2024

Process, Methodology & Insights

2024 Developed Europe & Emerging EMEA Executive Team

Strengthen your investor outreach with Institutional Investor Research

INSTITUTIONAL INVESTOR | II RESEARCH

Who we are

Institutional Investor Research (II Research)

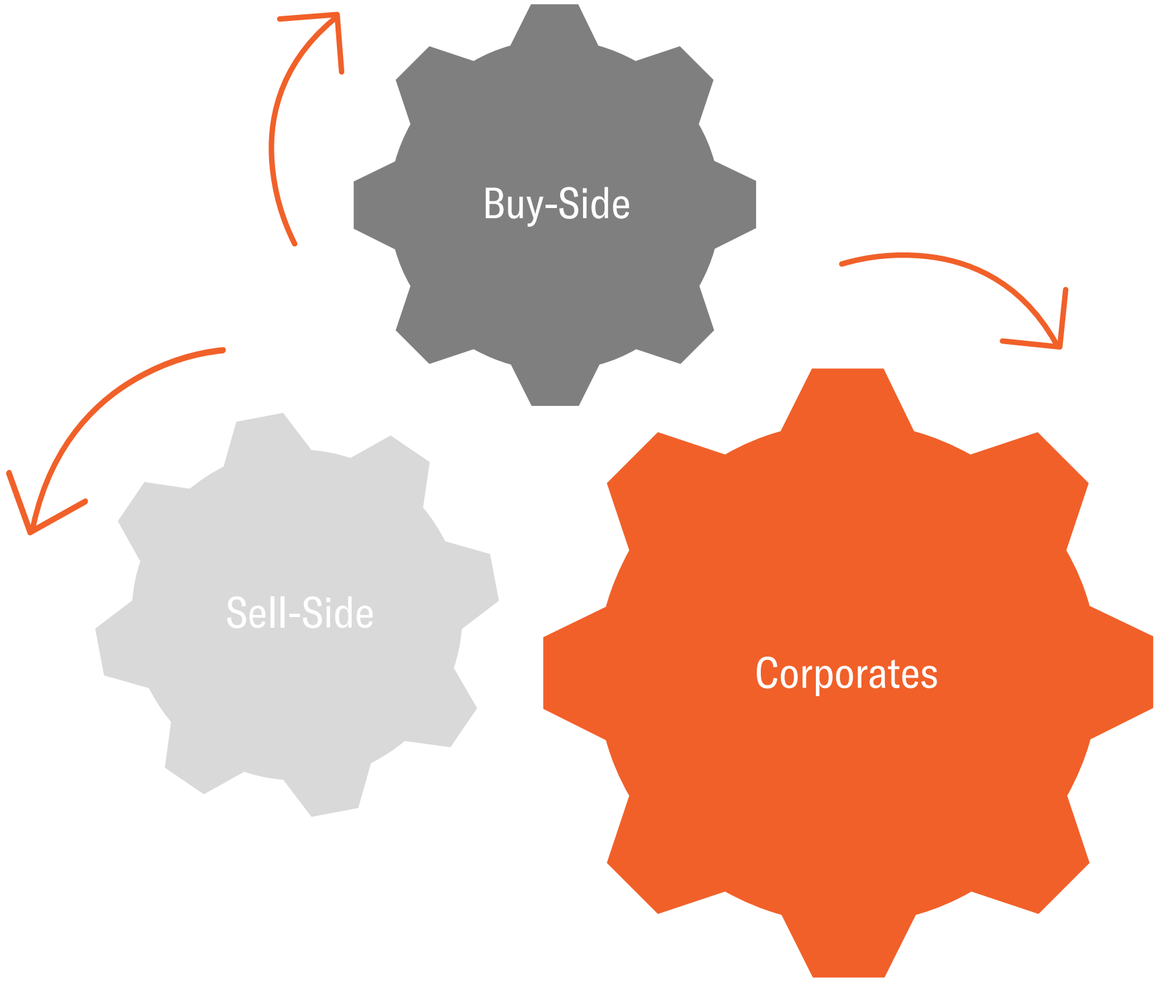
is recognised as the leading provider of independent performance validation and a source of qualitative market intelligence for Corporates and Investment Professionals globally.

GOLD STANDARD

of market intelligence for Equities, Fixed-Income and Corporate Executive Team performance.

RESEARCH - RANKINGS - DATA - INSIGHTS

In-depth data allows firms to refine business models using independent and comprehensive feedback.



Who we are

Institutional Investor Research (II Research)

II Research produces unique insights and actionable data, based on annual performance and market penetration assessments across 10 different global markets and key capital market players.

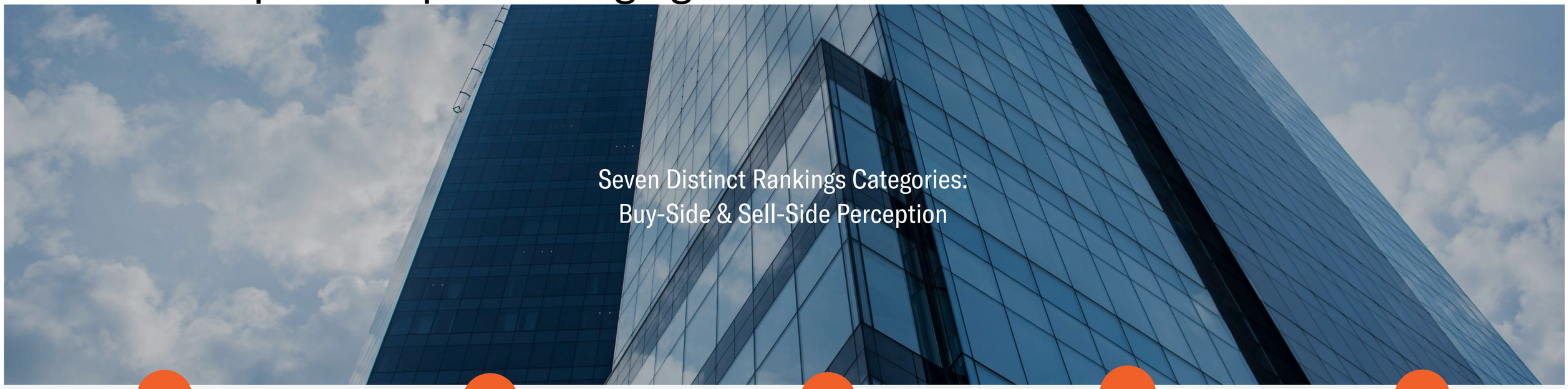
INDEPENDENT DATA-DRIVEN INSIGHTS

The research data:

- Independently captures evaluations of companies, brokers and executives from investment managers, broker firms and corporate issuers.
- Delivers detailed peer-to-peer comparative analyses every year.

The feedback helps inform strategic decision making and improve resource and process management.

2024 Developed Europe & Emerging EMEA Executive Team



CEO & CFO

IROs & IR Teams

IR Program

Investor Events

ESG &
Company Board

What's in it for you?

Understand what investors want

Leverage independent perception insights from your most sought after investors to engage stakeholder groups more effectively.

IR & Executive Peer Benchmark

How does your IR outreach measure up against your peers? Get qualitative and quantitative comparative issuer evaluation.

Resource Allocation

Identify your relative strengths and weaknesses to align IR activities and outreach with your strategic goals.

Identify Partners

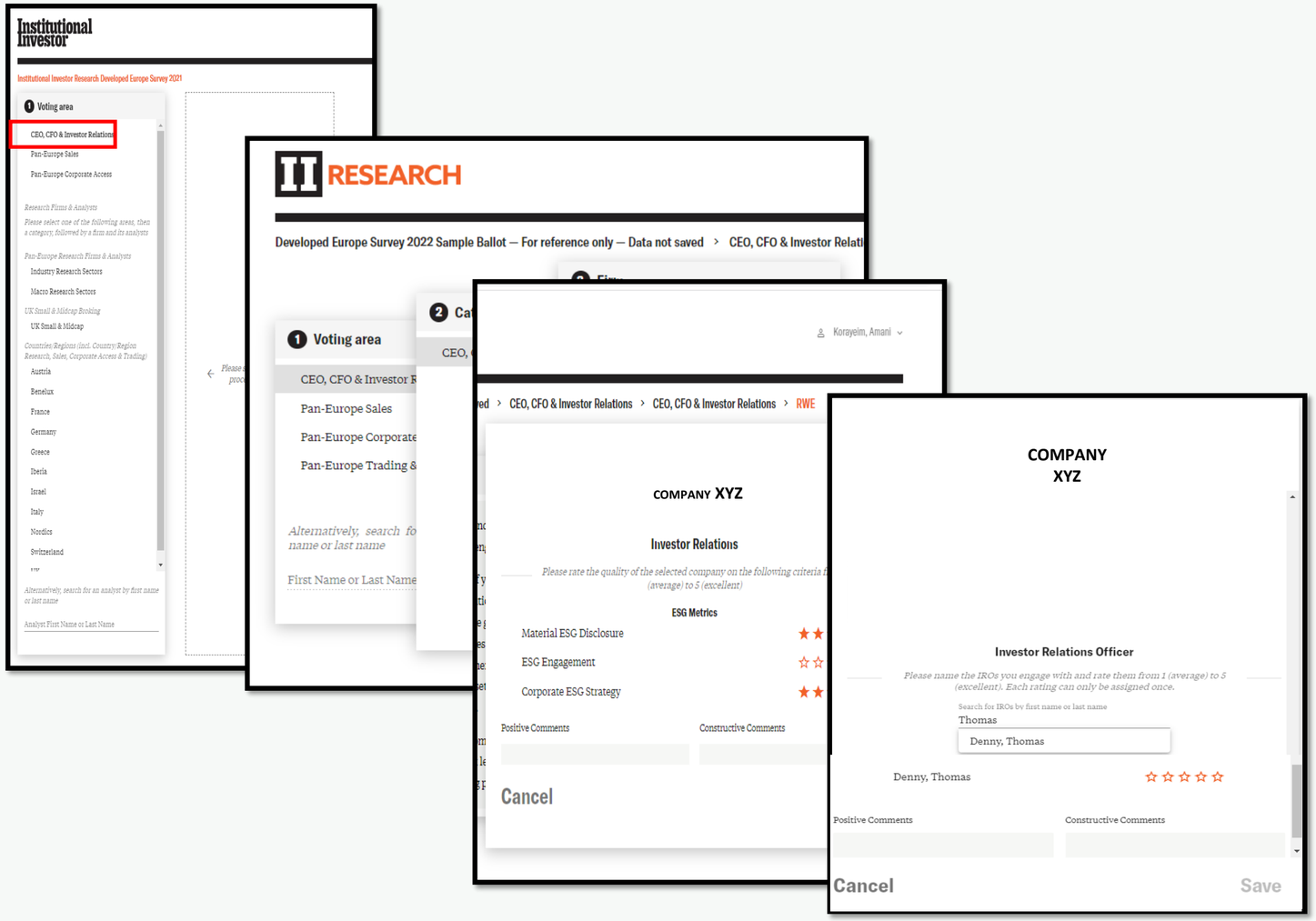
Engage the best-in-class – learn which sell-side firms/individuals provide the best coverage and access to institutional investors?

Methodology & Voting Guide

Methodology - Overview

Sell-side analysts vote for Corporates in the Executive Team Survey.
Portfolio Managers and Buy-side Analysts are encouraged to vote for Corporates in the Executive Team Survey.

- ❑ Unprompted, top-of-mind nominations for investor relations and corporate leadership, starting on company level.
- ❑ Companies are given a 1 to 5 star rating across 20 performance metrics.
- ❑ All voters considered equal: no weighting supplied to individual voter.
- ❑ All votes are anonymous.



Methodology – Research Categories

STEP 1: Select the Executive Team role and/or IR Program Attribute

Executive Team

CEO

- Leadership
- Communication
- Credibility

CFO

- Financial Stewardship
- Capital Allocation
- Communication

IRO

Company Board

- Diversity & Composition
- Stewardship & Strategy
- Tenure & Board Refreshment

IR Program Functions

Service & Comms

- Accessibility of Senior Execs
- Business & Market Knowledge
- Execution of Strategy
- IR Team Well-informed & Empowered
- Productivity of NDR/Conferences/Calls
- Responsiveness

Financial Disclosure

- Quality & Relevance
- Consistency
- Granularity

ESG Metrics

- ESG Metrics
- ESG Engagement
- Corporate ESG Strategy

Investor Events

Methodology – Research Categories

STEP 2: Select the company

All Europe and EMEA publicly-listed companies are eligible to receive votes. Voters name the company they would like to rate and can add companies if the auto-type doesn't find the named company

STEP 3: Rate the company

Ratings are on a scale of 5 (Excellent) to 1 (Average)

STEP 4: Add comments

Voters can leave comments across all the voting areas to elaborate on their quantitative assessment of the company. We request they leave positive and constructive comments

Note: Comments are anonymous and II Research reserves the right to edit any defamatory content!

