Institutional Investor (including Extel) Voting Portal Guidelines
Why vote?

The provision of research advisory services to institutional investors has become more competitive after the implementation of MiFID II, and research providers strive to understand their position in the competitive landscape. Whilst payment from the buy side to the sell side is more transparent, based on consumption and quantity, sell-side businesses find it hard to validate the feedback they are receiving on the quality of their services. As an aggregator of buy-side opinions, Institutional Investor Research strives to gather a broad, comprehensive and independent view of the investor universe through annual surveys. This enables sell side firms to refine their business models in the increasingly competitive and budget conscious environment.

Where do I go to vote?

Click here to access the voting platform or copy and paste the link below:
https://voting.institutionalinvestor.com

If you were an Extel voter (and didn't vote in 2020), you would need to sign up for access to the new voting portal. Institutional Investor voters can log in using their existing credentials.

Will you use Extel and Institutional Investor databases?

We have combined the Extel and Institutional Investor databases for the Developed Europe and Emerging EMEA Surveys. Any buy-side investment professionals that voted in Extel 2019 were automatically permissioned to vote in the Developed Europe Survey in 2020.

How do I get a client to receive a ballot?

The previous Institutional Investor survey required a client to be sent a link to a personalised ballot; this is no longer the case. A client wishing to vote should go to voting.institutionalinvestor.com to “Request a Vote”. If they are already registered, they will be able to vote immediately. There is a “Forget password” function. Clients that are not previously registered will be required to undergo a verification process that may take between 24 and 48 hours depending on volume.
How are you addressing the French bias in the Extel survey?

There is no “French bias” in the survey. Historically there has been a large, active buy side voting community in France and this continues to be the case. We invite all sell side firms to comment on the client bands and we achieve a compromise solution through this consultative process. Votes from French based asset managers represented around 13% of the weighted votes in the Developed Europe Extel Survey.

What are the changes to the 2021 survey?

Developed Europe

- Leaders’ Table: No Overall Country Research categories, Only one ESG sector
- Trading & Execution: Pan-Europe Trading & Execution, attributes. Trading at a country level; Firm vote only.
- Country Categories: No sub-sectors, Research, Sales, Corp Access, Trading, Local broker results; Best Broker; Salespeople names
- Voting Portal: Mandatory Corporate Voting, Sales & Corporate Access attribute led
- Analyst Limits: Limits on analysts per sector, Limits of sectors per analyst
- UK Small & Midcap: Integrated into Developed Europe, Includes Trading & Execution, Salespeople names

Emerging EMEA

- Russia: Best Russia Broker: Aggregate of Trading, Sales, Corporate Access & Research, Best Russia Research: Aggregate of sub-sectors.
- South Africa: Sub sectors removed
- Trading & Execution: Emerging EMEA Trading & Execution
- Voting Portal: Mandatory Corporate Voting, Sales & Corporate Access attribute led
- Analyst Limits: Limits on analysts per sector, Limits of sectors per analyst
What are the requirements for buy-side participants?

To participate in an Institutional Investor survey, a buy-side firm must report actively managed assets in the country or region under consideration and procure research from providers of services for in that region. Minimum Commission and Assets-Under-Management (AUM) minimums vary by survey. Commission is bundled and should include research payments.

Refer to the table below for Developed Europe Commissions and the respective weightings; these may change in the final results.

<table>
<thead>
<tr>
<th>Firm</th>
<th>Country</th>
<th>2019 Band</th>
<th>2020 Band</th>
<th>Vote Type</th>
<th>New Firm</th>
<th>Band Change</th>
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</table>

Are the banding weights for some firms in Developed & Emerging Europe going to be different?

Yes. The surveys are based on (bundled) commission and these two surveys are based on the wallet paid in these markets.
Why should the buy side vote for corporates?

Receiving aggregated feedback from buy-side professionals helps IR and Executive Management teams identify gaps in their engagement, measure their IR activities and shape their long-term corporate strategy. With hundreds of corporates accessing the analysis resulting from the survey feedback, the insights ultimately lead to better investor relations, a fairer valuation of the stock and better decision making for investment professionals.

If a firm has a centralised voting policy and then a person from that firm separately logs in and votes, do their votes count?

In general, no, although if the voted sector is not included in the coordinated vote, we would usually check with our broker liaison contact whether the vote should be counted.

Is it compulsory to vote for more than two brokers in a sector or across a sector for the vote to count?

