



UniCredit at AIR

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Analyzing IR

- ❑ Giving guidance
- ❑ Know your company (top-down bottom-up)
- ❑ Analysis & synthesis
- ❑ Tailored made communication



- ❑ No decision making
- ❑ Need leadership

- ❑ Visibility
- ❑ Direct access to management
- ❑ Advisory (internal/external)



- ❑ Leaks
- ❑ Reputational risk
- ❑ Misguidance

Drivers of success

4 Golden keys