Note: Quant Analysts, Economists, Strategists and Traders are exempt from this requirement.

Methodology

GENERAL

- Research cycle 4-6 weeks
- Independently conducted research
- Unprompted voting – no pre-selected company list
- Rating based evaluation 1-5 (1=average, 5=excellent)
- Rating 5 = 5 Points
- Score obtained from total points divided by sum of votes
- Results are not weighted by function, size etc.

TARGET UNIVERSE

- Global voter universe
- Leading professionals from II proprietary database
- Voter eligibility criteria includes but not limited to Sector/Region orientation
  - AuM
  - Research coverage
  - Investment profile
  - No sales people
- Corporate must be headquartered and listed in survey region

OUTPUT

- Country and Sector analysis
- Voter demographic (Location, Domicile, AuM, Inst. Type, Research Team etc.)
- Transparency on participating firms
- Core and Small/Mid-Cap Reports
- Complete *comparative peer analysis*

VOTING PROCESS

- Corporates verify company details/executives through Corporate Insights and Verification (CIV) form. Verified information used for ballot roster.
- Voters pre-verified and indexed and invited to participate (following GDPR rules)
- New voter entries assessed carefully for eligibility before permitted/rejected

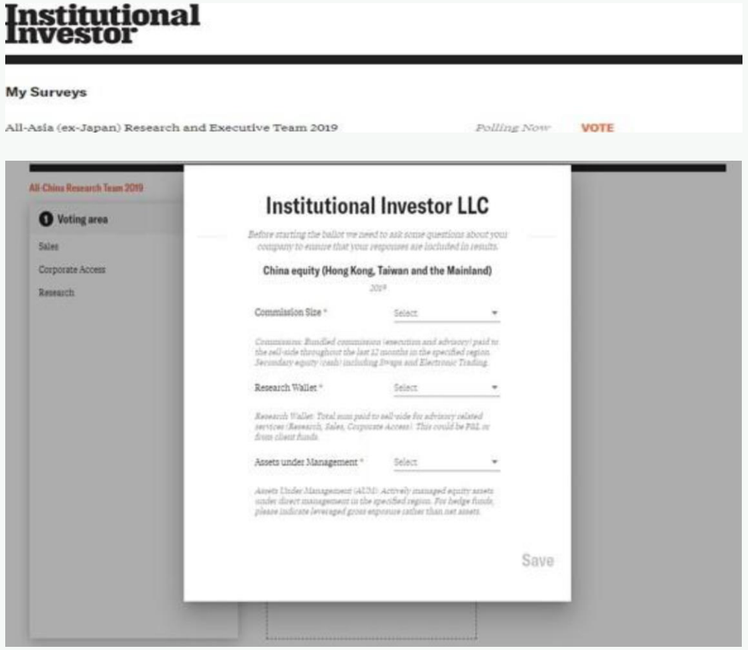
Buy & Sell-Side Voter Registration

https://voting.institutionalinvestor.com

01. First time users can sign up with their professional email address using the link on the page. An email will be sent to verify their email address.

02. New users can request a ballot after their email address has been verified . They will be asked to complete basic information about their firm and job title. Requests will be reviewed to determine eligibility. If approved, they will be able to see the survey under 'My Surveys'. Eligible voters will be able to see the survey when it is open. Voters, who do not match the eligibility criteria will be informed accordingly.

03. Voters are asked for the approximate AUM, commission and research wallets for their firm.



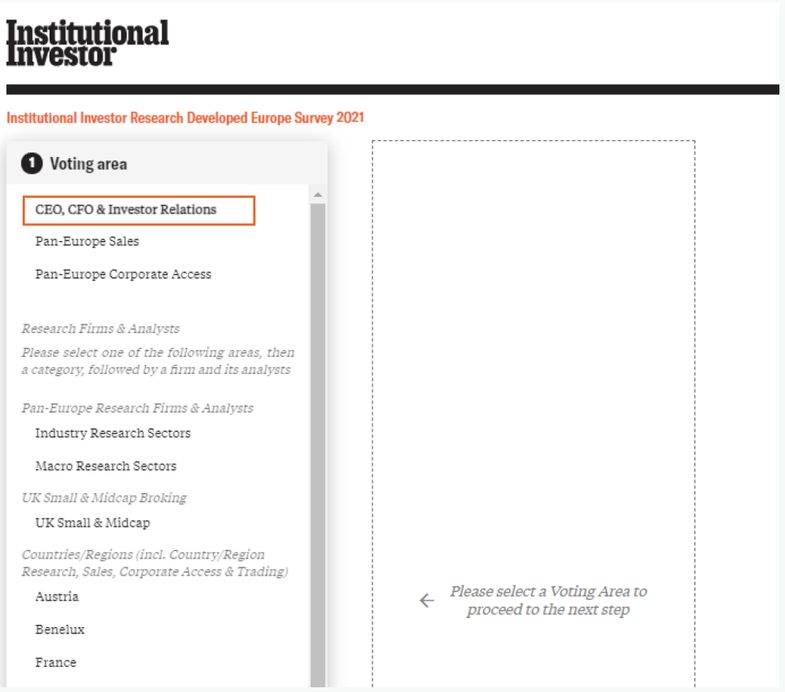
Executive Team Vote

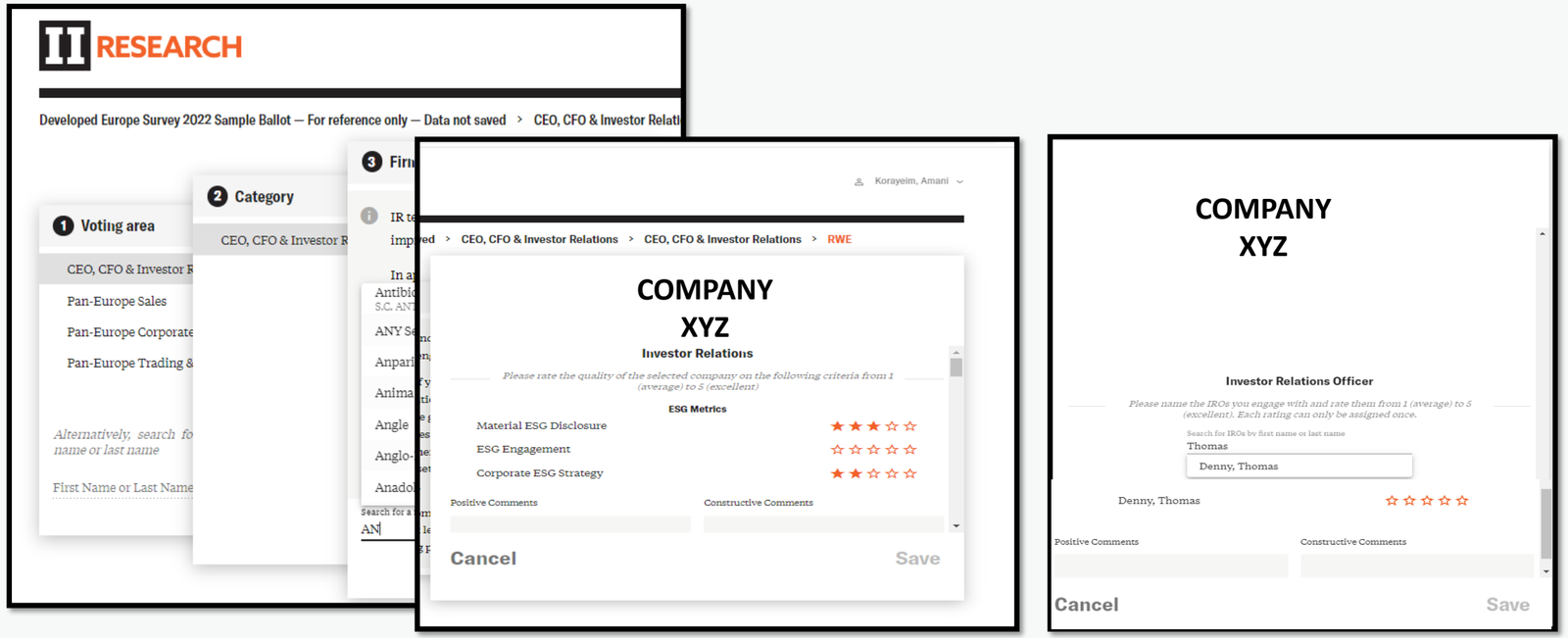
https://voting.institutionalinvestor.com

04. To vote for Executive Team, voters need to select the voting category CEO, CFO & Investor Relations

Add the name of the company you wish to rate. When the company choice window opens-up it contains different voting areas. Voters are asked to rate them from 1-5 and provide commentary

Enter the name if the Investor relations officer you would like to rate. Names can be added here.





Published Results

LEADERS TABLES

Executive Team

The top 3 individuals per sector will be published for:

- Best CEO (or CEO equivalent)
- Best CFO (or CFO equivalent)
- Best IR Professionals
- Best IR Team

IR Program Functions

The top 3 firms per sector will be published for:

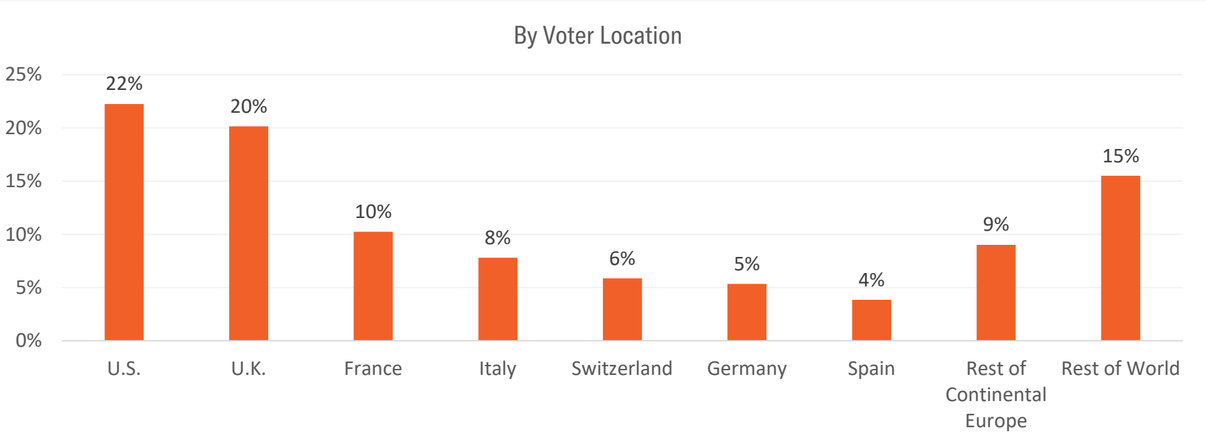
- IR Program Overall
- Best ESG Metrics
- Best Investor Days
- Company Board

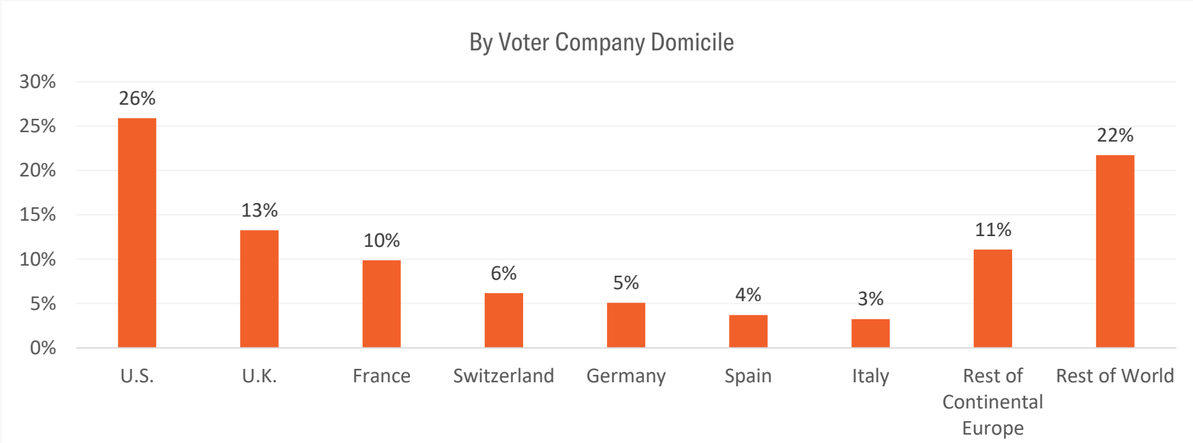
Notes: Results are presented Core (best across survey irrespective of size), Large and SMID-cap

