



INVESTOR RELATIONS

November 21 2012

11th International Conference
of the Belgrade Stock Exchange

HISTORY

- On the occasion of the 9th International Conference of the Belgrade Stock Exchange the first research was conducted and the company that showed the best investor relations practice in year 2010 was awarded the prize





2012 CRITERIA

- Significantly improved compared to the previous years
- Unlike previous years, when the criteria were tailored to the situation in the domestic capital market, this year criteria were more in line with investor relations best international practice



CHANGES 2012. vs. 2011.

- Less attention was given to the criteria that companies are required to comply in accordance with the legislation
- Additional emphasis on criteria that describe companies' business operations - history, mission, vision, corporate governance, and so on



2012 CRITERIA

Group of criteria	Maximum points
Number of meetings with investors	4
Public presence of a company	2
Data available on the Internet	82
Investors' survey	12
TOTAL	100



VALUATION

- The criteria were evaluated on the basis of information available on the websites of the Stock Exchange and companies and investors survey
- Criterion: "The public presence of a company " was evaluated on the basis of data from the archive of the Belgrade SE
- The criteria about the number of meetings with investors were assessed by the data obtained from companies



METHODOLOGY

- Values:
 - 2 - completely accomplished
 - 1 – partially accomplished
 - 0 – not accomplished
- 14 companies, whose shares are included in index BELEX15 were evaluated
- Investors survey was conducted on the Belgrade SE website in late October



RESEARCH EXPECTATIONS

- The ability to compare the situation in the Serbian capital market with markets in the region
- The possibility for each company to evaluate it's own position in comparison to the competition in the field of investor relations
- Identifying problems that require greater attention in the future



RESULTS

Group of criteria	%
Number of meetings with investors	44,6
Public presence of a company	89,3
Data available on the Internet	45,2
Investors' survey	50,7
TOTAL	46,7



RESULTS

- Best results (over 80%):
 - Published historical reports on a company's website
 - Latest news and news archive published on a company's website
 - Company's history published on the web site



RESULTS

- Worst results (less than 25%):
 - Delivering business news to the Stock Exchange
 - Ability to download reports in excel or html format
 - Investors' FAQ published on a company's website



RESULTS

- The biggest improvement over the previous year:
 - The existence of interactive price and turnover graphs on the website of a company +29,2%
 - Significant increase in publishing the audio and video materials, as well as basic information about the management
 - Criterion “IR improvement over a year” increased by 7.6% compared to 2011



RESULTS

- Reporting in English significantly lags behind reporting in Serbian.
- The biggest differences were in the following criteria :
 - IR contacts
 - Audio and video materials published
 - PPT presentations for investors published
 - Information about management



RESULTS BY COMPANIES

- Scores ranged from 14.81 to 97.67 points
- Average score of listed companies: 58.8%
- Average score of companies quoted on the Open Market : 30,7%



CONCLUSIONS

- The achieved results were at the level of last year
- The new Law on the Capital Market brought a significant progress in the field of public reporting
- Serbian companies comply with the obligations under the law and other acts related to the stock market, but in most cases lack initiative for improvement in relation to the legislative minimum



RECOMMENDATIONS

- Some of the information intended for investors on the websites of the companies are published in the "About Us", and similar sections, and the effect would be greater if the above data were published on the pages "For Investors"
- The reports are often published in the news pages, while there should exist a separate page for reports
- It is necessary to work on education and further improving the quality of the investor relations of Serbian companies, both in national and international level



COMMISSION

- Members:
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COMPANIES

