

EMERGING EMEA ANALYST/INVESTOR DAY PLANS

2018 Emerging EMEA Executive Team Insights

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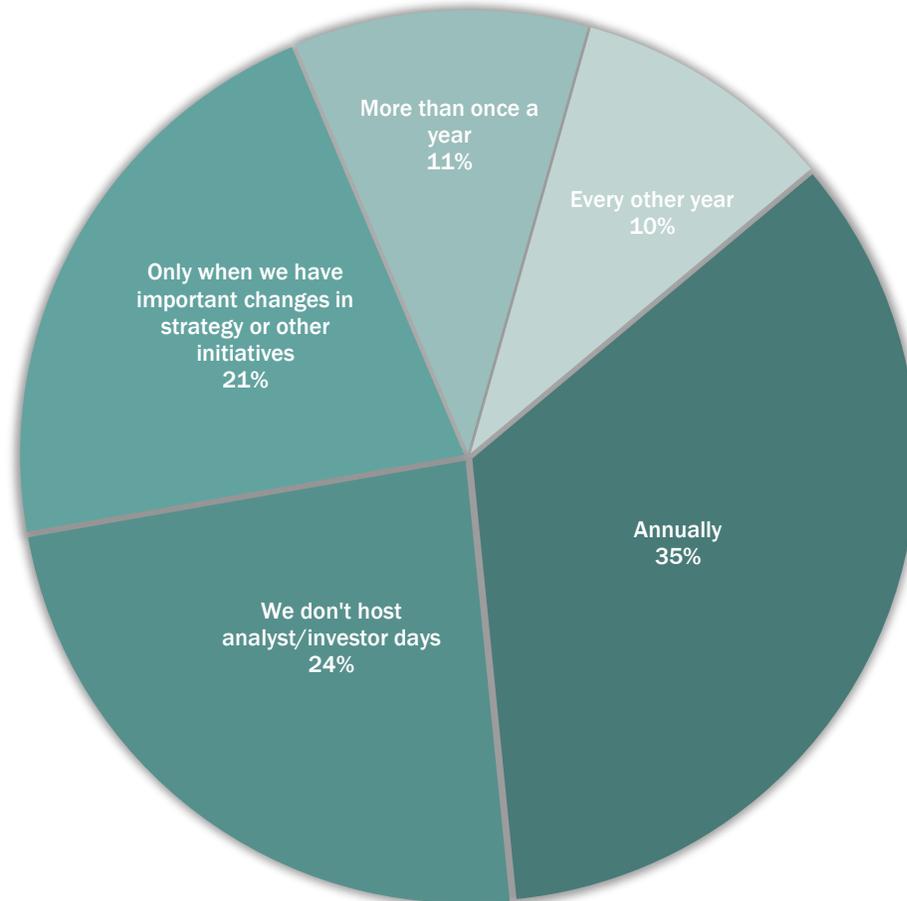
The best in class use analyst/investor days as a platform to showcase specific parts of the business. Through a thematic approach on product, technology or other growth drivers, the companies aim to do a deep dive and deliver more industry trends and insights. Key information that can help, specifically the buy side, in a post-MiFID II environment where less research is accessed through the banks. It is important then that Investor Relations programs optimize their approach to these events to ensure that they are connecting their company's strategy effectively with the market.

