



IR ESSENTIALS

> Insights for more effective
investor relations

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Within today's complex global marketplace, organisations face increasing pressure to improve the efficiency and effectiveness of their relationships with their investors. Although a standard approach to investor relations provides basic information for investors, it does little to engage and drive long-term engagement and loyalty. This article provides some practical insights into how to make your investor relations more effective.



1. UNLOCKING INVESTOR VALUE

The ability to identify and gain insight into your stakeholders is the key to unlocking true value in the relationship, affording you the advantage to canvass motivations, predict activism, influence behaviour and make more informed decisions.

In addition to having a robust registry solution, issuers should seek continual access to first-class research and data mining methodologies to gain a more comprehensive, real time view of their investor base (individual and institutional), market segmentation, prospect profiles and behavioural models. This insight will help you develop more cost-effective, targeted programs to help increase revenue and drive loyalty.

2. INTEGRATING COMMUNICATION

To deliver real benefit, a well-structured, purposeful communication strategy balances the traction of traditional methods, such as print and mail, with the cost-efficiency and mass distribution of electronic communications. This provides more opportunities to connect, influence and engage with your key stakeholders, be it your board, investors, media or the market.

Each communication channel - be it transactional and billing technologies through to annual reports (printed and online), online investor tools and investor relation websites - must not only meet regulatory and security requirements and statutory deadlines, but be used to enhance customer service and total brand experience.

3. OPPORTUNITIES WITHIN NEW TECHNOLOGY

The growth of electronic communication and the implication of Web 2.0, such as consumer generated networks and self-servicing, have increased the expectation of choice and flexibility amongst technologically-savvy investors, particularly when it comes to direct access to information and quality support. This presents the challenge for companies to quickly and inexpensively incorporate new technologies into their balanced portfolio of communication and support services.

Whether it's the electronic delivery of statements or annual reports, IVR or online self-service, or using instant voting systems at AGM's, issuers need to continually evaluate emerging technologies to drive better efficiencies and stakeholder engagement.

4. USEABLE REPORTING

Companies are rethinking the ways in which they present information to their shareholders especially in light of recent legislative changes promoting online reporting. The call for greater transparency, the convergence of corporate social responsibility reporting and more emphasis on environmental consciousness has given rise to a more strategic approach to the online environment. Useability, total user experience, and connectivity with other communication channels are the new paradigms for IR and corporate communicators.

5. COUNTERING DISSIDENTS

The AGM environment is characterised by shareholders increasingly taking a negative stance on company issues and voting against important resolutions, such as executive remuneration and M&A proposals. This makes it crucial for companies to effectively target investors, both at the institutional and retail level, and empower them to vote.

With average initial shareholder response rates on transactions as low as 10-15%, and with another 10% of votes lost in the voting chain, an effective proxy solicitation campaign is essential. With the ability to easily identify who are influencers within your investor base, and who are voting participants, ensures better control of contentious or strategic resolutions.

6. NAVIGATING THROUGH THE CAPITAL MARKETS

The complexity and evolving nature of today's global market continues to pose serious challenges, especially for multi-nationals. Recent stock exchange mergers, continual changes to legal and regulatory frameworks, increased investor activism, and the growing sophistication in capital structures, are just some of the pressures for companies to overcome, if they want to grow and maintain successful relationships with their diverse investor base.

Whether undertaking a multi-jurisdictional corporate action, adapting to new legislation, or simply entering a new market, companies need access to trusted expertise to help navigate through the myriad that is the global capital marketplace and provide a platform for future growth.

HOW WE CAN HELP

COMPUTERSHARE

Computershare has become the world's largest and leading provider of investor-related services. The prime focus of our growth and solution development has centred on issuers, their investors and the challenge of removing barriers to efficient servicing of these important stakeholder groups.

Through several successful strategic acquisitions and integrations with a continued focus on technology, we are at the forefront of delivering seamless solutions worldwide. Backed by our deep expertise in capital markets world-wide, we provide services across borders that not only improve administrative efficiencies, but also enable the equal treatment and enfranchisement of your investors.

Whether a small regional issuer or a large global corporation with multiple stock exchange listings, with direct access to our full suite of interconnected and tailored services, you have the certainty, ingenuity and the advantage to maximise the value in your stakeholder relationships, anywhere in the world.

COMPUTERSHARE COMMUNICATION SERVICES

Computershare Communication Services (CCS) is a leading provider of specialised communication solutions that integrate print and mail with e-commerce and other e-delivery channels.

Working with you, our communications experts help develop comprehensive, yet flexible, strategies that leverage insights from our extensive research methodologies and unparalleled distribution capabilities. This enables you to select the best communication and reporting options to maximise the return on your investment and relationship with your audience.

GEORGESON

With over 75 year's experience, Georgeson is the world's leading and Australia's pre-eminent proxy solicitation and shareholder communications firm. As part of the Computershare group, Georgeson specialises in mergers, takeovers, proxy battles, demutualisations, capital raisings and other extraordinary transactions.

Providing unequalled strategic consulting and execution services, Georgeson's innovative solutions have been used in many well-known transactions including Cemex's bid for Rinker, Airline Partners Australia's bid for Qantas, Suncorp's merger with Promina, the AGL/ Alinta restructure and most recently, Wesfarmer's acquisition of Coles.

Georgeson's considerable expertise in the management of corporate actions provides the competitive edge your company needs throughout your transactions.

COMPUTERSHARE'S INTERACTIVE MEETING SERVICES

Computershare's interactive company meetings system is at the forefront of wireless, handheld technology, and offers an easy, automated registration process that links meeting attendees with their voting rights, and provides a fast and accurate poll voting solution. Currently used in more than 100 meetings per year, this technology allows you to gain an instant visual response throughout your meeting whilst keeping your audience focused and engaged.