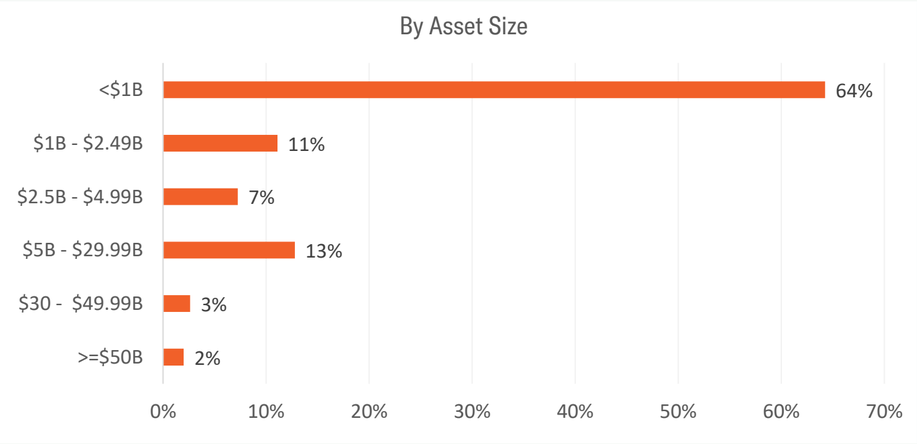
2023 Developed Europe & Emerging EMEA Executive Team Survey Statistics

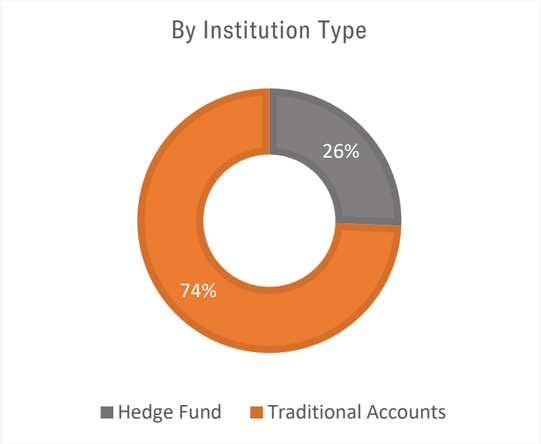
Developed Europe - Compiling the Buy-Side Universe

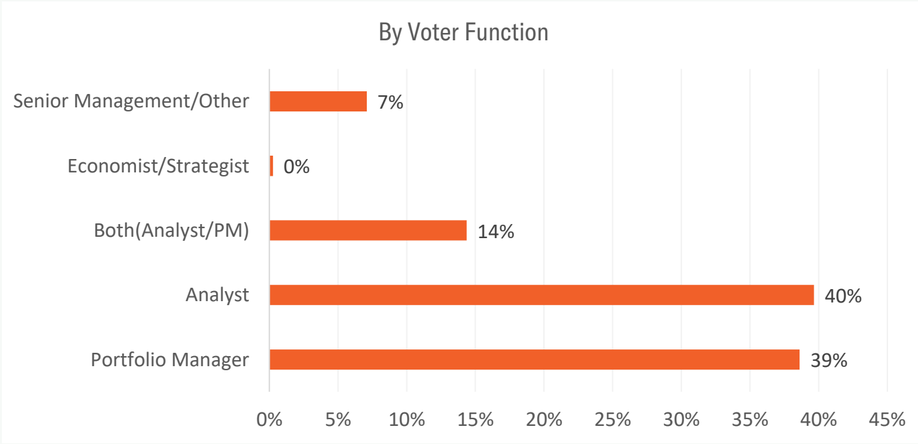
A total of 1,142 buy-side analysts and portfolio managers at 649 firms voted in the Executive Team rankings. They nominated 760 companies across 31 sectors.





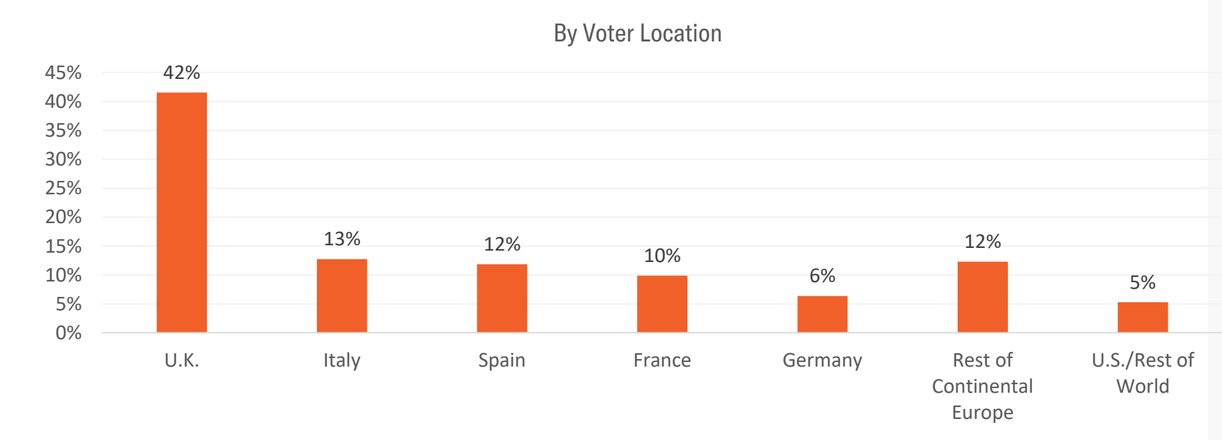


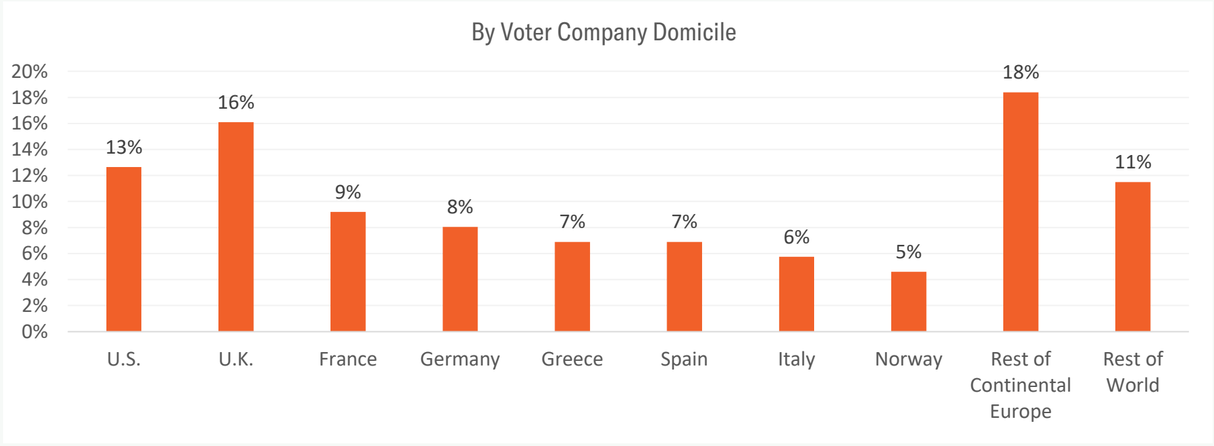


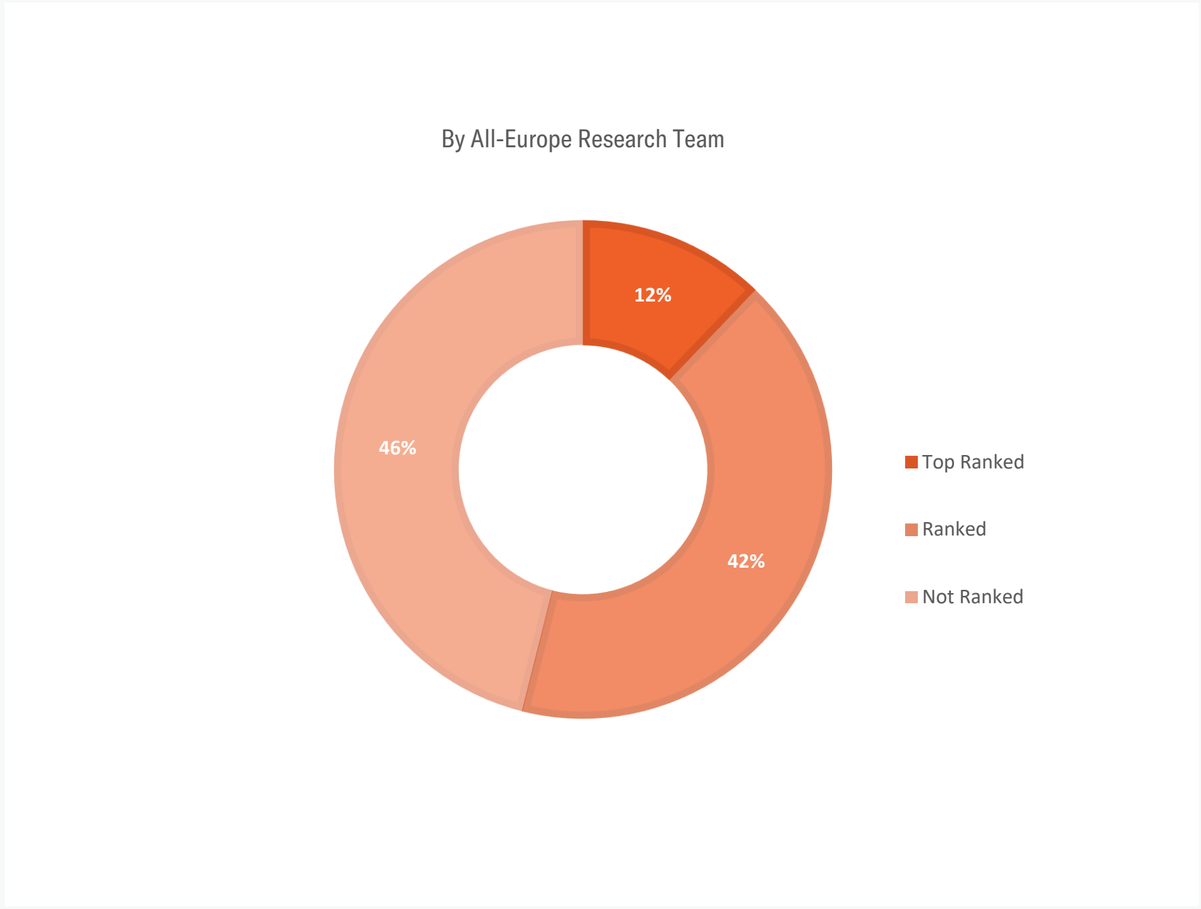


Developed Europe - Compiling the Sell-Side Voting Universe

A total of 455 sell-side analysts at 87 firms voted in the Executive Team rankings. They nominated 678 companies across 31 sectors.

