



## IR Best Practice & the Tools Needed to Achieve it

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Andrew Crockett  
Senior Specialist – Corporate Services  
Thomson Reuters



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- Public & Private Companies
- **6,000+ IR Departments**
- Institutional Investors
- Investment Banks
- Wealth Management Advisors
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Reuters News: World's largest news agency

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9,400+ market-moving beats and exclusives each year

### We Inform The World

We reach 1 billion people in 19 languages every day through our news distribution

Our news websites generate 1.8 billion page views each year



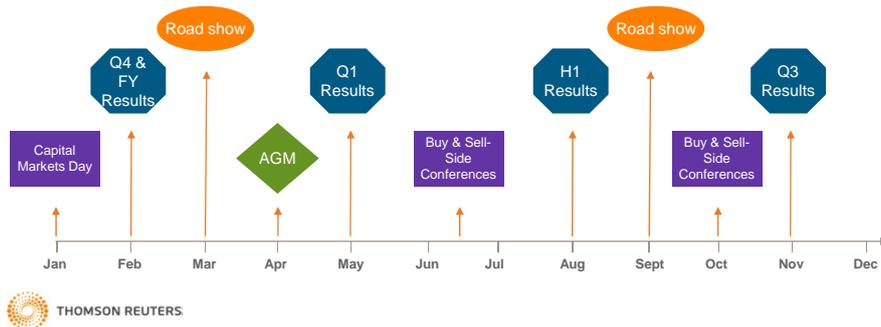
## Why is Best Practise within IR important

- Status of IR within organisations is increasing
  - Higher Expectations
    - Buy Side & Sell Side
    - Retail
    - Governance & Communication
    - More Responsibility less Time!
  - Visibility is Increasing
    - Internet
    - New Media
  - Competition for Capital higher than ever before
    - IR need to be more Pro-Active
- Efficient Management of Workflow more Important than ever before



## IR Schedule – External Stakeholders

- Earnings releases
- Conference call for earnings
- Fundamentals/ Buy-side conference
- Road shows
- Analyst conferences
- Capital Markets day
- Product related investor events
- Sector/ Regional related investor conference
- AGM



## IR Best Practice & the Tools Needed to Achieve it

- Given the increased competition for investment in today's complex markets, **investor relations has become a critical activity to attracting capital**, especially the "right" capital that supports management in their efforts to grow the company.
- Studies have shown that investor relations, when done properly, can **boost equity performance by 10-25%** and put a company in the right position for long-term growth.
- Investor relations (IR) can achieve this by leading the company and management in their efforts to communicate the company's strategy, maintaining open channels with investors (especially those outside domestic borders), and targeting investors that could become attractive, long-term shareholders.
- Investors frequently note that one of most simple yet powerful steps that a company can take is to **proactively communicate its basic information, growth plans, and competitive differentiators** to the investment community.

## Investor Relations Workflow – Thomson Reuters View

**Understand** key factors impacting your share price:

- Track capital flows driving stock performance
- Monitor market moving events
- Understand sell-side sentiment
- Identify the types of investors monitoring your company
- Know how your company is perceived in the market
- Know your investors

**Measure** your investor management program:

- Understand how investor interest in your company is changing
- Gauge the impact of your IR webcasts
- Track your IR website traffic and benchmark against your peers
- Gauge the success of your outreach efforts to targeted investors, including ownership changes across targeted investors



**Anticipate** investor behavior to better prioritize your outreach:

- Identify investor risks and opportunities
- Understand the factors driving institutional investor behaviour
- Anticipate the impact of peer disclosure on investor reactions

**Communicate** with internal and external stakeholders:

- Use best practices to meet investor demands and comply with regulatory requirements
- Directly to Institutional investors highlighting what matters to them
- To 55,000 institutional and millions of retail investors within their workflow
- To management and the board on key factors impacting share price.



