

# FIRST HOUSE

## Hva er en god equity story

NIRF | Oslo Børs | Investor Relations-seminar, 14. juni 2017  
Geir Arne Drangeid, partner og seniorrådgiver i First House





# Posisjonering og markedsføring

Be **visible**



Brand  
strategy



Get noticed

Be **different**



Conceptual  
positioning



Be remembered

Be **relevant**



Communications



Strengthen  
relationships

## Den må være ...

1

Sannferdig  
og troverdig

2

Differen-  
sierende

3

Inspirer-  
ende

4

Relevant

5

Økonomisk

6

Samfunns-  
nytte



- Apple revolutionized **personal technology** with the introduction of the Macintosh in 1984
- Today, Apple **leads the world in innovation** with iPhone, iPad, Mac, Apple Watch and Apple TV.
- Apple's four software platforms - iOS, macOS, watchOS and tvOS - provide **seamless experiences** across all Apple devices...
- and **empower people** with breakthrough services including the App Store, Apple Music, Apple Pay and iCloud.
- Apple's more than 100,000 employees are dedicated to making the **best products on earth**, and to leaving the **world better** than we found it.





# FIRST HOUSE

A MEMBER OF THE FIPRA NETWORK