

SLOANE & COMPANY

Strategic Communications at the Intersection of *Valuation & Reputation*

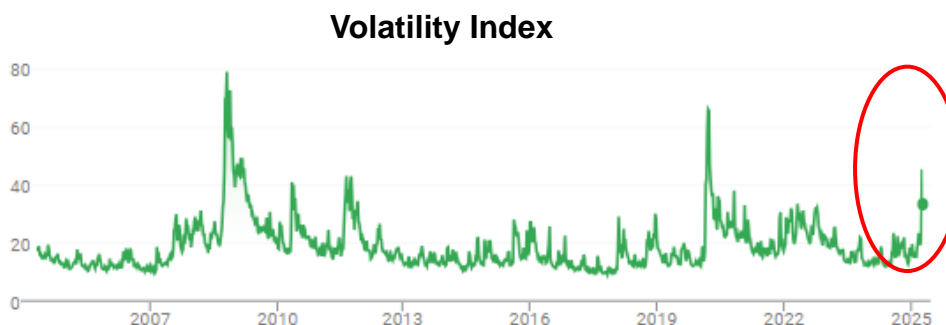
Providing Financial Projections in a Volatile Market

With consistent and violent market volatility on the back of heightened geopolitical tensions, aggressive scattershot tariff policy, and persistent macroeconomic uncertainty, it is becoming increasingly difficult for management teams to project future financial performance with the same level of confidence they typically enjoy.

For executive teams, the key question isn't just whether to revise guidance — it's whether providing guidance at all remains plausible. When pulling or suspending guidance, investor relations and communications teams play a pivotal role in shaping both the internal strategy and the external message:

- **Investor relations must anchor the “why,”** partnering with the CFO and strategic finance team to clearly and credibly outline the rationale behind the decision, without sparking unnecessary concern or sell-offs.
- **Communications must own the framing,** ensuring a message that highlights 1) leveraging what the company can control, 2) awareness of the headwinds that are outside of control, and 3) commitment to responsible and pragmatic operational strategy to weather this period, resulting in a story that resonates with key stakeholders, maintains investor trust, and reinforces the company's long-term vision, despite short-term turbulence.

Market Indices Since ‘Liberation Day’



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Early Reads this Earnings Season:



On April 9th, 2025, Delta suspended disclosure of its Full Year 2025 guidance given the limited visibility in an increasingly uncertain macro environment. Delta noted it will provide an update later in the year as visibility improves.



On April 9th, 2025, Walmart changed some language around its expectation for Q1 operating income, citing a widening in the range of outcomes due in part to the current environment and potential impact from tariffs.

Own the Narrative. Focus on What's in Your Control.

In moments of heightened uncertainty, the most effective leadership comes from within. While external forces — from geopolitical volatility to shifting regulatory pressures — may be beyond a company's control, how corporate finance, investor relations, and communications teams respond is a critical opportunity to limit investor panic and manage expectations appropriately.

Clearly demonstrating operational discipline, taking ownership of the message, and proactively shaping how stakeholders interpret changes in guidance is the only path to success in this environment. Framing these decisions within the broader context of long-term strategy and resilience helps redirect the conversation away from short-term disruption and toward sustained value creation. Even when headwinds feel overwhelming, your response — and what you choose to emphasize — can preserve trust, build credibility, and ensure your narrative remains intact. In a world with heightened volatility, Sloane is prepared to help you lead with clarity, communicate with purpose, and stay focused on the bigger picture.



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