## IR Best Practise from Workflow View

### • Understand & Anticipate

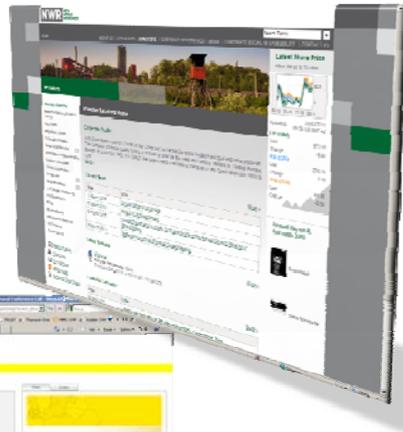
- Know what is happening in the Market
  - Peers, Industry and Region
- Know who your investors are!
  - Public Filing Data
  - Shareholder Identification
    - Enables efficient and targeted communication
    - Adaptation and presentation of you ,Story'
    - IR Strategy
- Know how you are perceived - Market Perception
  - Maintain close contact to your investors
    - Ask directly for opinion
    - Maintain database of feedback and meeting sentiment
  - Perception Studies
    - Third party can sometimes get more candid feedback
    - Detailed analysis of opinion and sentiment



## IR Best Practise from Workflow View

- **Communicate**

- Website
  - Easy Access of IR Information
  - Include English Language
- Regulatory Filings
- Quarterly Earnings
  - Conference Call
  - Webcast
- Road Shows
- 1 on 1s
- Conferences



## IR Best Practise from Workflow View

- **Measure**

- Monitor development in Shareholder Structure
- Gauge Impact of Communication Strategy
- Track Meetings and Meeting History with Investors
- Monitor Market Data



## Key IR Tools for Best Practice

- IR Website
  - Easy to Navigate
  - Clear Information on Financials and Performance
  - Corporate Governance
  - Conference Call information or Webcasts
  - Email Notification
- Conference Calls
  - Language according to investors
  - Check for Quality
  - Q&A
    - Online etc..
    - Prioritisation

WEBSITE EXAMPLE



## Standard Website

The screenshot shows a website for 'HEAD' with the following sections and annotations:

- Contact Details:** Located at the top right of the page.
- Corporate Governance and FAQs:** A menu on the right side containing links for Investor Overview, Corporate Governance, Shareholders, Corporate Board, AGM, Investor Day, and Investor Day.
- Stock quote:** A section on the right displaying stock price information for HEAD, including exchange, last price, change, and volume.
- Subscribe to Email alerts:** A sign-up form on the right for receiving e-mail alerts.
- Latest presentation:** An annotation pointing to the 'Latest Results' section on the left.
- Recent News:** An annotation pointing to the 'Recent News' section on the left.
- Upcoming events:** An annotation pointing to the 'Upcoming Events' section on the left.



# Advanced Website

**UNITED COLORS OF BENETTON**

**INVESTOR RELATIONS**

Explore our Interactive Value Chain

Brands | Product | Operations | Commercial | Communications

English | Italiano | RSS

**STOCK QUOTE**

Exchange	Last Change
Milan	6.75 -1.24%

(20 minute delay)

**HIGHLIGHTS**

- 9 June 2009 BNG: Weekly News
- 11 May 2009 2009 First Quarter Results
- 11 Mar 2009 First Quarter 2009 Report

**STOCK CHARTING TOOL**

Line chart showing BEN MEX and MIBEX indices from 05/04/08 to 04/06/09.

**Events Calendar**

June 2009						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JP Morgan Retail Corporate Access

**CONTACTS**

- IR Team
- Share Your Thoughts

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**New World Resources | Investor Relations Home**

HOME | ABOUT US | OPERATIONS | **INVESTORS** | CORPORATE GOVERNANCE | MEDIA | CORPORATE SOCIAL RESPONSIBILITY | CONTACT US

**Investors**

- Investor Relations
- Redomiciliation of NWR in the UK
- Fast Facts
- Regulatory News
- Financial Calendar
- Reports & Results
- Investment Presentations
- Analyst Coverage
- Share Information
- Dividends
- Debt Investors
- Corporate Governance
- IPO Documents
- FAQs
- IR Downloads
- Information Request
- IR Contacts

**Investor Relations Home**

**Corporate Profile**

New World Resources N.V. ("NWR" or the "Company") is Central Europe's leading hard coal and coke producer. The Company produces quality coking and thermal coal for the steel and energy sectors in Central Europe through its subsidiary OKD, a.s. (OKD), the largest hard coal mining company in the Czech Republic. NWR's coke +

