

TOP IR PAIN POINTS *(and how tenured IROs are tackling them)*

Ipreo's Perception Analytics team interviewed experienced IROs of global companies in order to understand their top pain points and how they tackle these challenges. Representing six countries, these IROs have an average tenure of 6.23 years and their feedback is summarized below.

Pain Points



Finite IR Resources to Engage with the Street

"We have been spending a lot more time on targeting. Our strategy involves having a much stronger understanding of who we are meeting. We are running more analysis on previous activity to manage our activity going forward. We then have to reactively increase IR's resources to address the increased demand." **European IRO**

Solutions

- Prioritize access by shareholding rank, investment style, geography, prior history of meetings, and EAUM.
- Utilize platforms and technology to manage CRM, IR calendar, meeting notes, targeting, and ownership records.
- Coordinate resources with other internal teams (e.g. Finance).



Evolving Regulatory Environment

"On MiFID II, it is about being knowledgeable and making sure that we have all the correct contact information for our investors. We will be leaning on folks like Ipreo to make sure that we get the right information. When the time comes for us to reach out to the sell side to set up a meeting and they are not really able to do much, we will be able to put together our own itinerary." **North American VP of IR**

- Increase direct engagement to supplement broker-facilitated events.
- Hire in-house corporate access manager.
- Promote more ad-hoc events (Investor Days, topical webinars, and reverse roadshows).



Effective Use of Management's Time

"With regard to management visibility and exposure, we try to be opportunistic when people may be traveling to certain business regions. We try work around this by offering some form of investor access during their trips." **European IRO**

- Undertake institutional targeting on a regular basis to ensure NDR schedule and company events are maximizing the value of management's time.
- Prioritize event attendance based on broker relationship and quality of past events.



Rise of Passive Ownership

"If they are not already, IR professionals need to be more engaged on the corporate governance side. They already have connections with investors who sit on committees that vote the proxies. If they do not have a connection to a corporate governance team, then they need to establish it." **North American VP of IR**

- Know who the passive holders are.
- Understand who to engage with at passive firms (e.g. governance and proxy teams) and what topics are important (e.g. Environmental, Social, Governance).