IR Best Practice & the Tools Needed to Achieve it

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### 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 Practice 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 Practice 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

Standard Website
Advanced Website

Highlights

IR toolkit

Stock Charting tool

Events Calendar

IR Contacts
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

Key IR Tools for Best Practice

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

AUDIO EXAMPLE
VIDEO EXAMPLE
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

- Shareholder Identifications
- Sell Side Information and Research
- Peer Information
- Contact Management
- Fundamental Data
- Public Filing Data
- Press and News
- Perception Studies
- Shareholder Identification
- Surveys; Extel Awards
- Contact Management
- Sell Side & Buy Side Feedback
- Benchmarking
- Quantitative Analysis
- Sell Side & Buy Side Feedback
- Contact Management
- Advisory Services & Consulting
- Historical Behavior
- Shareholder Identification
- Market Data
- Investor Targeting
- News
- Conference Calls
- Press Releases and Adhocs
- Investor Targeting
- Earnings Releases
- Analyst Days, Capital Market Days
- Contact Management
- Blast Emails
- Webcasts
- Internal & External Stakeholders
- Website
- Communications
- Social Media
- Roadshows & Conferences
Questions?