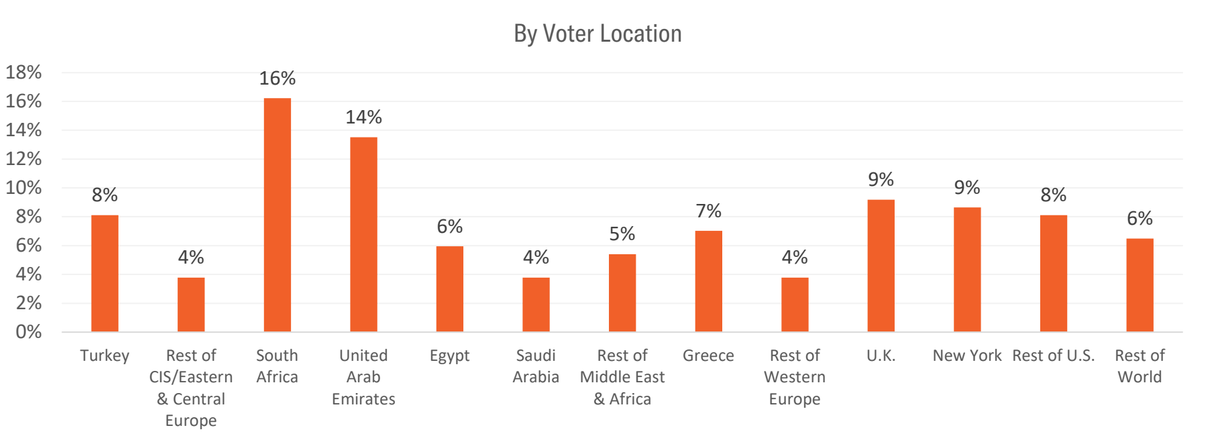


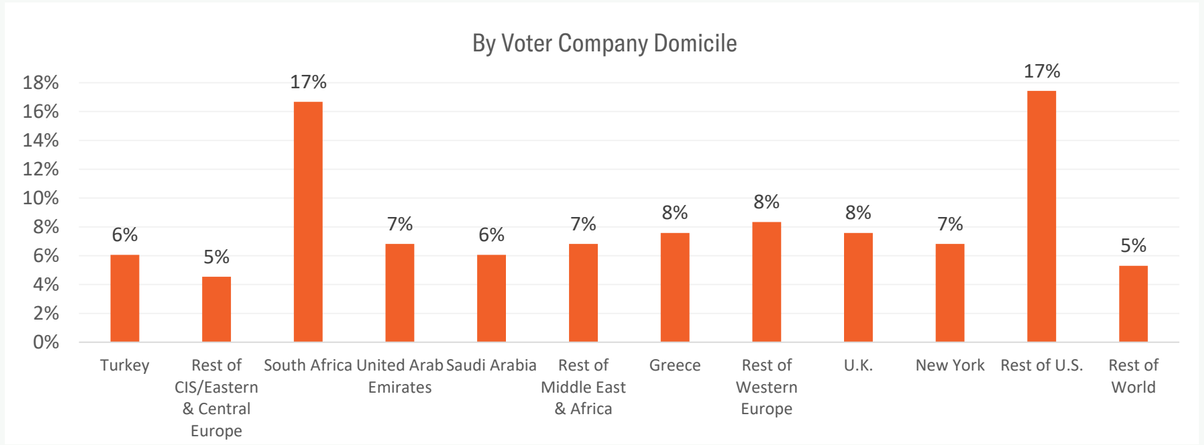


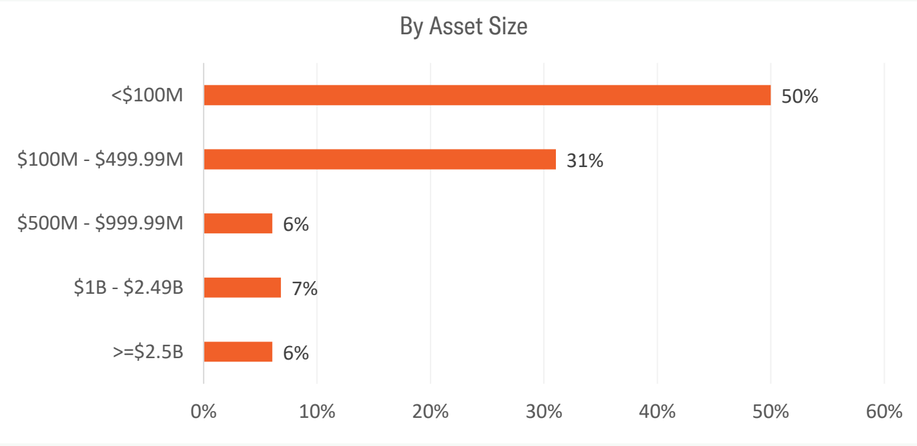


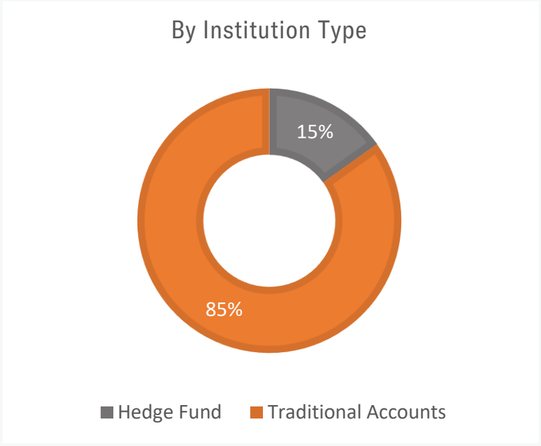
Emerging EMEA - Compiling the Buy-Side Universe

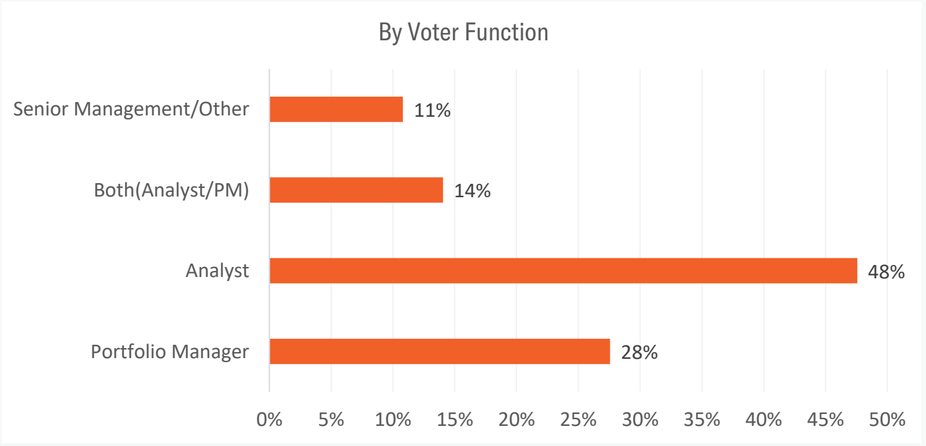
A total of 183 buy-side analysts and portfolio managers at 132 firms voted in the Executive Team rankings. They nominated 178 companies across 11 sectors.





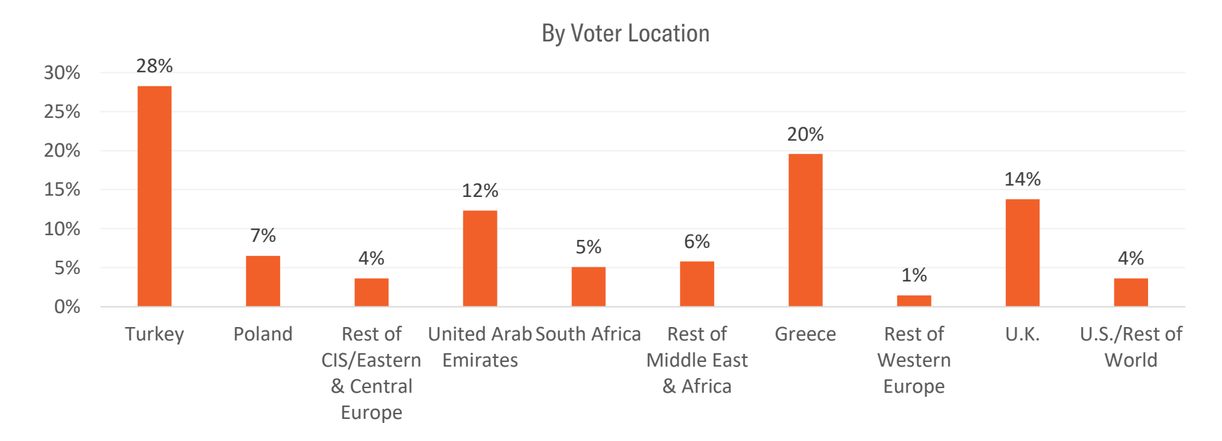


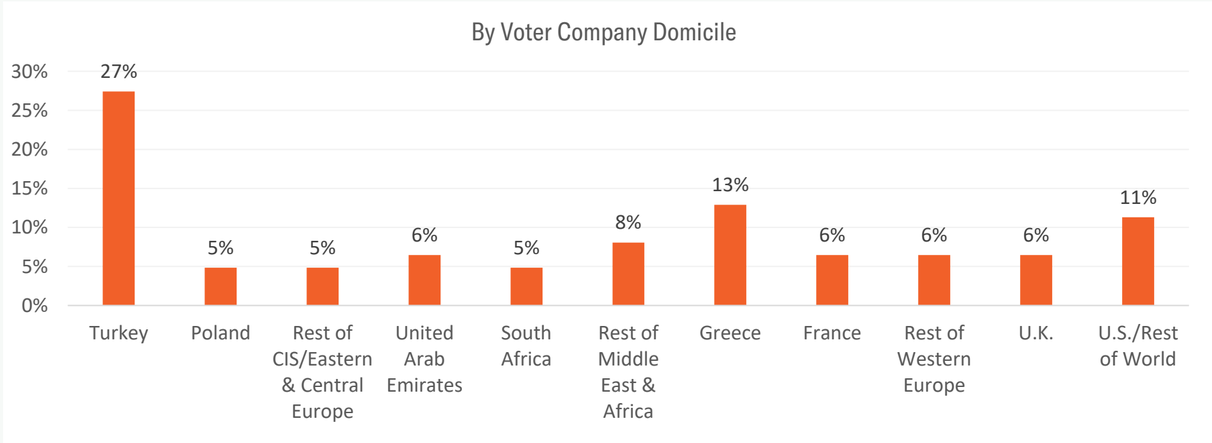


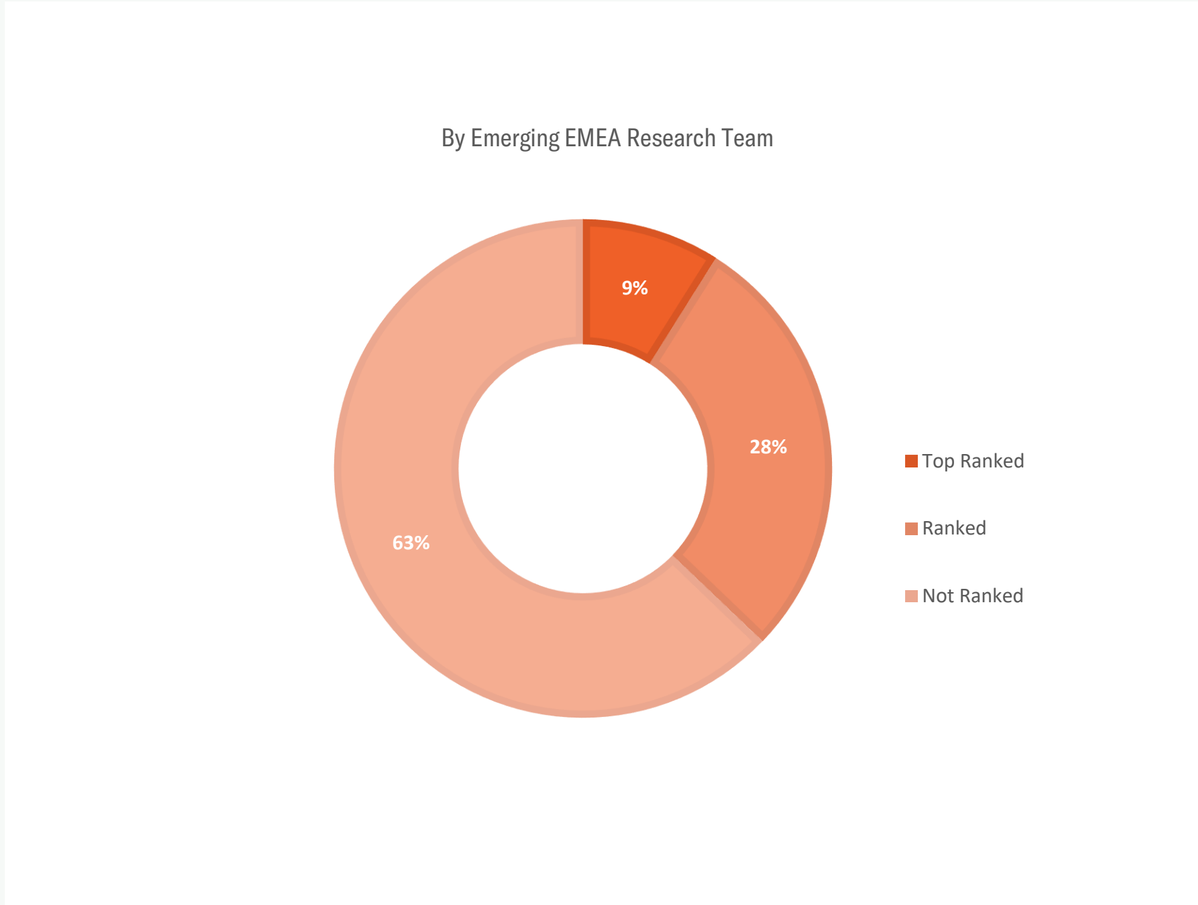


Emerging EMEA - Compiling the Sell-Side Voting Universe

A total of 136 sell-side analysts at 61 firms voted in the Executive Team rankings. They nominated 191 companies across 11 sectors.





