

**STRENGTHEN YOUR
INVESTOR OUTREACH
WITH INSTITUTIONAL
INVESTOR RESEARCH**



Associazione Investor Relations

**Institutional
Investor**



**EUROPE
EXECUTIVE TEAM SURVEY:
PROCESS, METHODOLOGY
& INSIGHTS**

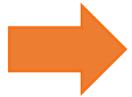
INSTITUTIONAL INVESTOR RESEARCH ACQUIRED EXTEL IN MARCH 2018

Credible Research & Reputation

- **Part of Euromoney Institutional Investor Plc**
 - Unique access to market players
 - Global reach
- **Institutional Investor - Executive Team Survey**
 - **The GOLD STANDARD** – *Recognised by global market players as industry benchmark*
 - Independent performance validation
 - Comparative peer perception analysis

Perception is Reality

Why Institutional Investor Research?



Improve your Investor Relations



Improve your company's valuation

Deliver better Investor Relations

Assess your engagement, identify gaps, compare with best in class practices to help improve your IR



Build long-term credibility with investment community



Pave favourable market conditions for future financing



Mitigating risk (e.g. shareholder activism)



Drive long-term shareholder and stakeholder value



Deliver **fairer valuation of the company stock**

**SUPPORT LOW
COST OF CAPITAL
&
HIGHER SHARE
LIQUIDITY
COMPARED TO
PEERS**

Actionable Insights for Better Decisions



WHAT INVESTORS WANT



IDENTIFY PARTNERS

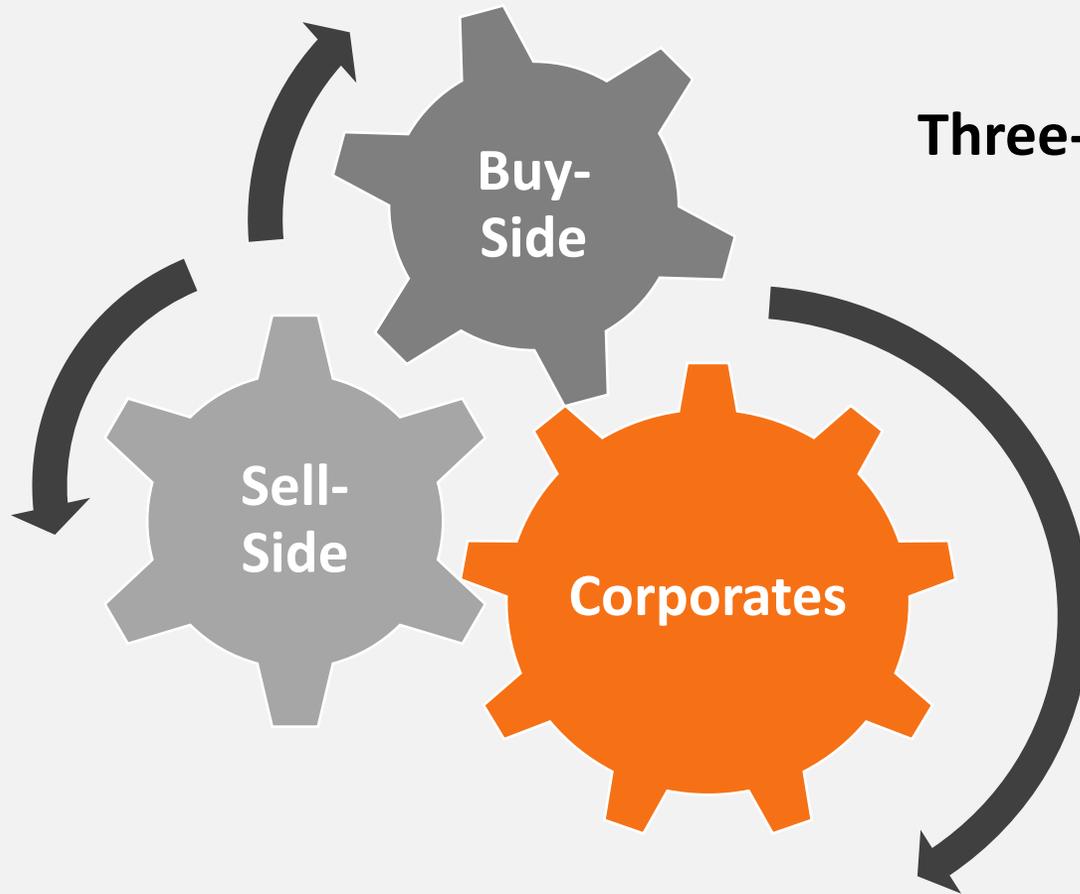


IR PEER BENCHMARK



RESOURCE ALLOCATION

Survey process



Three-way Quality and Performance Assessment

2 PHASES

Survey Process - PHASE 1

CORPORATE INSIGHTS AND VERIFICATION (CIV) – starts in mid-February 2021

1. **Verify** your company details
2. **Provide** information about **IR programme/structure** – *responses are anonymised and aggregated from hundreds of companies to produce IR Best Practices*
3. **Assess and vote** for buy and sell-side firms– *to help their performance evaluation*

