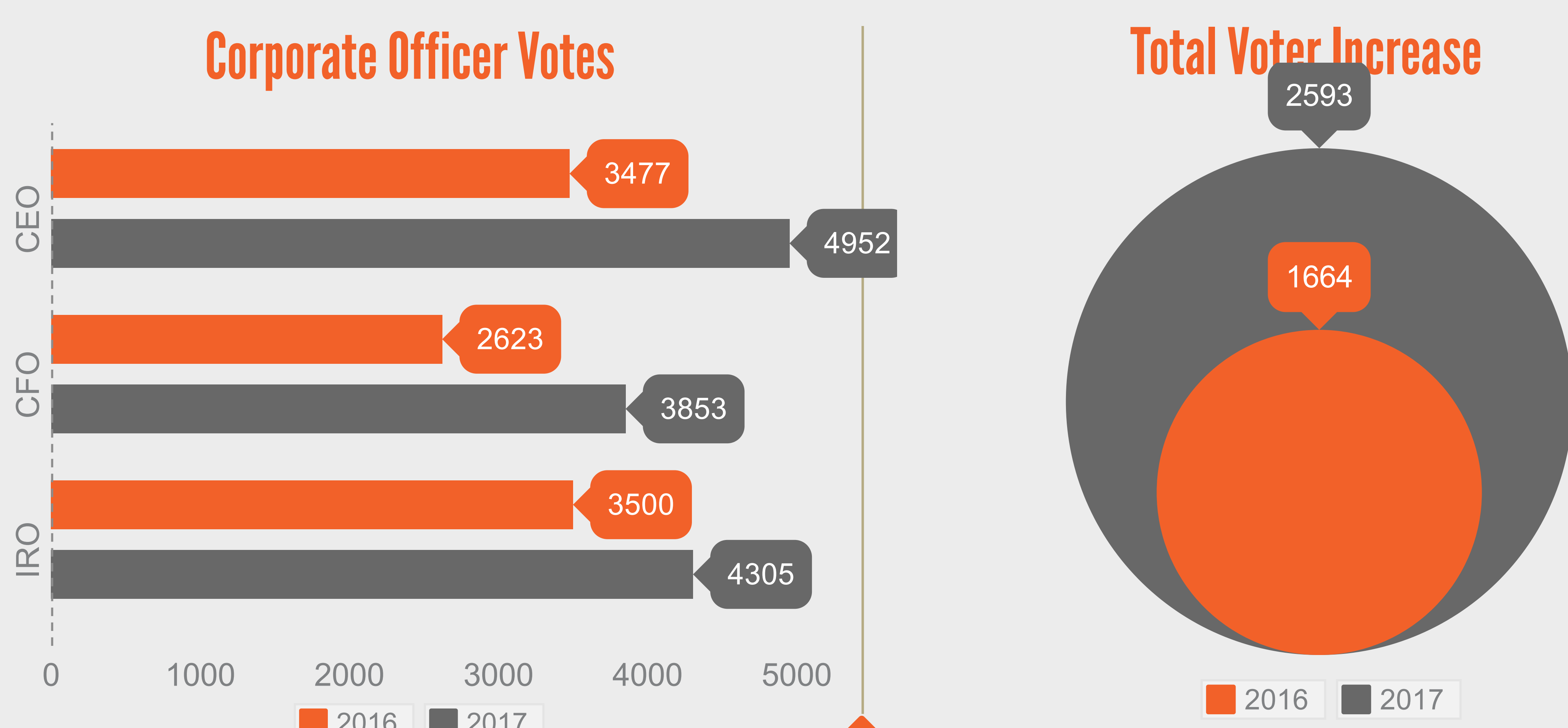




ALL-EUROPE EXECUTIVE TEAM VOTER TRENDS

The 2017 All-Europe Executive Team ranking saw the introduction of our new ballot and voting procedures that resulted in great participation increases particularly from the buy side.