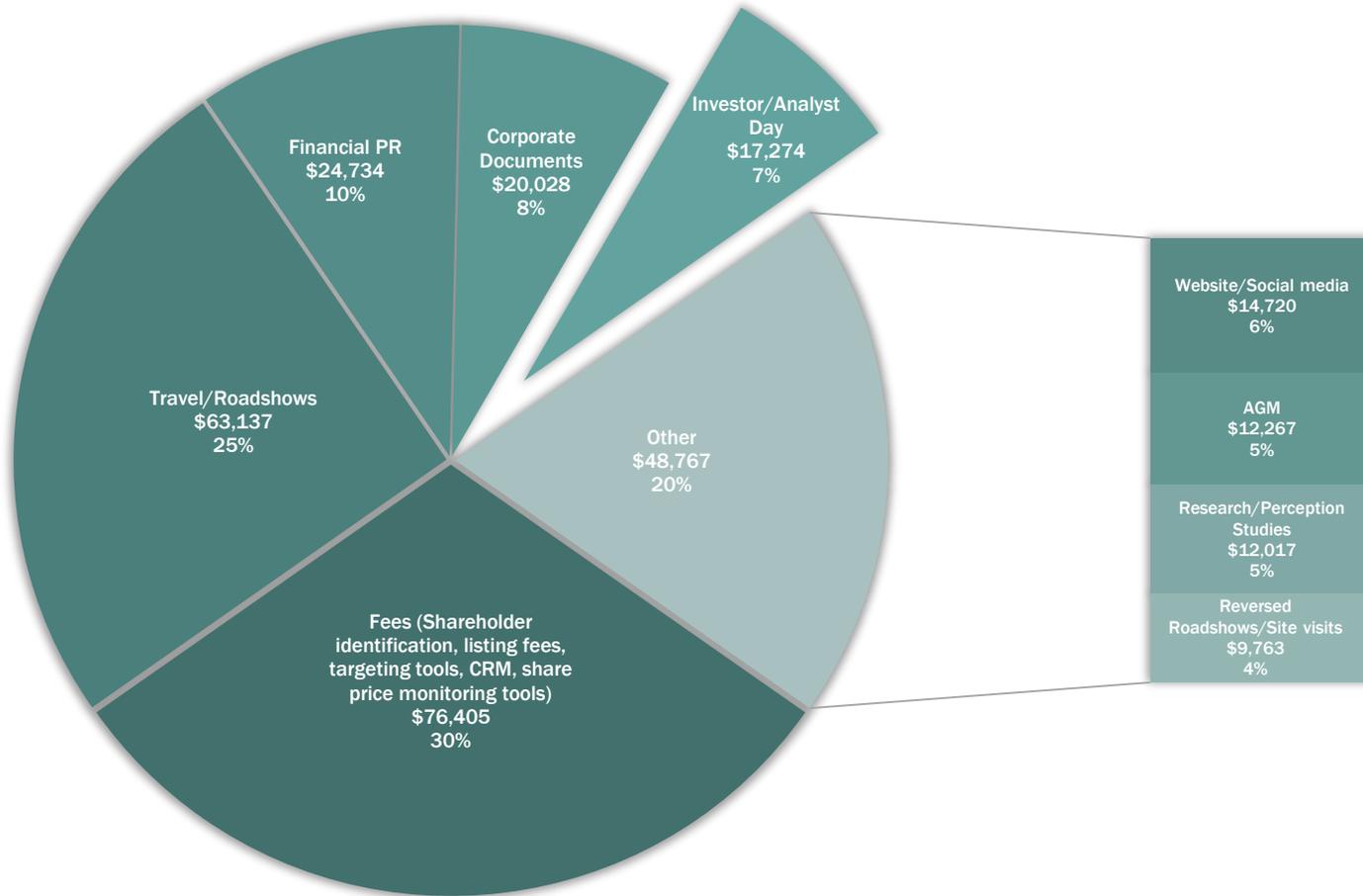
Investor Relations Officers from **111** publicly listed Emerging EMEA companies offered their insights on analyst/investor days in *Institutional Investor's 2018 Emerging EMEA Executive Team* survey.

HOW OFTEN ARE ANALYST/INVESTOR DAYS HELD?

Almost half of IR programs host analyst/investor days at least once a year.

While just under half of Emerging EMEA IROs report that their firm hosts analyst/investor days at least once a year, significant portions of the group report different approaches to analyst/investor days. In fact, roughly 1 in 5 IROs report only hosting analyst/investor day events when announcing changes in strategy or other initiatives and nearly a quarter of IROs report that their company does not host analyst/investor days at all.





HOW MUCH IS SPENT ON ANALYST/INVESTOR DAYS?