**Recent News**

Date	Title
17 March 2011	<a href="#">Annual Information Update</a>
17 March 2011	<a href="#">BursA 10 Announcement</a>
16 March 2011	<a href="#">Annual Report and Accounts 2010 and Notice of the Annual General Meeting of Shareholders</a>
16 March 2011	<a href="#">Statement of Notice of Annual General Meeting</a>

**Latest Share Price**

Allow for up to 15 mins

Updated: 28/03/2011 07:10 PM GMT +2

LSM (GBP)

Last	1,007.40
Change	24.90
P/E (20x)	276.10
Last	1.10
WSE (PLN)	44.90
Last	-0.48

**Annual Report & Accounts 2010**

Download

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## Flash Charting

**Benefits:**

- Animated charts add a 'WOW' factor to your website
- Feature rich
- Updated look and feel to modern website tool
- Easy to integrate and use
- Fast load time
- Over 95% of computers have Flash Installed
- Runs on a variety of platforms
- Reduces load on your servers

[Live Example](#)

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## Key IR Tools for Best Practice

- Webcasts
  - Audio or Video
  - Include Synchronised Slides!
  - Live & On-Demand

[AUDIO EXAMPLE](#)

[VIDEO EXAMPLE](#)

Personalize your message by including a photo of the speaker(s) or live video.

ERSTE

Telephone Conference

Erste Group - 2010 preliminary results presentation

Strong operating performance and declining net costs drive up profit points

Revenue: +1.2% (vs. +0.5% target)

Operating Profit: +1.5% (vs. +1.0% target)

Net Profit: +1.8% (vs. +1.3% target)

Increase brand awareness with a logo, banner and custom colors.

Engage your audience with slides. According to research, people tend to remember only 20% of what they hear, but 50% of what they see and hear

Allow viewers to respond to the presentation in real-time through online polling or Q&A

Index and archive your webcast for convenient replay months after the event.

Link directly to supporting materials to illustrate important points and allow attendees to review information at their leisure.

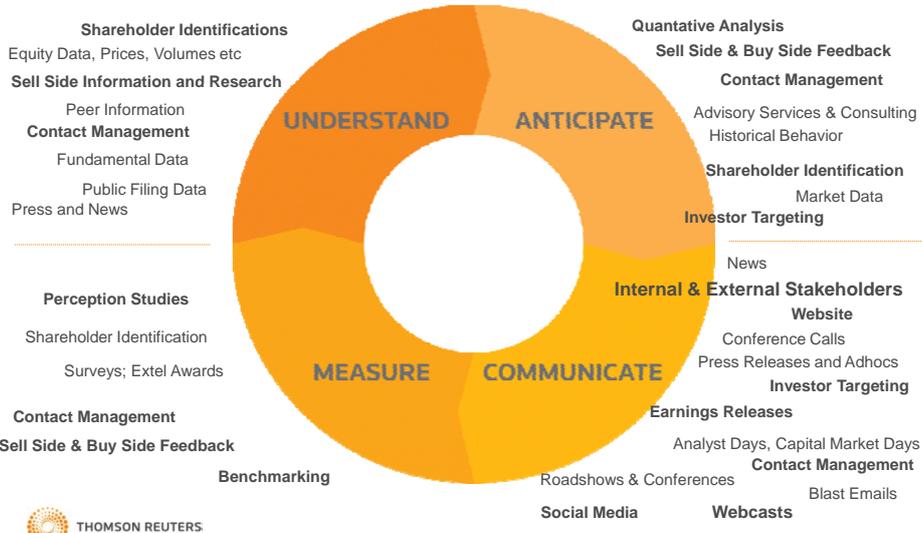
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## Key IR Tools for Best Practice

- Contact Management System
  - Track & Measure Meetings with Investors
  - Keep Notes on Opinion and Sentiment
  - Measure IR Outreach
  - Investor Profiles
  - Prepare Senior Management for Investor Meetings
- Market Data Tool
- Shareholder Analysis
- Targeting Study
- Perception Study



## Investor Relations Workflow und Tools



Questions?

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