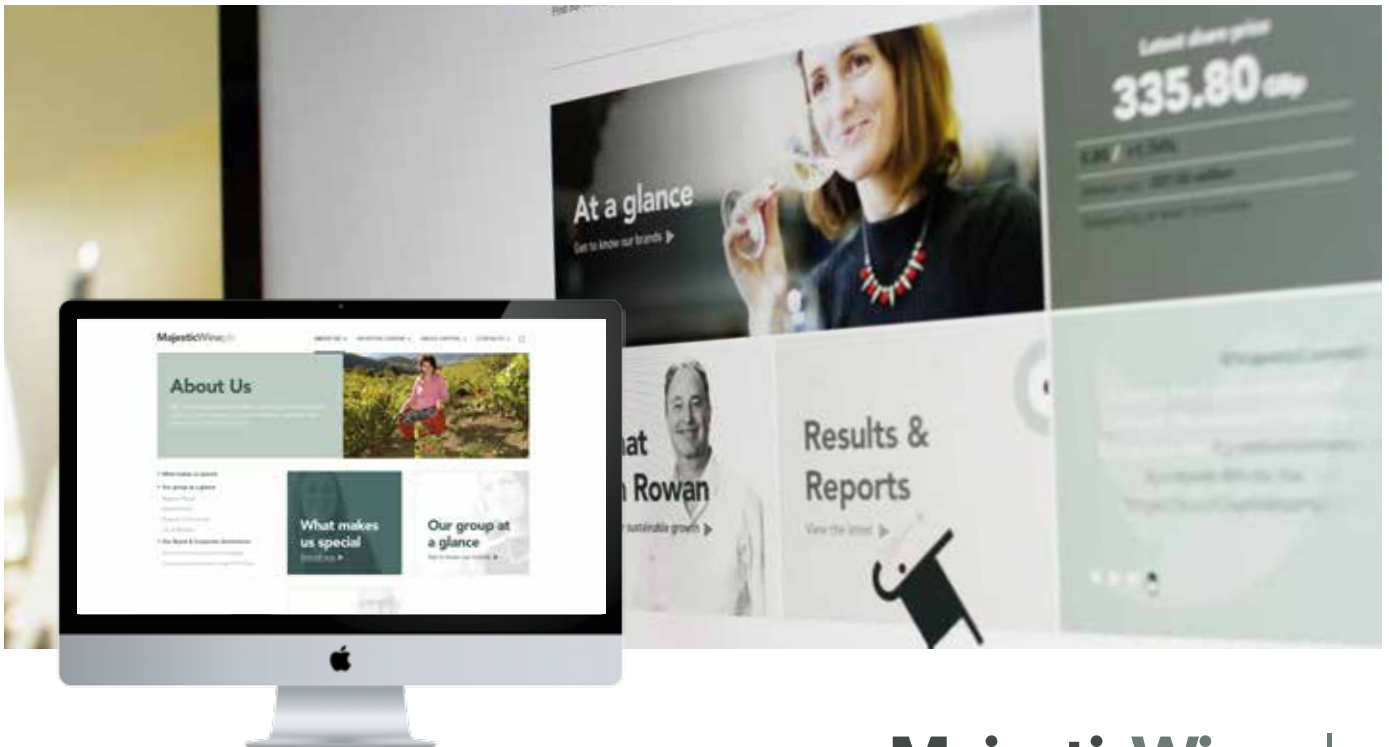


## Majestic Wine plc



## MajesticWineplc

**Majestic Wine plc is a leading wine specialist operating in four separate divisions, each with the overriding objective of delivering sustained growth in shareholder value by doing the right thing for the Group's customers, suppliers and people.**

### Challenge

Following the acquisition of Naked Wines, Majestic Wine plc wanted to create an investor website that clearly communicated the group's new corporate structure, strategy and branding.

The proposed website needed to clearly communicate information that is key to investors such as real-time share price information and regulatory news via Investis RNS feeds. It also needed to feature a media hub where journalists could access relevant information.

***"FIG was absolutely brilliant; we couldn't have felt in safer hands."***

Public and Investor Relations, Majestic Wine plc

# DIGITAL

## Solution

FIG delivered a content managed, responsive website that comprises more than 40 pages of information and faithfully reflects the business's new branding and strategic direction. It includes hubs for both investors and media professionals.

Investor Centre: we worked in close partnership with Investis to build a range of specialist features into the site including:

- Share price ticker on the Home Page
- Regulatory News and Alerts (RNS)
- Share Price Information

Media Centre: journalists can access a library of news and resources directly including company images and logos authorised for their use.

Take a look at Majestic's impressive new digital presence at [www.majesticwineplc.co.uk](http://www.majesticwineplc.co.uk)



## Benefits

*"FIG designed and built the website we wanted - ahead of deadline, within budget and without a single compromise on the quality of the end result." – Majestic Wine plc*

The immediate, overarching benefit for Majestic Wine plc is that its corporate strategy is now being clearly communicated to all stakeholders. The site reflects the new corporate image with the About Us section setting out in detail the Group's ethos and strategy for the future.

The Investor Centre with direct feeds from Investis means investors can now access a broad range of live and historical financial information in an instant, ensuring they are much better informed than they were in the past, while the Media Centre is saving valuable resource in dealing with straight forward media enquiries.

*"It was so refreshing working with FIG. The communication was great, they kept me up-to-date throughout the whole process, turned things around quickly and constantly pushing everyone in the process to meet deadlines – I couldn't be happier."*

Majestic Wine plc