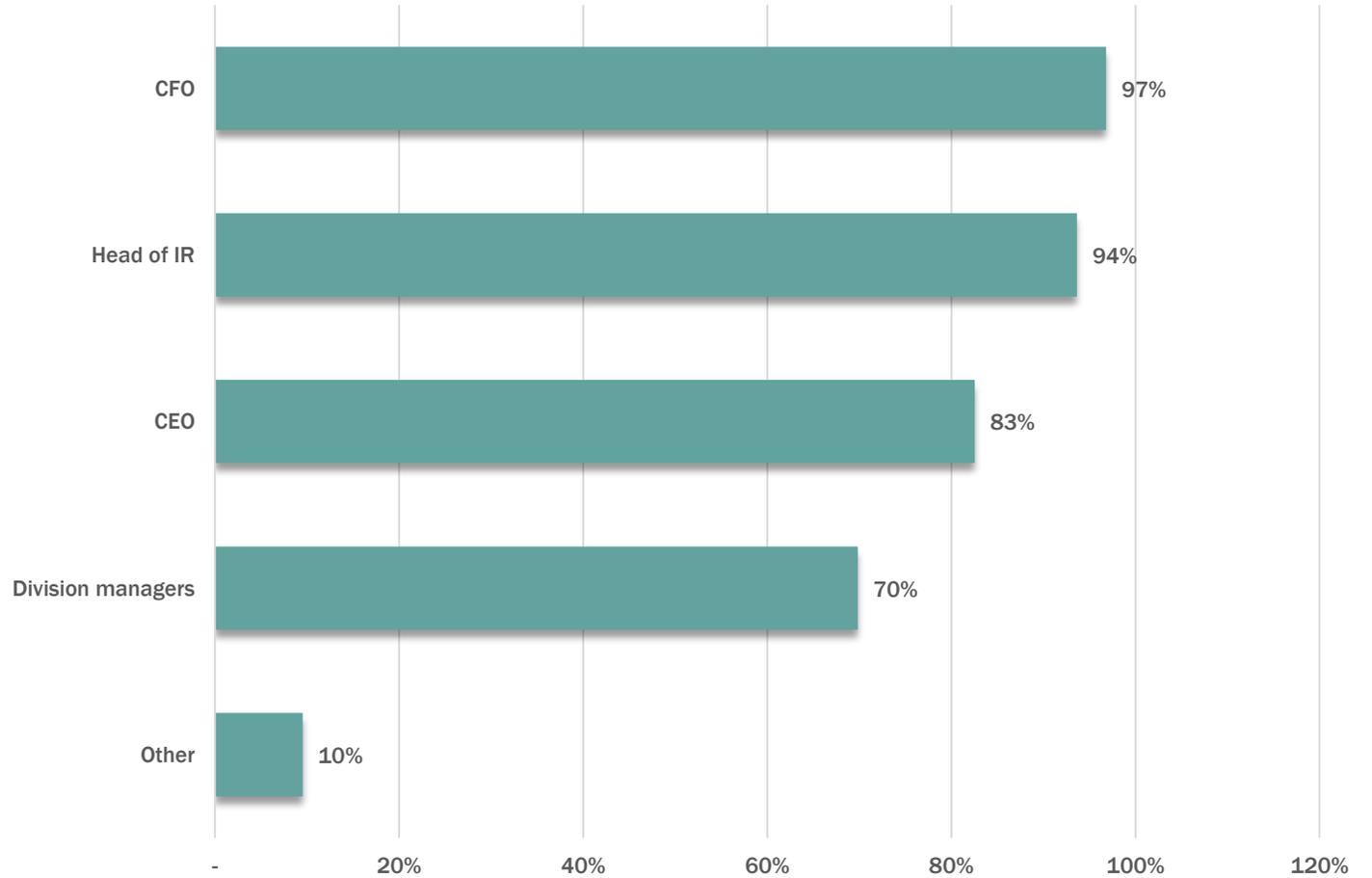
Investor/analyst days are not a top budgetary priority.