FROM 2016 to 2017

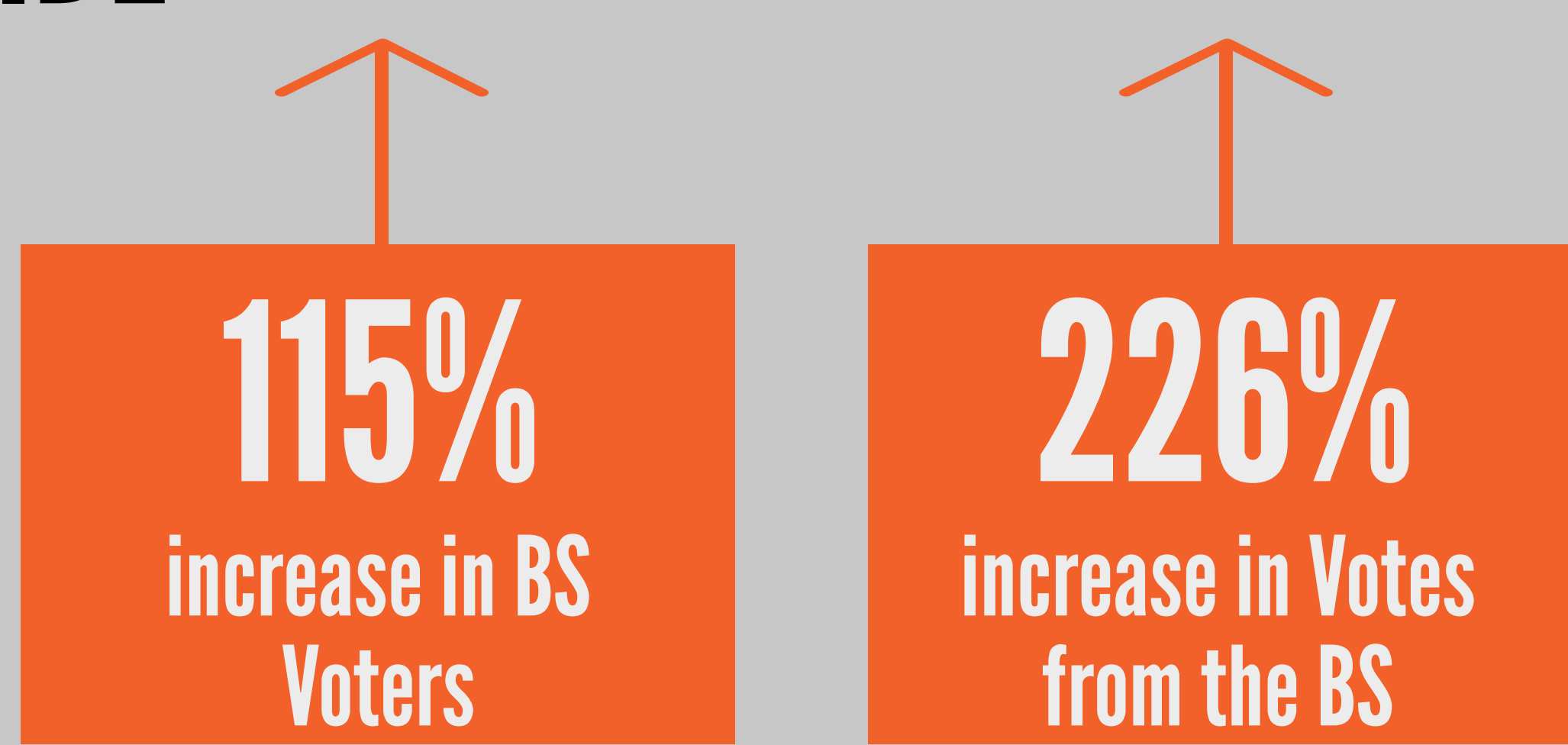
Votes cast for CEOs went up by **42%**
47% Increase in votes for CFOs
 IR Professionals had a vote increase of **23%**

Overall, the number of individuals voting in the 2017 All-Europe Executive Team ranking increased by