 For your personalised CIV link, contact IJET@iirgs.com

Survey Process – PHASE 2

- Buy-side Voting – [mid-April to mid-May](#)
- Sell-Side Voting – [mid-April to end-May](#)

- Tell your buy and sell-side contacts about the survey:

‘Please vote in the survey, the results are important for our IR evaluation’

- We will provide a banner link to the voting platform for your communication

POLLING NOW

CLICK HERE TO VOTE NOW!

2020 EUROPE EXECUTIVE TEAM

II Research acquired Extel in March 2018

**Institutional
Investor**

IR PROGRAMME – VOTING CATEGORY

All-Asia (ex-Japan) Research and Executive Team 2020 > CEO, CFO & Investor Relations > Services & Communications

1 Voting Area

- Sales
- Corporate Access
- CEO, CFO & Investor Relations**
- Research Firms & Analysts
- Please select one of the following area category, followed by a firm and its analyst.
- Pan-Asia Research: Industries/Economics & Strategy
- Australia / New Zealand Research
- China Research
- Hong Kong Research
- Frontier Markets Research
- India Research
- Indonesia Research
- Malaysia Research
- Alternatively, search for an analyst by Analyst name

2 IR attributes & Executive Team

You are asked to rate at least one firm on each of the following investor relations attributes. Please also rate the firm and its analyst you think are best.

- Investor Relations attributes**
- Services & Communications
- Financial Disclosure
- Environment, Social and Governance
- Executive Team**
- CEO (or CEO equivalent)
- CFO (or CFO equivalent)
- Investor Relations Officers

3 Firm

Search here for your top companies providing Investor Relations.

Wolfe Auto

Wolfgang and Krugos

WPG

WZF Motos

Wolfe Auto

Please rate the quality of the selected company on the following criteria from 1 (average) to 5 (excellent)

Productivity of NDR/Conferences/Calls	★★★★★
IR team is well informed and empowered	★★★★☆
Accessibility of Senior Execs	★★★☆☆
Execution of Strategy	★★★★★
Responsiveness	★★★★☆

Please add a comment on the firm

Insight into what you value?
A reliable partner, you can trust

Areas for improvement?
Currently some of the best on the market in auto management

Cancel **Save**

3 Firm

Search here for your top companies providing Investor Relations.

- Wolfe Auto
- MotoGuzzi

ADD A NEW FIRM

IR teams rely on independent feedback to improve their engagement with you. In appreciation of your time and valuable contribution to the corporate survey, you will be given access to the overall research results, including the Buy-Side Assessment by corporates and also our latest Asset Manager Trend & Perception Study.

EXECUTIVE TEAM – VOTING CATEGORY

All-Asia (ex-Japan) Research and Executive Team 2020 > CEO, CFO & Investor Relations > CEO (or CEO equivalent)

1 Voting Area

Sales

Corporate Access

CEO, CFO & Investor Relations

Research Firms & Analysts

Please select one of the following area: category, followed by a firm and its analyst.

Pan-Asia Research: Industries/Economics & Strategy

Australia / New Zealand Research

China Research

Hong Kong Research

Frontier Markets Research

India Research

Indonesia Research

Malaysia Research

Alternatively, search for an analyst by Analyst name

2 IR attributes & Executive Team

You are asked to rate at least one firm on each of the following categories. Please also rate the firm and its analyst you think are best.

Investor Relations attributes

Services & Communications

Financial Disclosure

Environment, Social and Governance

Executive Team

CEO (or CEO equivalent)

CFO (or CFO equivalent)

Investor Relations Officers

3 Contact

Search for the name of the CEO/CFO/TRO that you would like to rate or their company name in the box below. If the contact does not appear please add their details.

Search for Firm or Contact

Contacts	
James Black	Airbus SE.
James Bonkay	Bombardier Inc.
James Borneo	General Electric Inc.
James Buttler	Mars, Inc.
Jane Bags	Airbus SE.

Mars, Inc.

James Buttler

Leadership ★★★★★

Credibility ★★★★★☆

Quality of Communication ★★☆☆☆

Please add a comment on the contact

Insight into what you value?