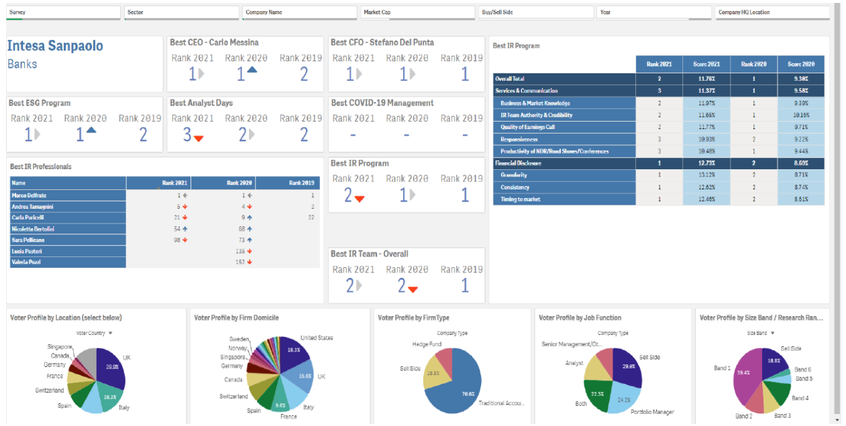


IR Best Practices

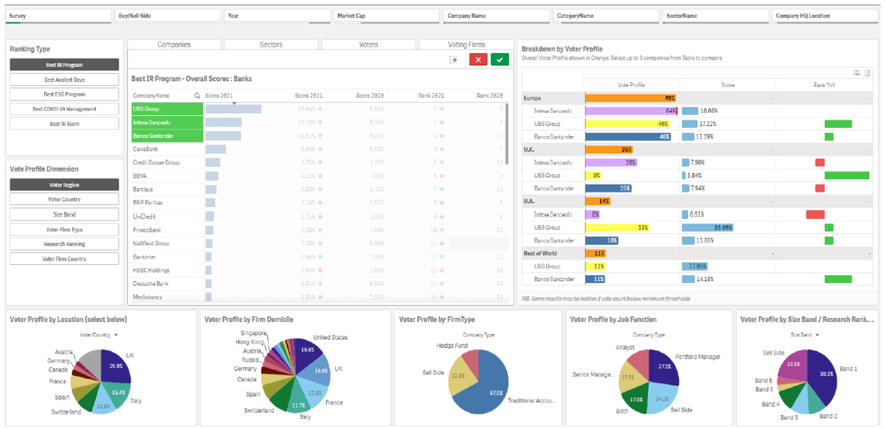
Results – II Corporate Dashboard

The Corporate Dashboard is an interactive data visualisation and mapping tool, providing business management insights to inform strategic outreach and resource allocation for more effective IR engagement and communication. The data insights are the first-choice source and global industry benchmark for independent performance validation, market intelligence and competitor analysis.

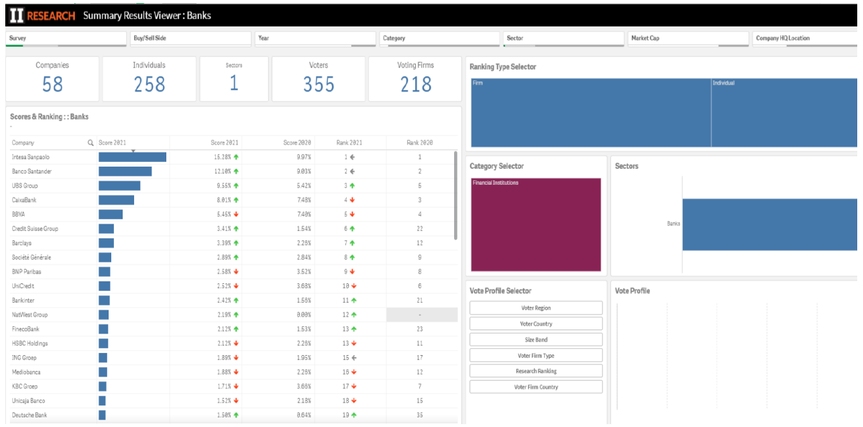
Overall Performance Summary by Research Category for Country/Sector



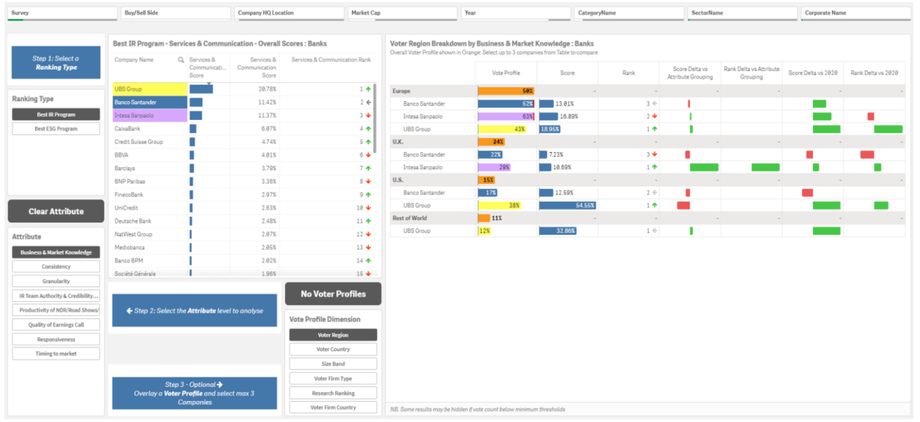
RESEARCH CATEGORIES: Peer Sector/Country Benchmarking by Stakeholder Target Group



Summary by Research Category for Country/Sector – Leader table



IR ATTRIBUTES: Peer Sector/Country Benchmarking by Stakeholder Target Group



Insights from Investor Relations Officers

Listed below are the additional components of the Insights from Investor Relations Officers section of the IR Perception Study.

Time Dedicated to Financial Audiences and IR Services

- Annual IR Budget
- Time Spent Communicating with Financial Audiences
- Time Spent Communicating with Internal Audiences vs. External
- Use of Third-Party Vendors

Executive Interaction

- On average, how often do executive teams initiate contact with the buy side and the sell side?
- Has there been a change in executive team interaction with the buy side and the sell side?

Buy-Side and Sell-Side Interaction

- What is the change in hedge fund coverage over the past year?
- How many sell-side firms publish research about your company?
- Are you actively trying to increase the number of sell-side firms that follow your company?
- How many of these sell-side analysts do you read consistently?
- How many sell-side conferences does your company attend each year?

LISTS OF "THE BEST" →

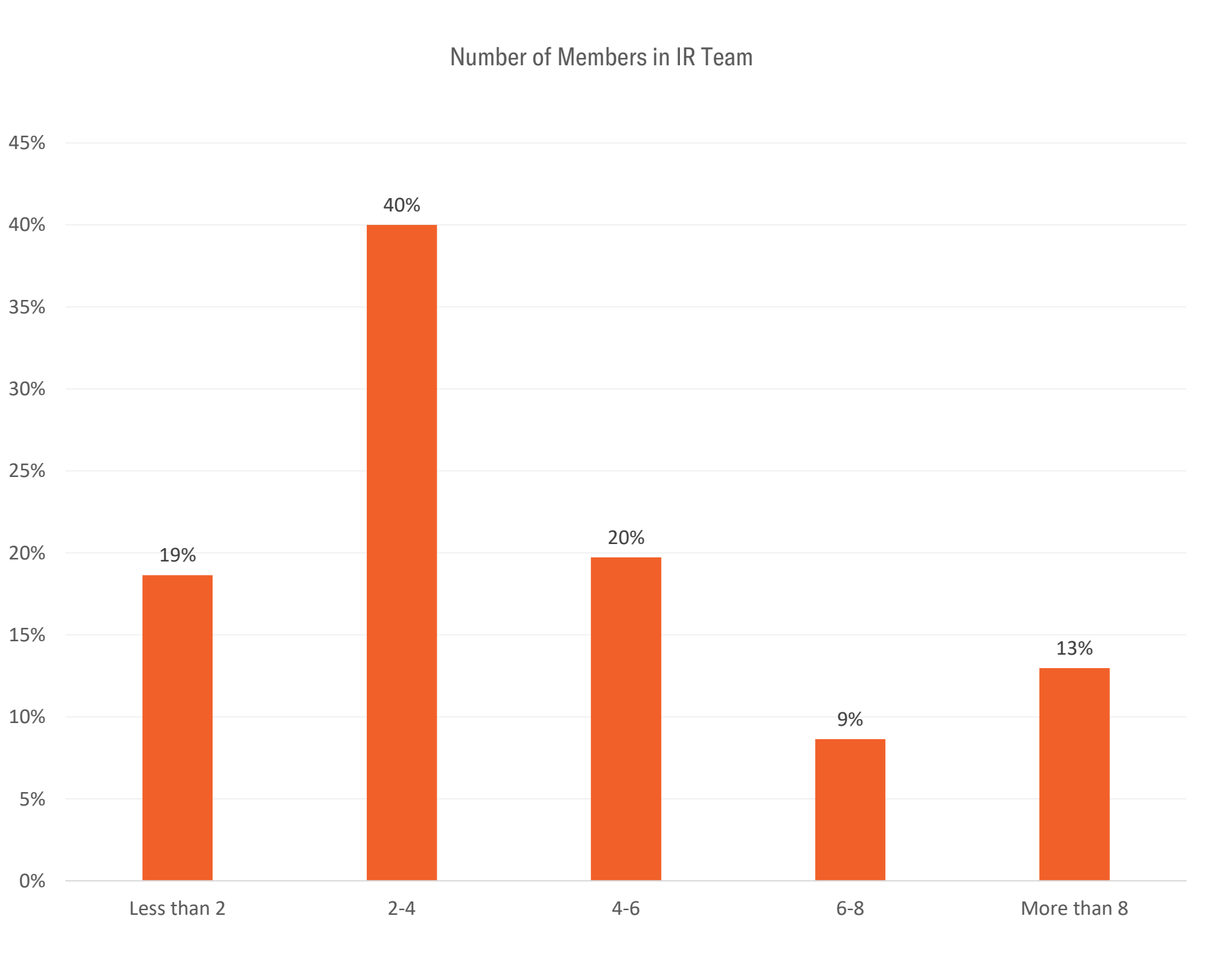
Best sell-side analysts:
Institutional Investor's Research Team rankings