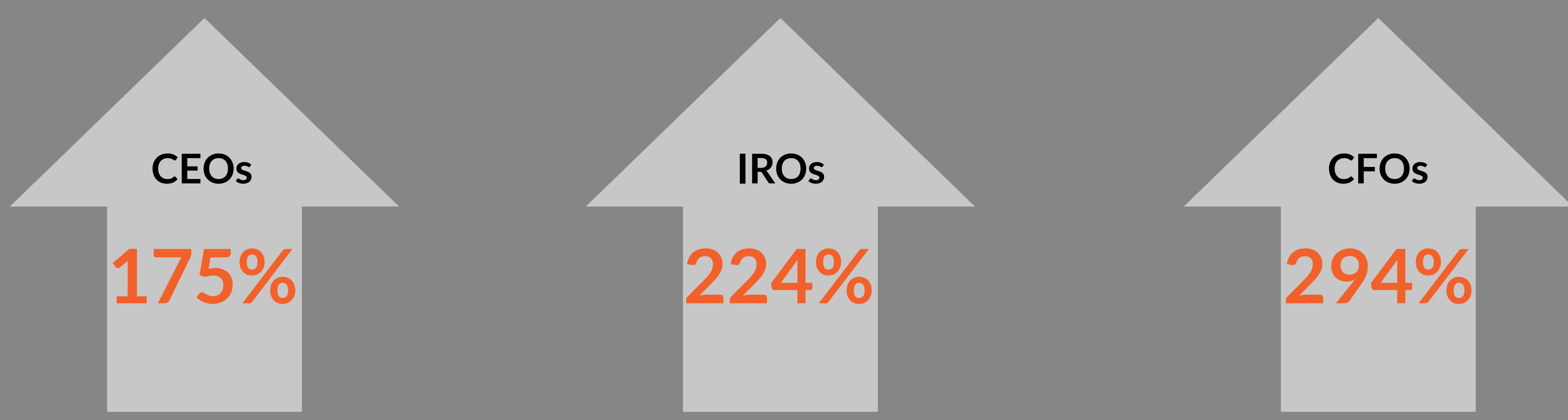
↑ 59%

BUY SIDE

The **buy side** saw a significant increase in overall voter participation between 2016 and 2017.

