



UniCredit at AIR

Analyzing IR

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



- No decision making
- Need leadership







Analysis

Economics

Politics

Threats

Financials

Benchmark

identity

Weakness

Communication

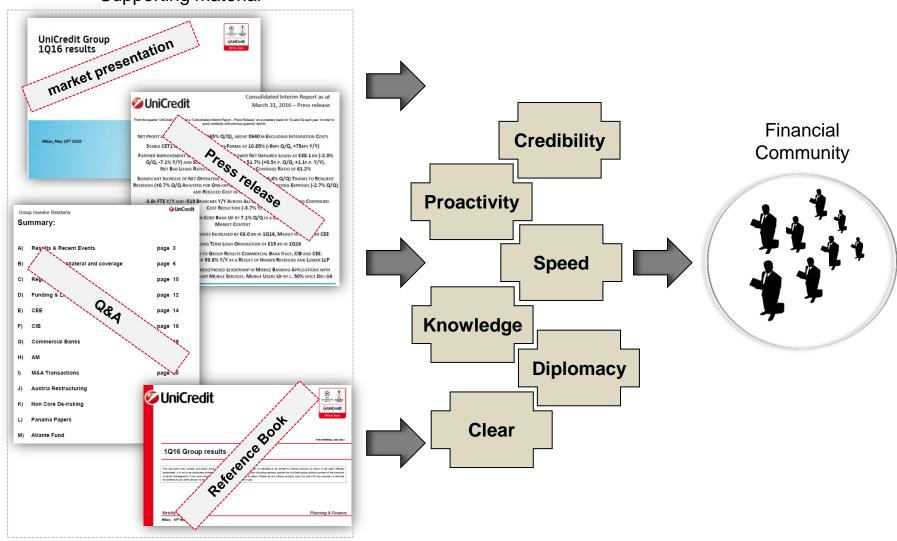
Weaknesses

- Leaks
- Reputational risk
- Misguidance

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

Being an effective IR

Supporting material



Drivers of success

4 Golden keys