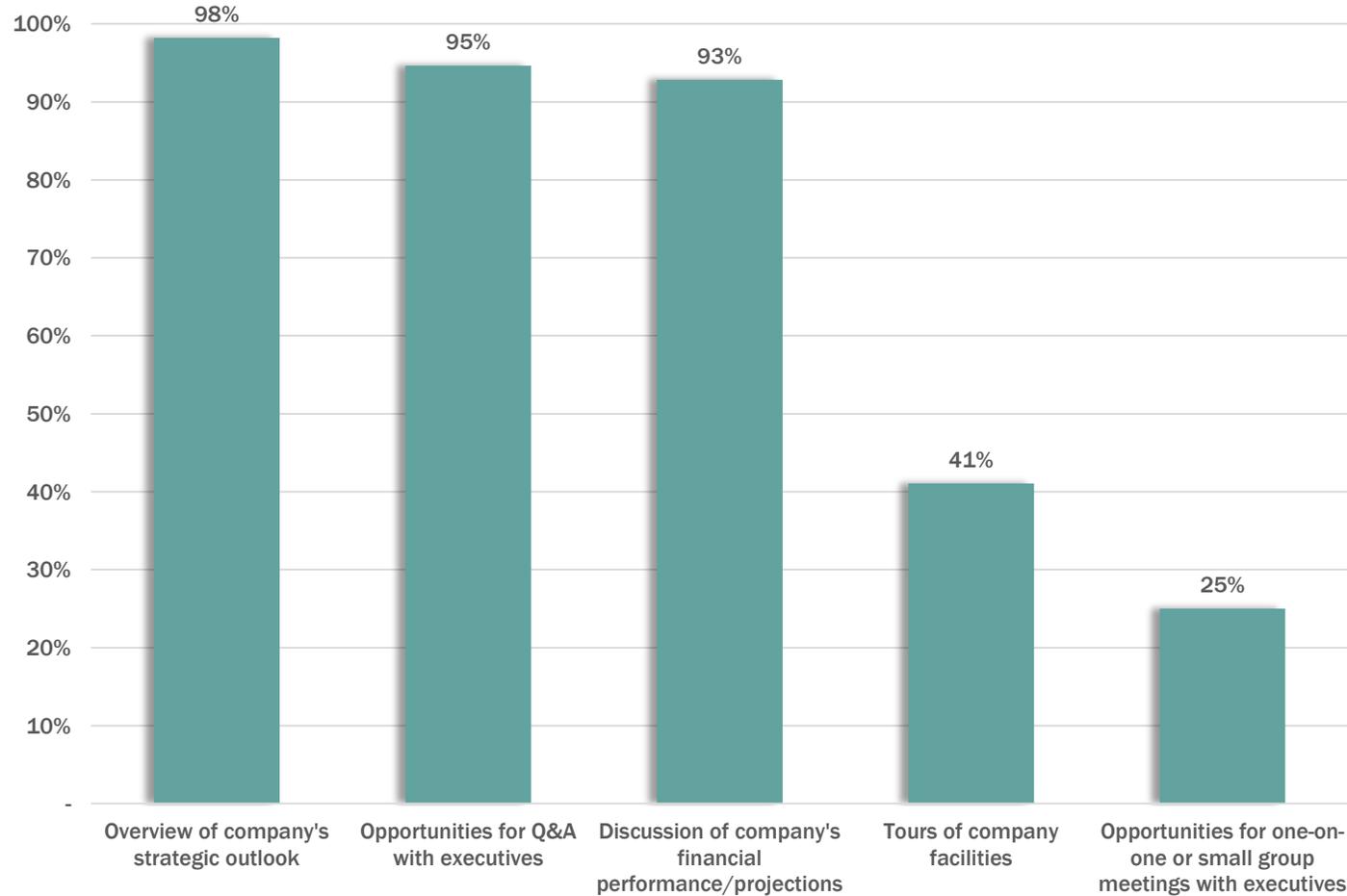
For Emerging EMEA IR programs, analyst/investor days are not the highest priority when it comes to budget allocation. Accounting for about 7% of the reported average IR tools and services budget of \$250,345, analyst/investor days cost Emerging EMEA IR programs an average of \$17.274.

WHO ATTENDS ANALYST/INVESTOR DAYS?

Fewer CEOs attend Emerging EMEA analyst/investor days.

As can be expected, reported attendance of the CFO and Head of IR at analyst/investor days is high, however other executive attendance isn't as clear cut. Indeed, while nearly all IROs report that their CFO and Head of IR attend analyst/investor days, only 83% state that their CEO attends the events. Even fewer, 70%, report that division managers are in attendance at analyst/investor days.





WHAT CONTENT IS PROVIDED IN ANALYST/INVESTOR DAYS?

Individual time with executives is rarely provided at Emerging EMEA events.

Almost all responding IROs report that their analyst/investor days provide an overview of the company's strategic outlook, opportunities for executive Q&A, and discussion of the company's financial performance/projections. However, only 41% of IROs state that their company offers tours of the company's facilities as part of their analyst/investor days. Additionally, only a quarter of responding IROs say that their analyst/investor days provide opportunities for one-on-one or small group meetings with executives.

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