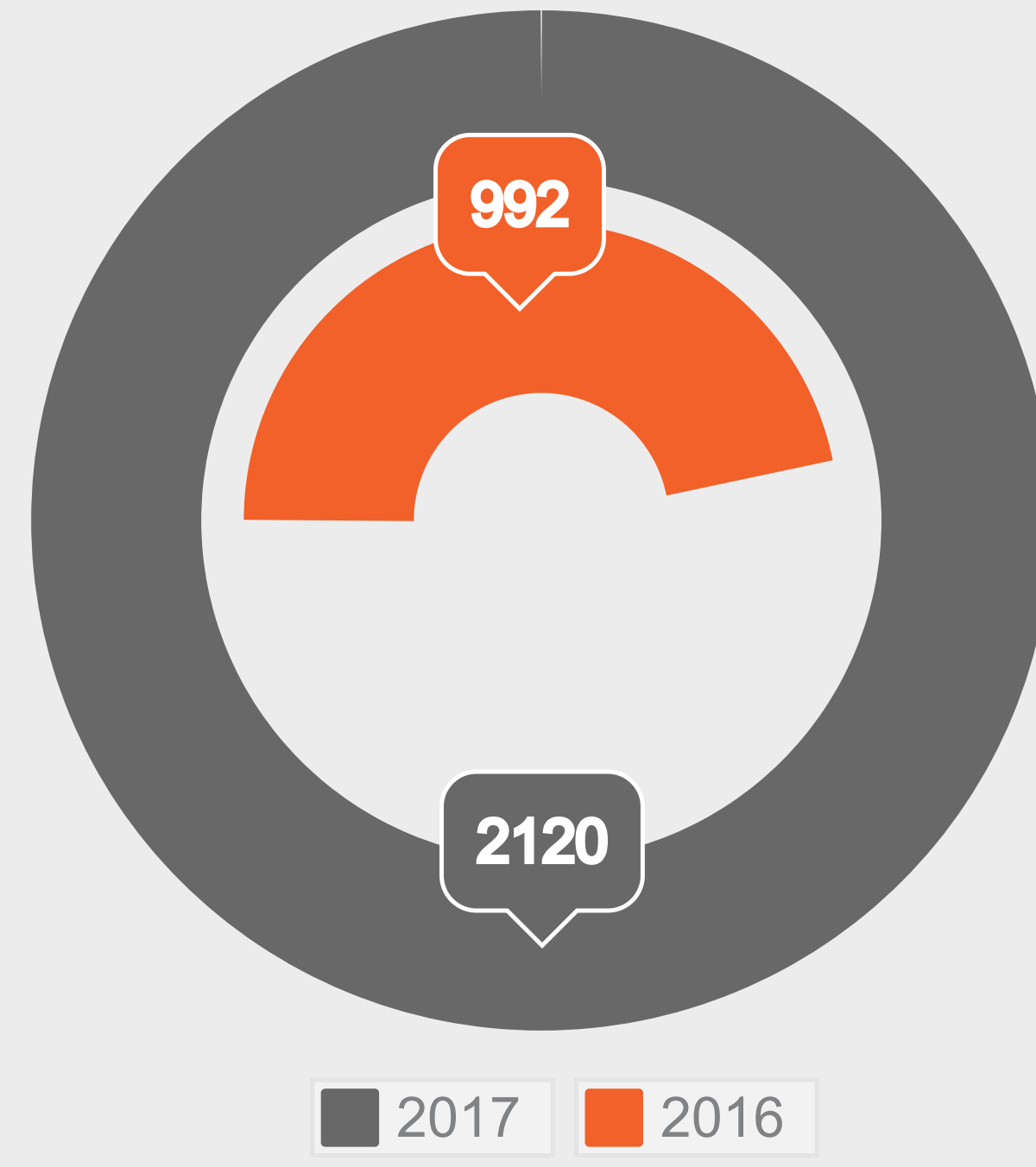
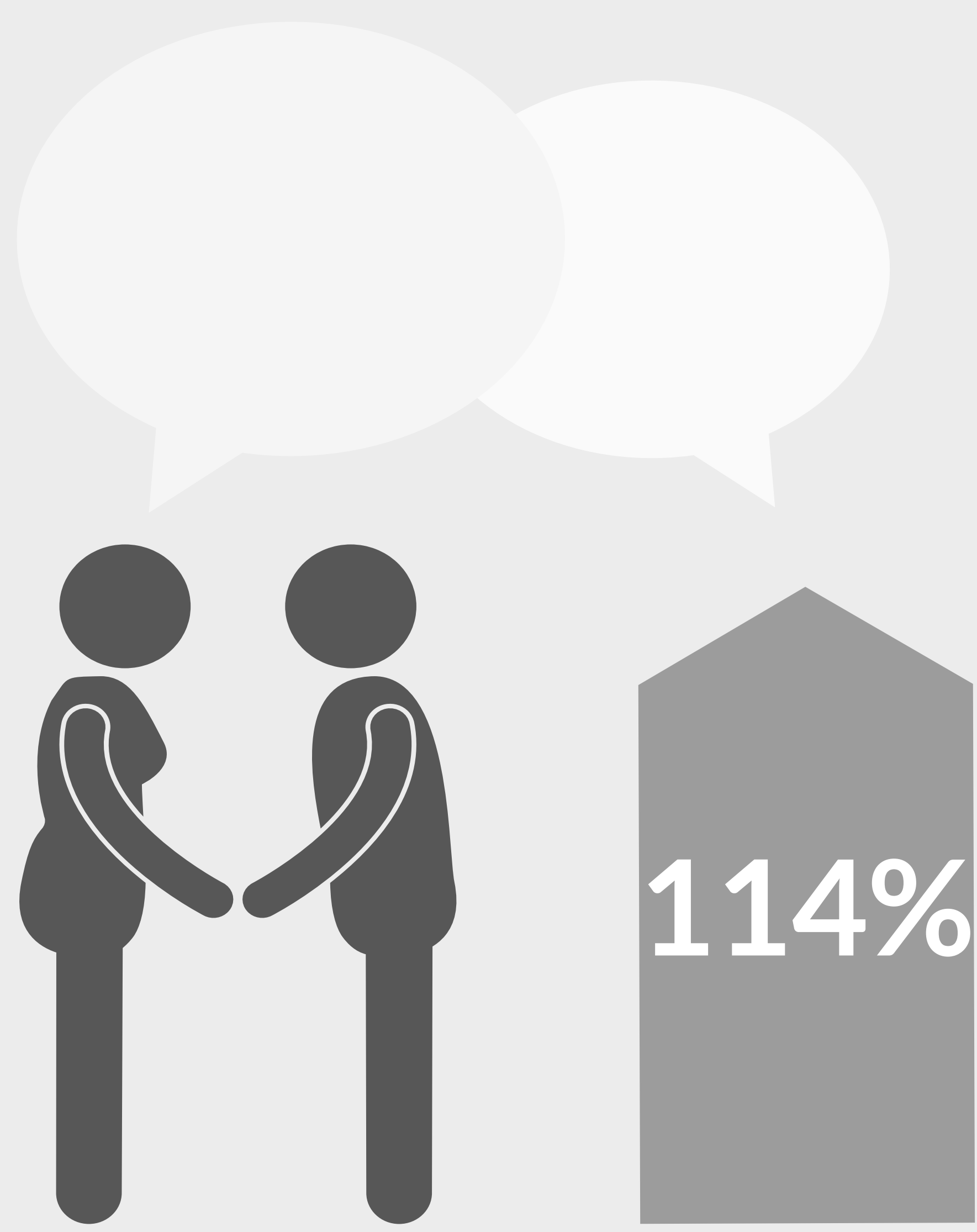