This is not compulsory, but we would reasonably expect a buy-side investment professional to consume research from at least two research providers in order to form a considered view of their sector or stocks. Whilst a single vote for a single research provider would not be unusual, repeated votes in multiple sectors would cause the Operations Team to examine the submission and question the validity of that individual's contribution.
What are the requirements for sell-side analysts to be eligible to receive votes?

An analyst must either publish investment research during the period covered by the poll or be an active analyst working with publishing analysts and servicing clients. Each Institutional Investor Research team survey is divided into at least two main voting categories: Industries and Macro. The majority of surveys also include a Countries voting category. Analysts must be certified pursuant to Regulation AC (or equivalent) to be recognised as winners or team leaders in all industry sectors; no such restriction applies to the sectors in Economics & Strategy categories. Winners must achieve a minimum vote count. We recommend that an analyst is not entered in more than five industry sectors (excluding Country and/or Macro).

How do you ensure the correct sell-side firms' teams are assigned votes to the right sectors when working through Broker Review feedback?

We rely on sell-side firms to upload and maintain their rosters during the survey preparation phase. We will assign broker review votes to the closest possible match. If there are multiple votes and the sector is not available, the vote entry will be automatically directed to the broker for verification.

Why should the sell side vote for corporates?

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Corporates FAQs

What are the requirements for corporates?

Only Corporates headquartered in the survey region are eligible. Corporates participate in the survey through a personalised link, the Corporate Insights & Verification (CIV) form sent to them. While every IR team member in the same company receives their personalised CIV link, we only require one submission per company. Should we receive multiple submissions, we will prioritise the one completed by the most senior person in the IR Team. Through the CIV, corporates do three important things:

- Verify their company/executive team details, which is used to populate accurate information in the ballot for the buy and sell side to vote on.

- Share best practice information about their IR activities, which we anonymise and aggregate.

- Vote for sell-side firms on research, conferences and corporate access, and for buy-side firms based on 4 different performance metrics.

Corporates do not vote for buy and sell-side through the voting platform. Corporates who have not received their personalised link, should email iiET@iirgs.com. Due to GDPR we can no longer accept buy- and sell-side contacts from Corporates. Therefore, Corporates should encourage their buy- and sell-side contacts globally to participate and submit feedback on the quality of their IR. A survey specific banner linked to the voting page can be added to their signature and/or to any communication with their contacts.

Voting page: https://voting.institutionalinvestor.com

Voting for corporates

Buy and sell-side must select CEO, CFO and Investor Relations in the voting area, and select the specific IR Program attributes. They rate the quality of Investor Relations based on twelve performance metrics across Services and Communications, Financial Disclosure and ESG Metrics. The performance metrics are not weighted and ratings from 1 (average) to 5 (excellent) can be assigned multiple times across the different criteria.

CEO and CFOs are rated on their quality of leadership, communication, credibility and financial stewardship, capital allocation and communication respectively.

It is a mandatory requirement for a buy-side voter to vote for at least one Executive Team member and complete two IR Program voting areas before they can proceed to vote in the Research Team survey.
Can a voter access the portal to amend/vote further once they have submitted their votes?

Yes, although there is a “submit” button, voters can access their portal ballot and amend votes up until the close of the survey.

How do you deal with clients that claim not to participate in the survey?

We believe that the number of firms that actively discourage or prevent their investment professionals to participate is small. We would seek a dialogue with any firm that claims non-participation to explain the benefits to both the buy and sell sides of providing a coordinated response. Discussions will the sell side may facilitate and influence these conversations. Such benefits would include:

- Minimal disruption to the industry (buy side and sell side). Brokers will not need to lobby.
- Accurate reflection of the view of the firm, not influenced by non-eligible voters.
- Firm receives the survey output in voted sectors; useful for regulatory reporting and compliance purposes.

How are the firm and analyst level votes correlated?

There is no direct correlation between firm and analyst votes. It follows, however, that the votes should be correlated naturally because the sell-side firms with the highest firm-level rating should also receive the highest recognition (and therefore votes) for their analysts.

Can you confirm and provide more detail on the broker vote ratings? Do they use the same scoring system as that of the ballot?

Each broker vote is different and buy-side research evaluations vary in their approach. In many cases for in a coordinated vote, the firms will use the Institutional Investor categories, but where this is not the case, Institutional Investor Research will apply the closest possible mapping. Equally, the scoring system will be mapped as close as possible to match the client vote.

Where are Broker Review votes reflected in the data, and is there a way to separate them out from the votes received directly from the ballot?

We will not separate these results out for the published results but we can do so for subscribers to the data and we will provide certain related statistics regarding coordinated votes.
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