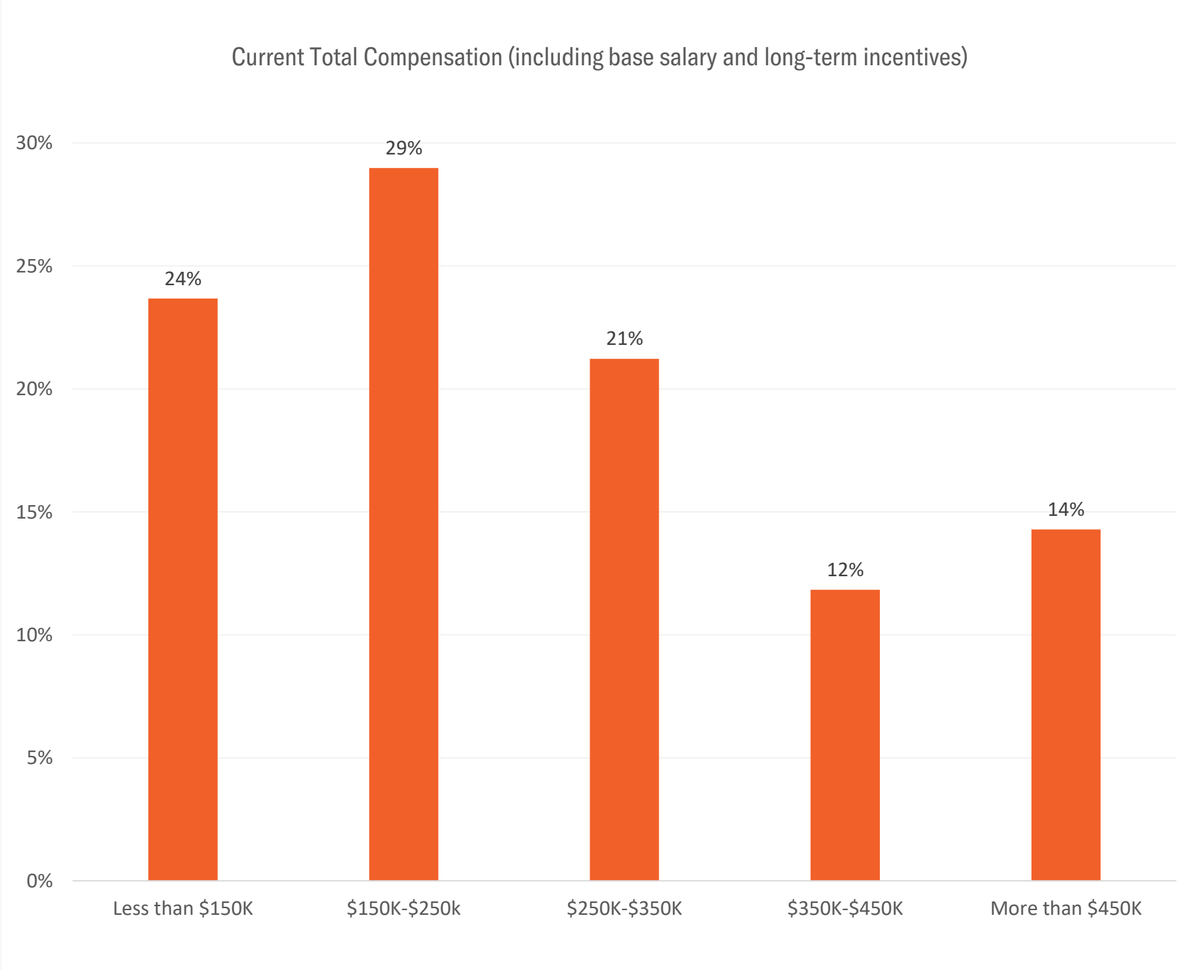
Sell-side firms providing the best coverage
(overall and sector level)

Sell-side firms asked about most knowledgeable buy-side firms (overall and sector level)

Developed Europe - Profile of Investor Relations Department

This section describes the average profile of an investor relations team.





Developed Europe - Insights from Investor Relations Officers

This section describes executives' participation and buy-side coverage trends.

ON AVERAGE OVER THE PAST YEAR, COMPANIES MADE PRESENTATIONS AT:

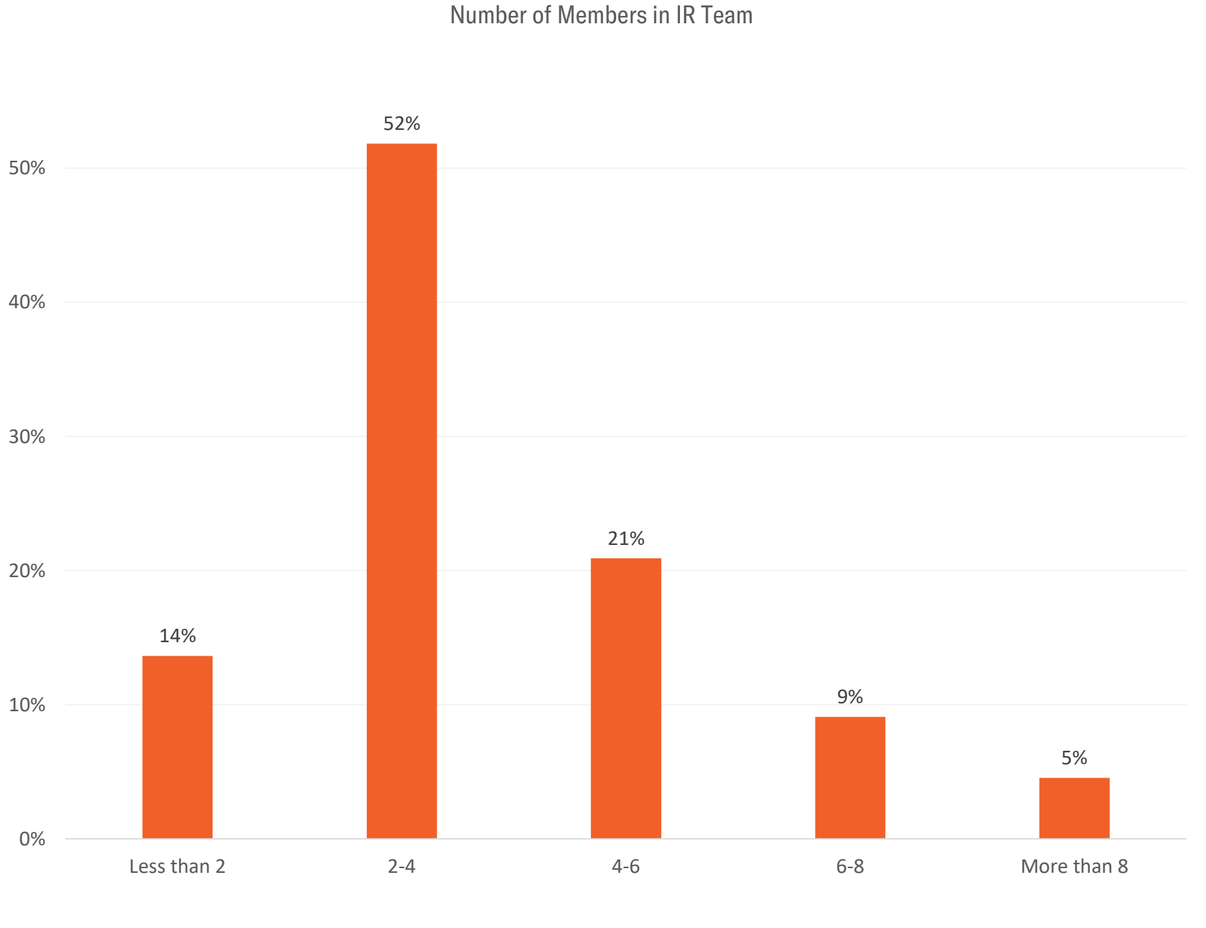
	CEO is present at:	CFO is present at:	Board is present at:
330 one-on-one meetings/phone calls	33% Out of 330	43% Out of 330	12% Out of 330
105 events sponsored by a sell-side firm	38% Out of 105	49% Out of 105	17% Out of 105
77 events sponsored by my company	57% Out of 77	63% Out of 77	22% Out of 77

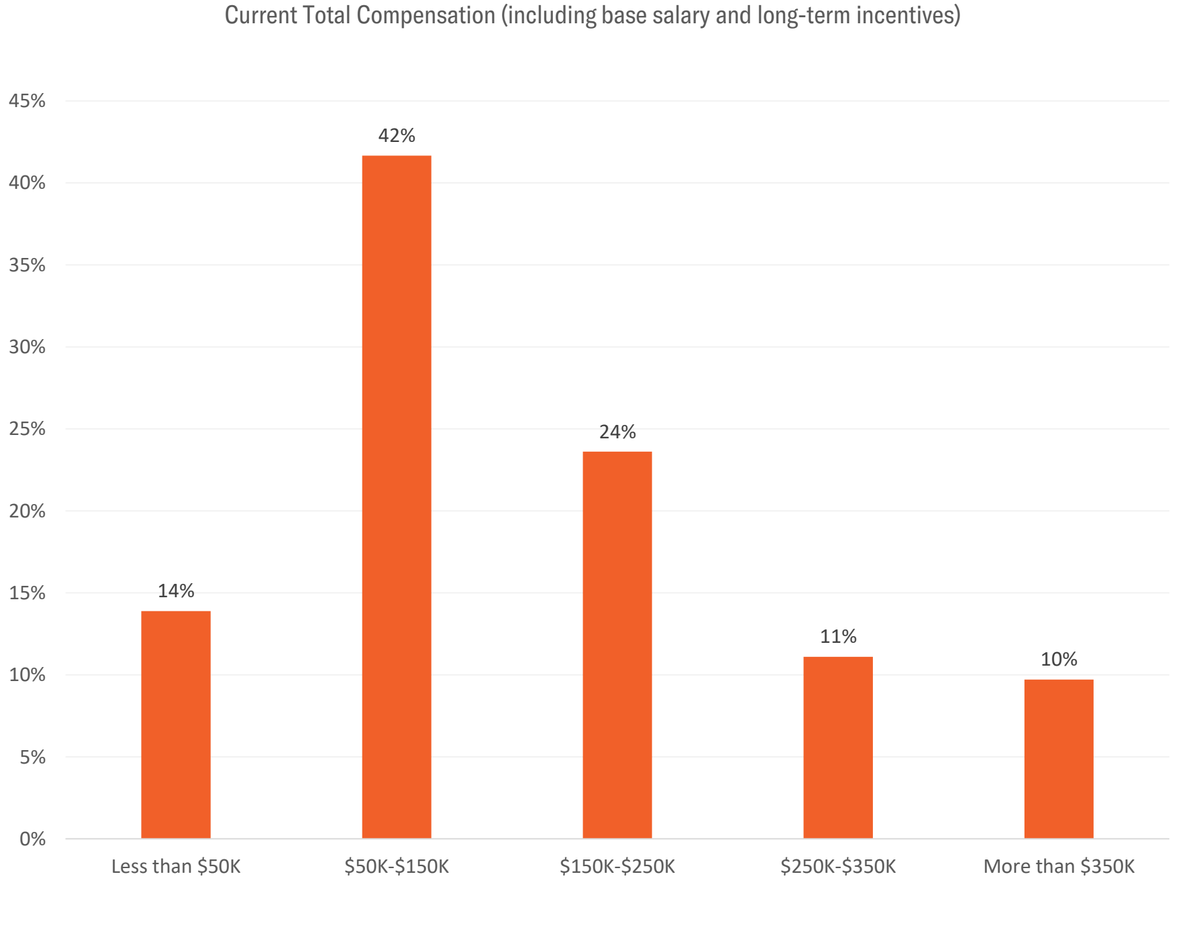
HOW OFTEN DOES THE COMPANY'S EXECUTIVE TEAM INITIATE CONTACT WITH THE BUY SIDE?

At least once a week	30%
At least once a month	38%
At least once a quarter	27%
At least twice a year	5%

Emerging EMEA - Profile of Investor Relations Department

This section describes the average profile of an investor relations team.





Emerging EMEA - Insights from Investor Relations Officers

This section describes executives' participation and buy-side coverage trends.