Buy Side voters also had great increases across the corporate officer voting categories.



IR ATTRIBUTES

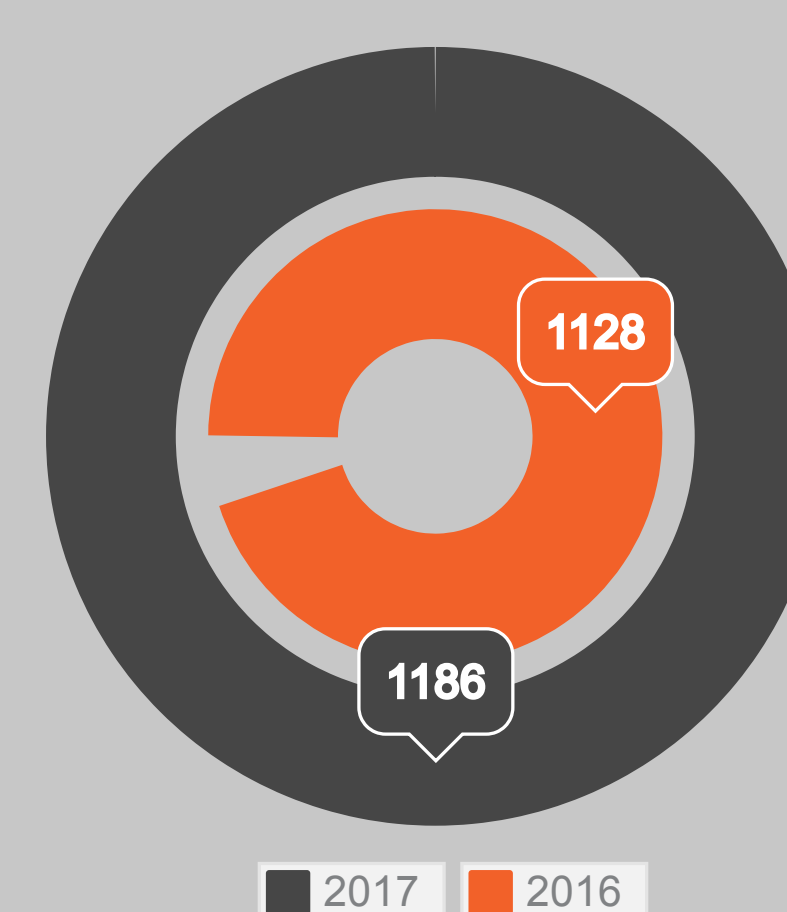
The greatest participation increase in the ranking came in the IR attributes categories. Overall, nearly 114% more voters cast votes in these categories from 2016 to 2017.



Voters were asked to rank companies that excel at each of six Investor Relations attributes: accessible senior executives; IR team that can speak authoritatively on the company's behalf; timely & appropriate financial disclosure; responding quickly & thoroughly to requests; constructive conference calls; highest quality corporate documents & investor kit materials.

Best Analyst/Investor Days

The category that saw the most modest increase in voter participation was Best Analyst/Investor Days which saw an overall voter increase of only 5%.



The increase in votes for the 2017 All-Europe Executive Team is a testimony to the importance of our ranking as a vehicle for buy-side analysts to engage with corporate officers, by providing an independent evaluation and qualitative feedback on the effectiveness of their IR outreach and investor engagement relative to their sector peers.



Source: The 2017 All-Europe Executive Team