A reliable partner, you can trust //

Areas for improvement

Leadership and inspiration //

Cancel Save

Methodology I

Voter Universe

- Global
- Combined Extel and II proprietary database

Eligibility Criteria & Verification

- Corporates must be headquartered in the survey region
- Sell-side must be certified, publish research during polling and cover region
- Buy-Side must report actively managed assets in country/region and procure research from providers in that region
- Throughout survey process

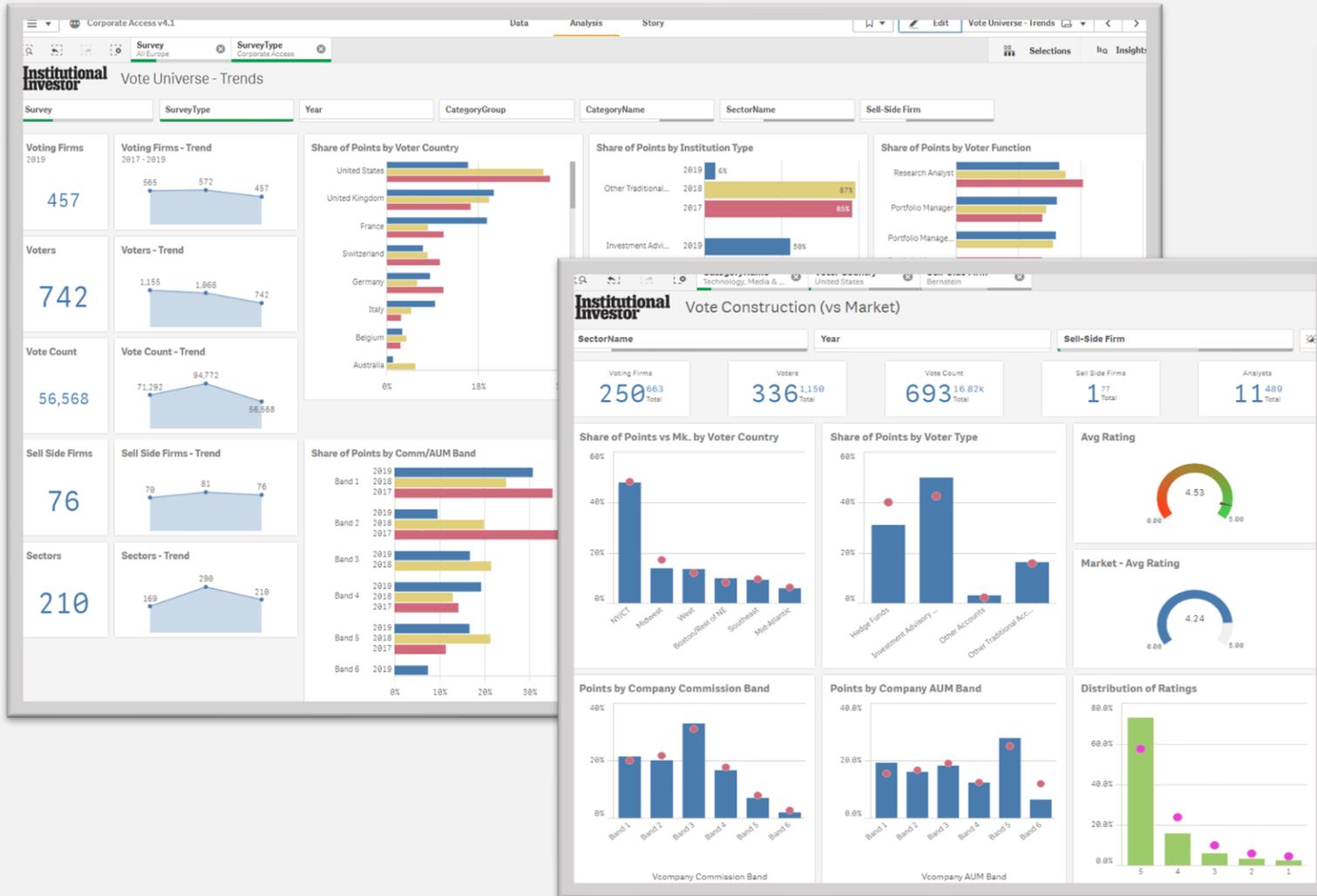
Methodology II

Voting and Results

- No Weighting
- Unprompted company/IRO nomination
 - Prepopulated executives roster on ballot
- Rating based evaluation (1 average – 5 Excellent)
- Core and Small/Mid cap research results
- [Top 3 Sector Results](#) by research category published in September