ON AVERAGE OVER THE PAST YEAR, COMPANIES MADE PRESENTATIONS AT:

	CEO is present at:	CFO is present at:	Board is present at:
206 one-on-one meetings/phone calls	30% Out of 206	50% Out of 206	15% Out of 206
82 events sponsored by a sell-side firm	40% Out of 82	55% Out of 82	14% Out of 82
41 events sponsored by my company	64% Out of 41	69% Out of 41	34% Out of 41

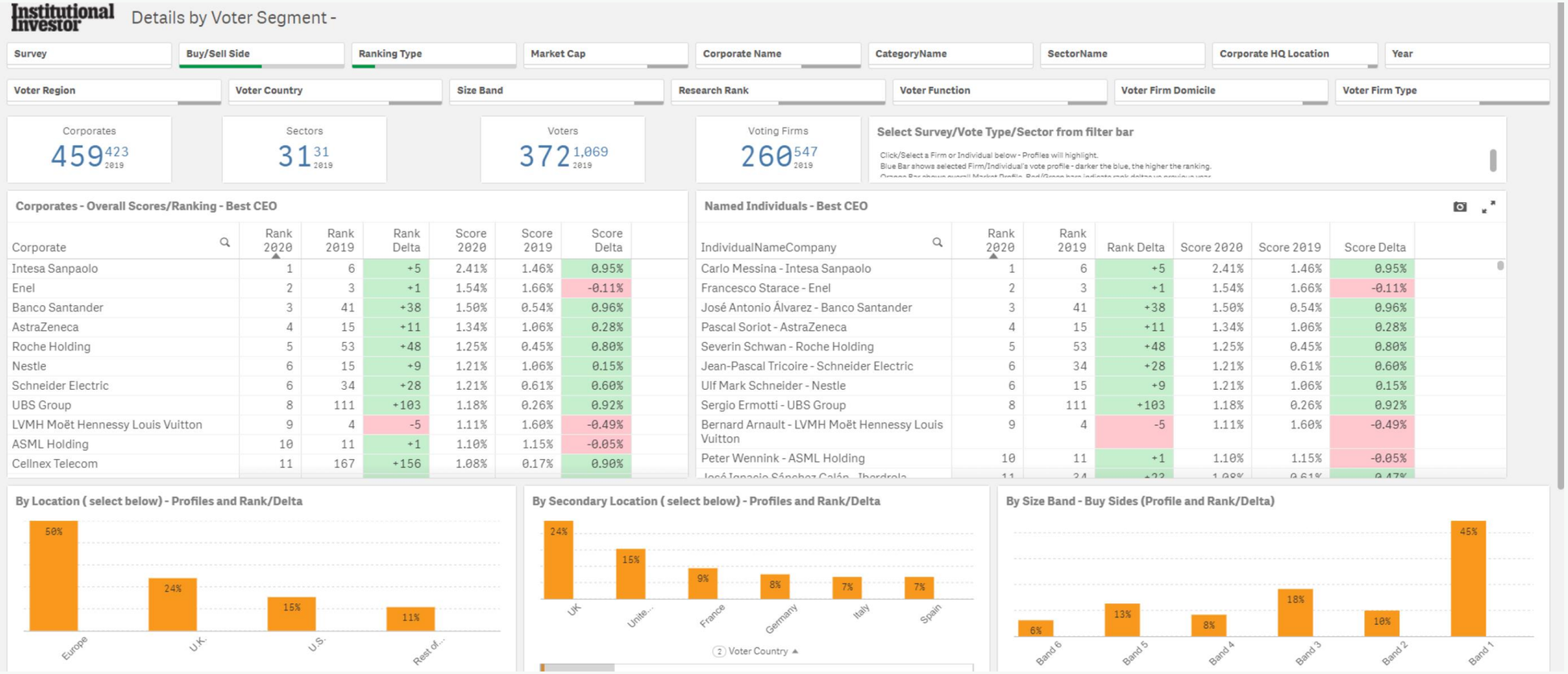
HOW OFTEN DOES THE COMPANY'S EXECUTIVE TEAM INITIATE CONTACT WITH THE BUY SIDE?

At least once a week	30%
At least once a month	33%
At least once a quarter	26%
At least twice a year	11%

IR Ranking Analysis - Sample

Buy-Side Rankings of Best CEO by Attribute

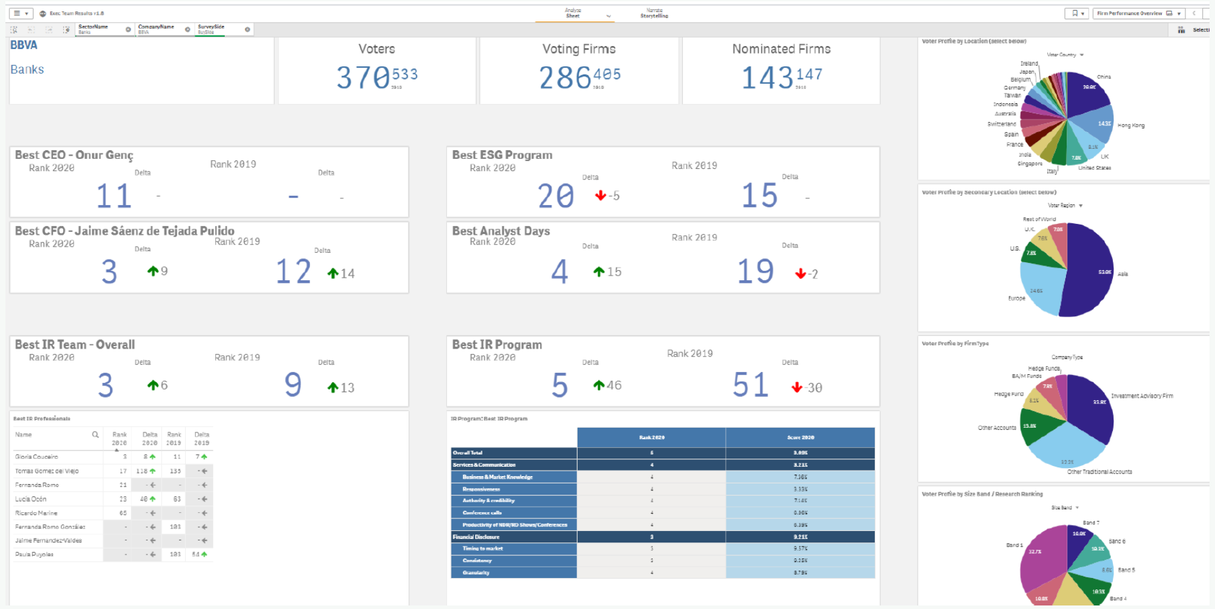
This page presents a comparative analysis between your company and all other companies nominated in your sector by buy-side individuals for Best CEO category. Market-share scores give added insights into the strength of each company's position. Results for CEO "Overall" are an aggregate of all three attributes: Leadership, Communication, Credibility

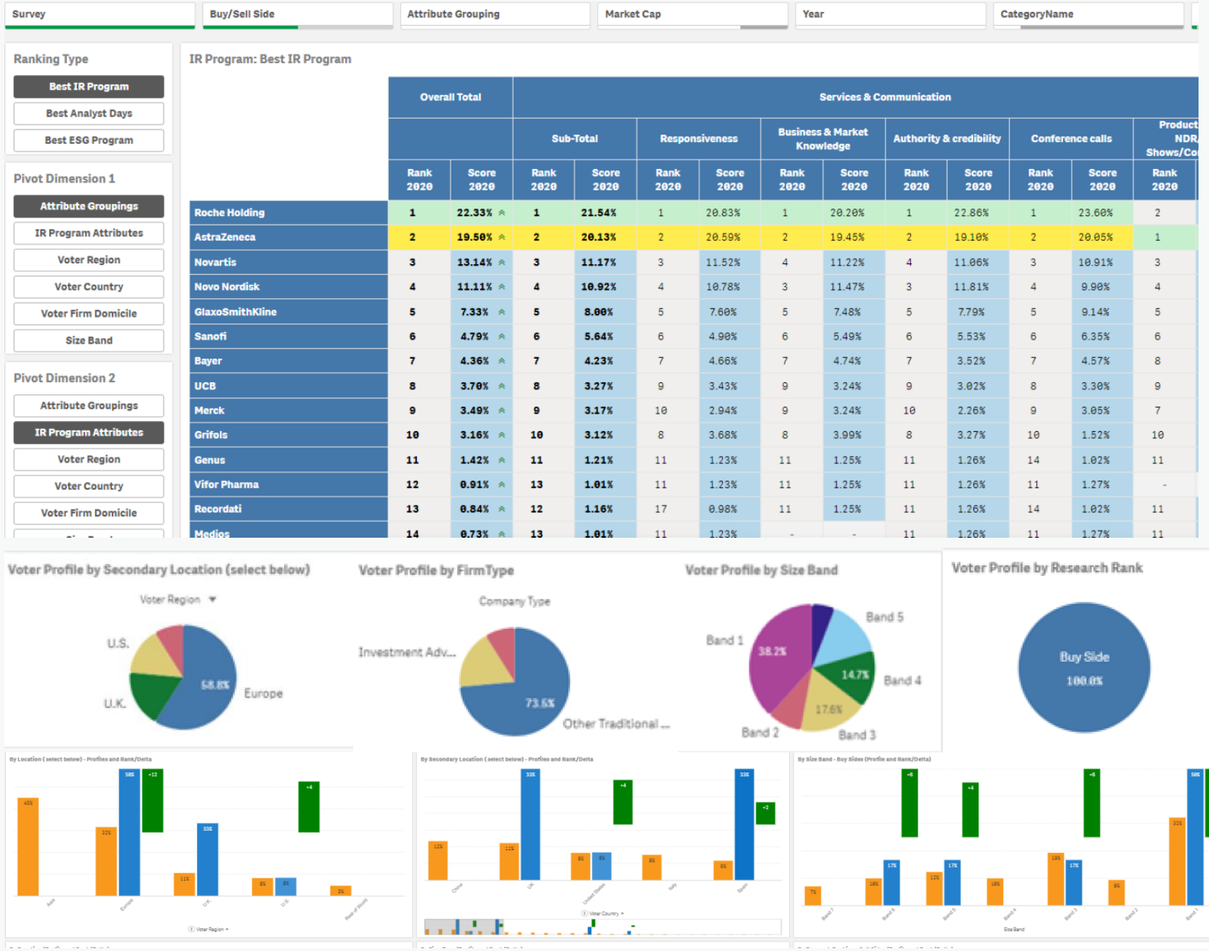


Buy-Side Rankings of Best IR Programme

by Demographics of the Voter and Attributes

Buy-side rankings are also offered by specific voter demographic segments, which reveal the types of investors with whom your IR program is effective and the types with whom it needs to improve. These buy-side rankings are segmented by the voter's location (where the voter is stationed), assets under management, function (title), and institution type. Results for IR Program "Overall" are an aggregate of all 9 attributes



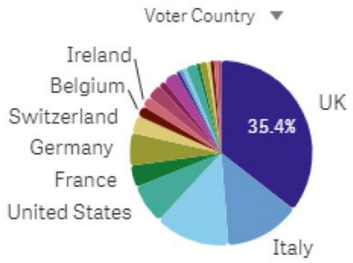


Sell-Side Rankings of Best Investor Relations Professional

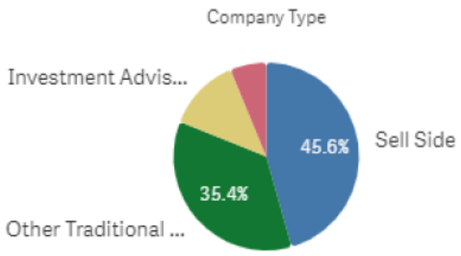
by Demographics of the Voter

This page presents a comparative analysis between your company and all other companies nominated by sell-side analysts for Best Investor Relations Professional. Market-share scores give added insight into the strength of each individual's position.

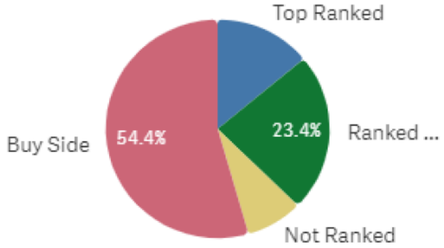
Voter Profile by Location (select below)

