

AUSTRALIA AGRIBUSINESS

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SITUATION

FTI Consulting provides ongoing strategic communication support to Australia's largest livestock exporter and livestock vessel owner. The company faced issues around engagement with shareholders, scrutiny of its industry and a substantial domestic and international activist campaign.

OBJECTIVES

- Increase stakeholder engagement
- Increase public, media and government awareness and understanding of the industry

IMPACT

- The company is now widely regarded as the leader in animal welfare innovation in the live-export industry.
- Australian state and federal Government support for the trade has increased, improving its social and regulatory licence to operate.
- The general public has an improved understanding of the live-export trade.
- The company's clients and business partners have recognised its role in improving the live-export industry's reputation.

CONTACT:

For more information on how FTI Consulting can help your business, please contact:

Hong Kong/China

Ray Bashford

Chairman, Asia

Strategic Communications

+852 3768.4536

ray.bashford@fticonsulting.com

Australia

Jim Kelly

Head of Asia Pacific

Strategic Communications

+61 (0)2.8298.6100

jim.kelly@fticonsulting.com



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About FTI Consulting

FTI Consulting, Inc. is a global business advisory firm dedicated to helping organizations protect and enhance enterprise value in an increasingly complex legal, regulatory and economic environment. With more than 3,700 employees located in 22 countries, FTI Consulting professionals work closely with clients to anticipate, illuminate and overcome complex business challenges in areas such as investigations, litigation, mergers and acquisitions, regulatory issues, reputation management and restructuring. The company generated \$1.4 billion in revenues during fiscal year 2010. More information can be found at www.fticonsulting.com