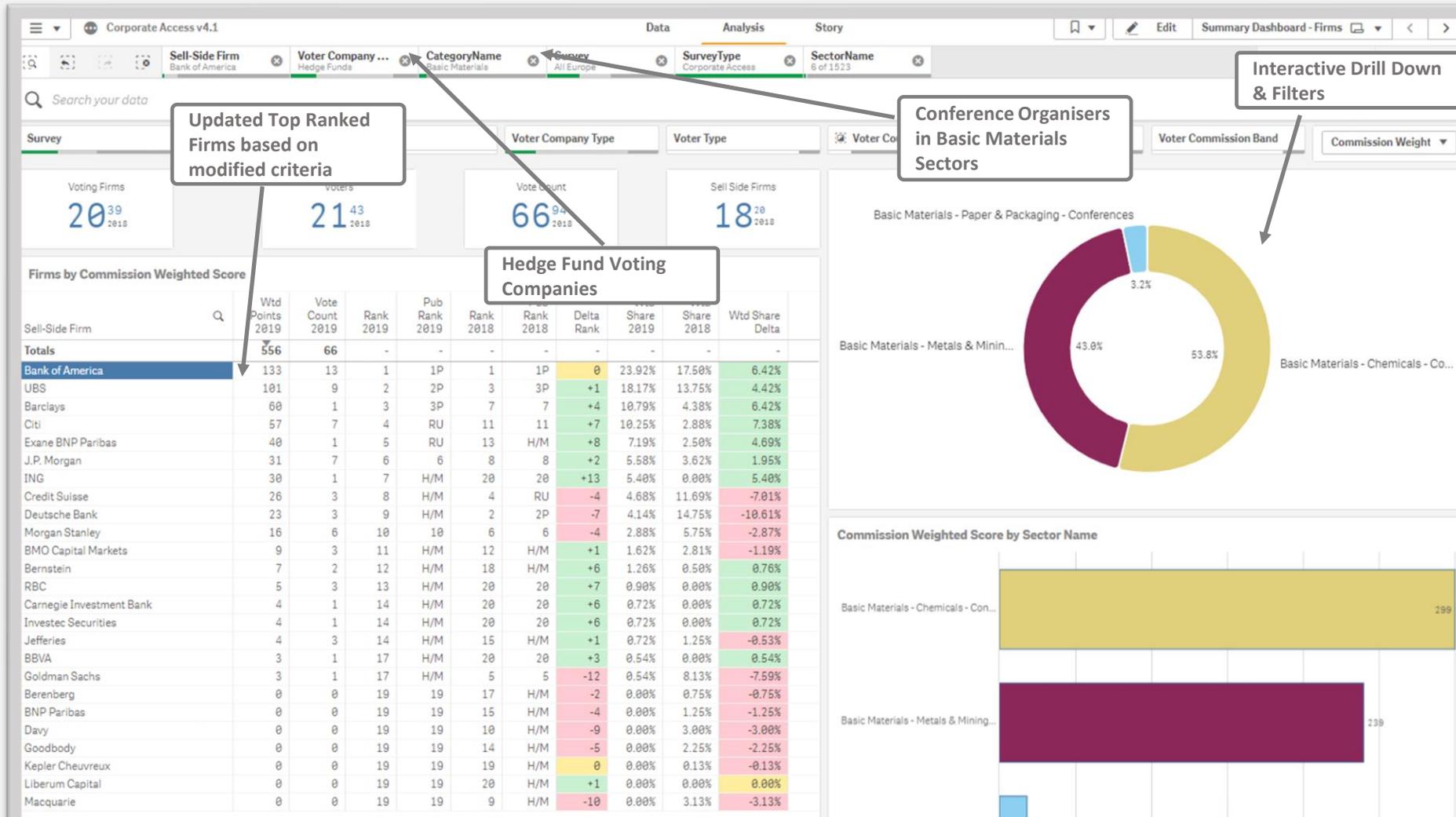
OUTPUT

Survey Results: Actionable Research Insights & Analysis



- ✓ **Identify** strengths/weaknesses of your IR outreach relative to your peers.
- ✓ **Recognise** which geographic/demographic target markets you engage (in)effectively compared to peers.
- ✓ **Understand** which Corporates deliver
 - The best Financial Disclosure,
 - the best Conference calls,
 - The best ESG reporting...and more based on the views of the buy- and sell-side
- ✓ **Learn** which Executives deliver on:
 - Capital allocation & Financial Stewardship
 - Credibility and Knowledge
 - Quality of Meetings
 - Communication & Responsiveness based on the views of the buy- and sell-side

Survey Results: Actionable Research Insights & Analysis



- ✓ Identify best brokers for
 - Road shows
 - Conferences
 - Corporate access

- ✓ Identify new investors
 - Region
 - Size
 - Type
 - Peer engagement

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