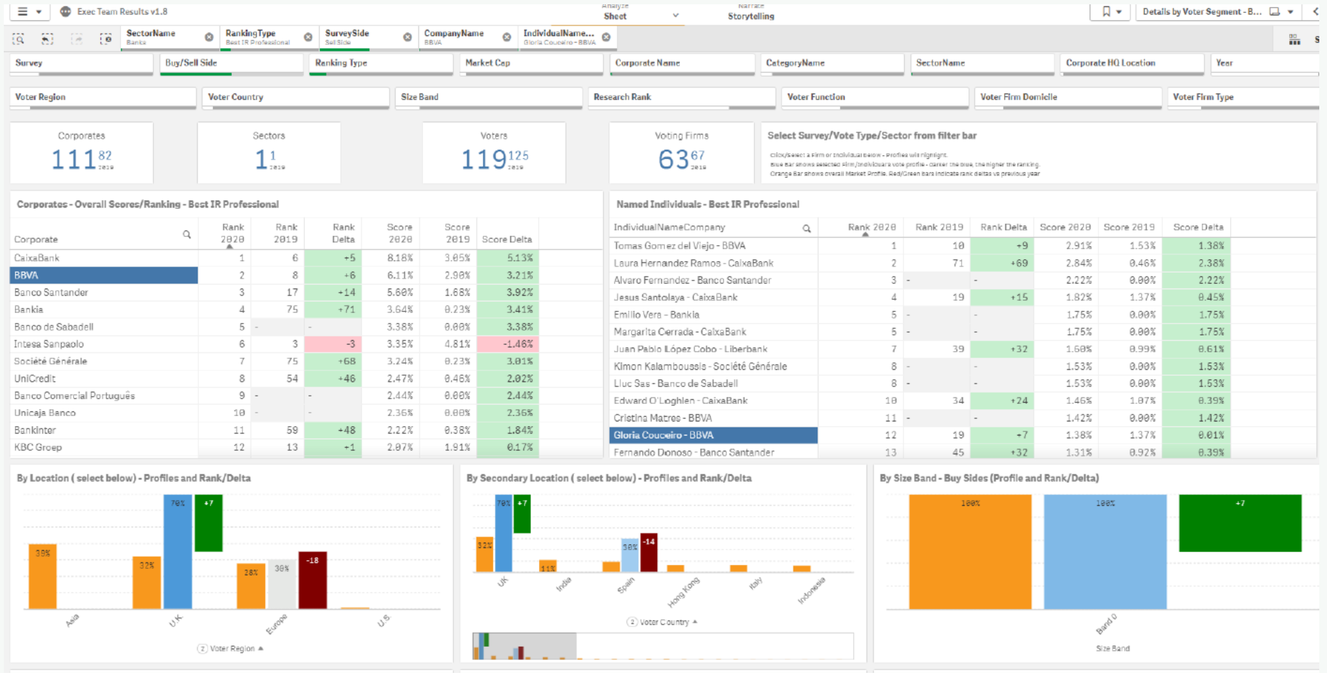


Voter Profile by FirmType

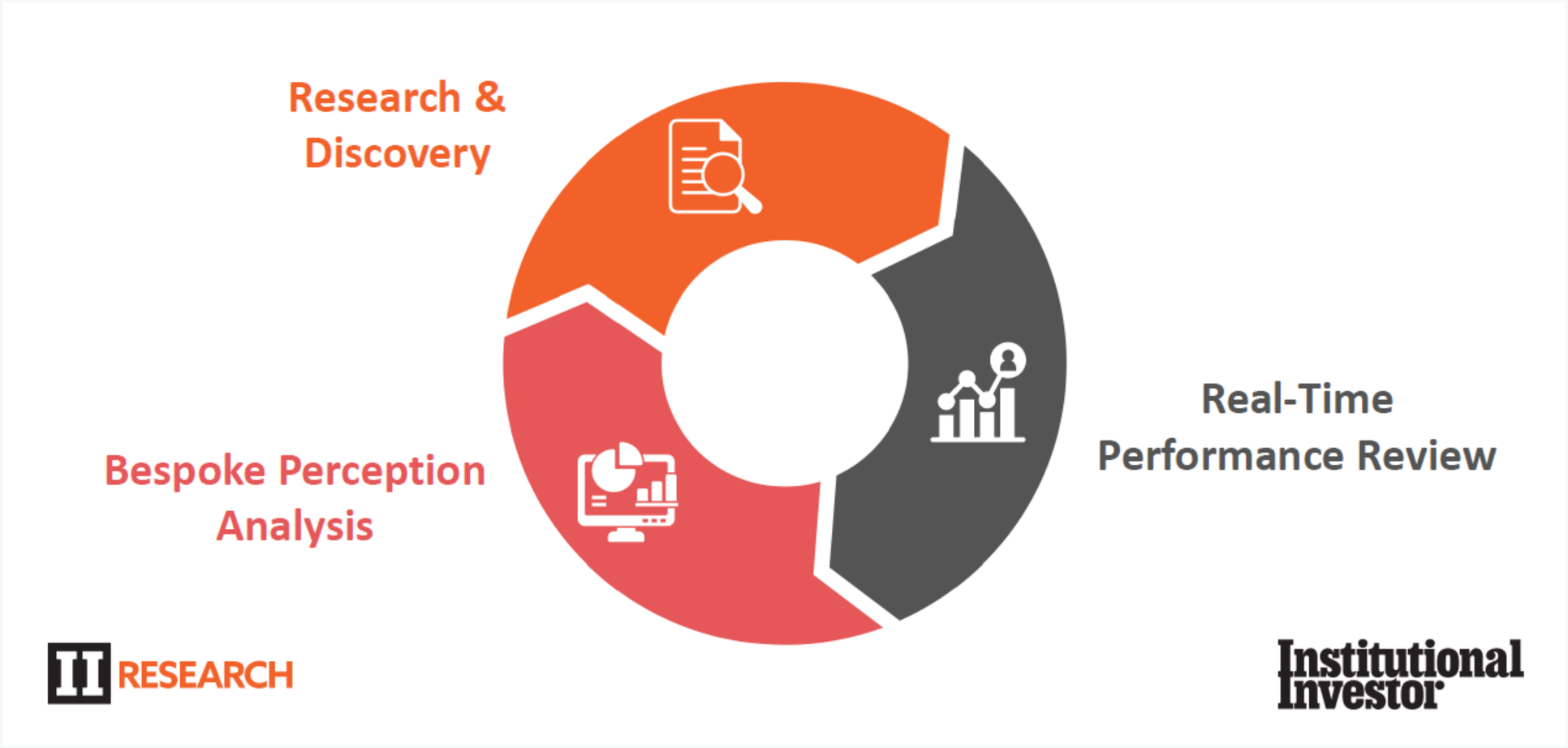


Voter Profile by Research Rank





II Research Executive Team - Corporate Research



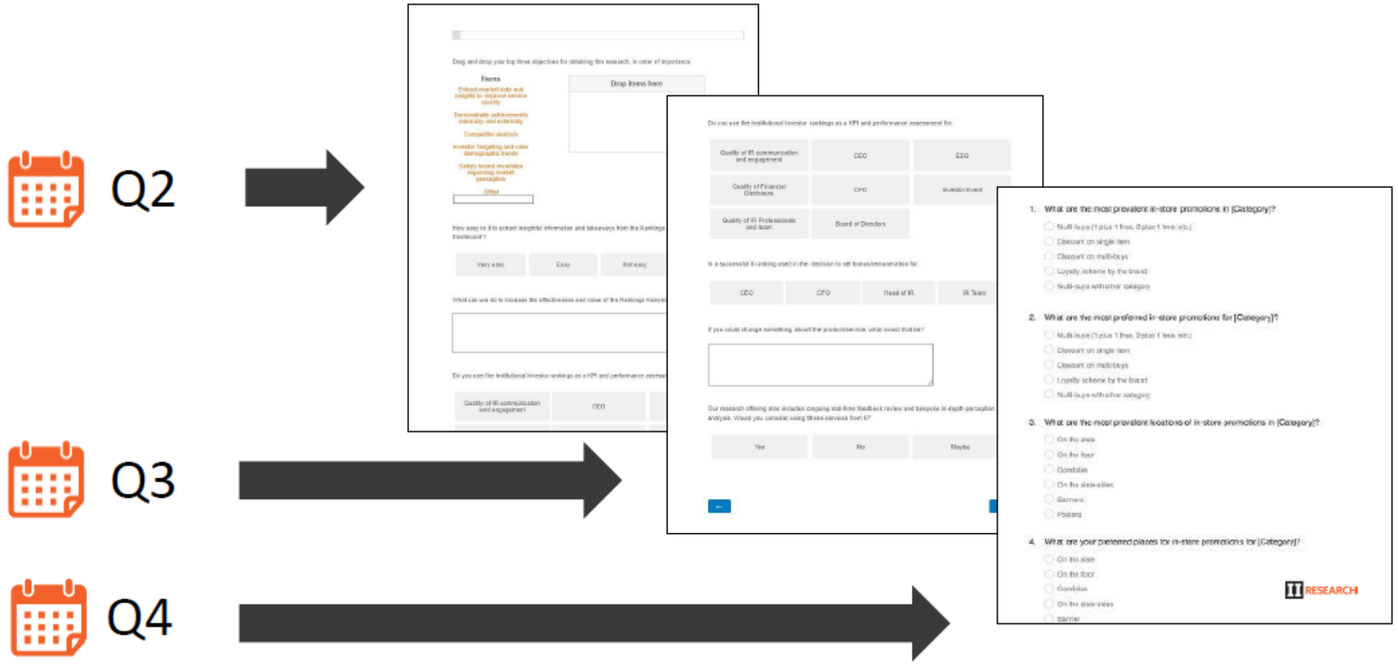
Research & Discovery

Independent annual survey-based performance research and perception intelligence.

- Monitors quality and effectiveness of IR engagement, disclosure, communication and corporate access (20+ metrics) across specific stakeholder demographics and geographies.
  Year-on-year comparative company and peer benchmark analysis.
- 3+ year historical trend data.
  Top performing Sell-Side Research & Corporate Access Teams.
- IR Best Practices –sector, country, market-cap, region etc.
- Other survey regions available as part of advanced package.
- Multi-year options, depending on # of licenses and scope of modules

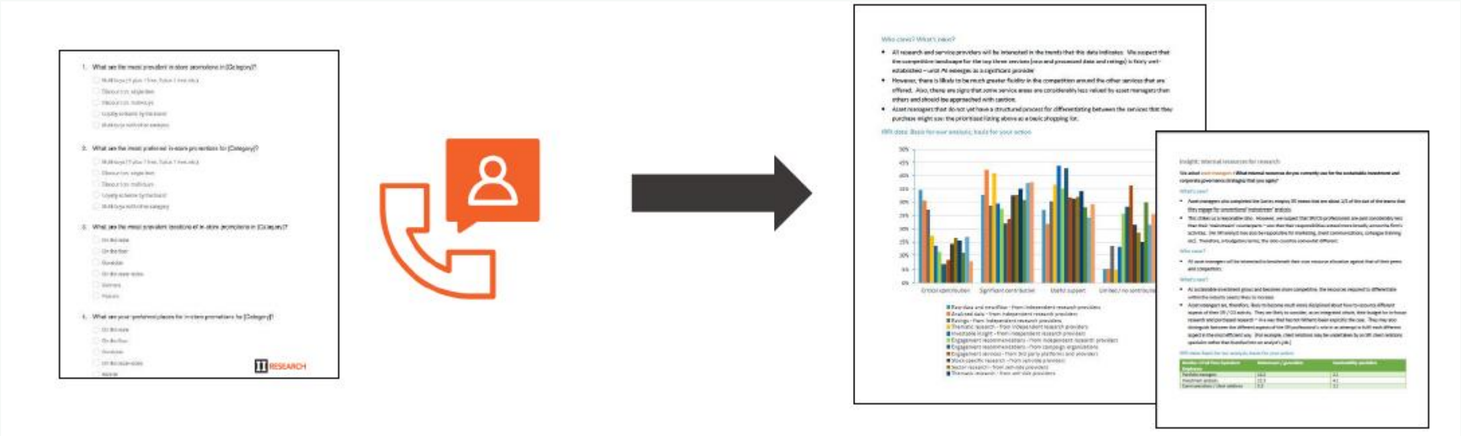
Research & Discovery

- Regular, short survey-based performance reviews (5-7 questions).
- Approximately 2–4-week project.
- Available throughout the year.



Research & Discovery

- Survey and Interview Based (or combination of both).
- Fully customized, in collaboration with the client-devised questionnaire and target list.
- 6–8-week project.
- Available throughout the year.
- Quantitative data visualization and qualitative summary report with access to full data sets.
- Full presentation of outcome to IR, executive management teams and/or boards.



Fee Schedule

COMPLETE PERCEPTION ANALYSIS:

Sector Rankings

- Buy-side, sell-side and combined buy- and sell-side sector rankings and scores for Best Investor Relations, across ten performance attributes

- Buy-side, sell-side and combined buy- and sell-side sector rankings and scores for Best CEO's, CFO's and IR Professionals

Sector Voter Breakouts

- Buy-side and sell-side ranks provided by location, domicile, asset size, voter function, institution type and Research Team across all four ranking categories.

Insights from IR Directors

- Advice and practices from IR Directors

Historical Sector Rankings

- Two years of historical rankings for Best Investor Relations, CEOs, CFOs and IR Professionals

Voter Commentary

- Buy-side and sell-side sector commentary for Best Investor Relations, Best CEO, CFO and IR Professional

ADDITIONAL ANALYSES*

High Level Global Summary Sector Report

Summary of best practice of global peers in your sector and suggested actionable and ideas

Custom Peer Group Analysis

Tailored Report that compares a list of specific companies, regardless of sector, with your own

Developed Europe & Emerging EMEA Sector Report (Complete Version)

Complete list of the best sell-side analysts by sector, as voted from the buy-side, including voter breakouts and history

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We offer 4 types of display items (plaque, crystal, framed print, and poster) for an additional fee.

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Questions

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