

REGIONAL VARIATIONS IN INVESTOR ACQUISITION FOUND BY JAPANESE IROs

2019 All-Japan Executive Team Insights

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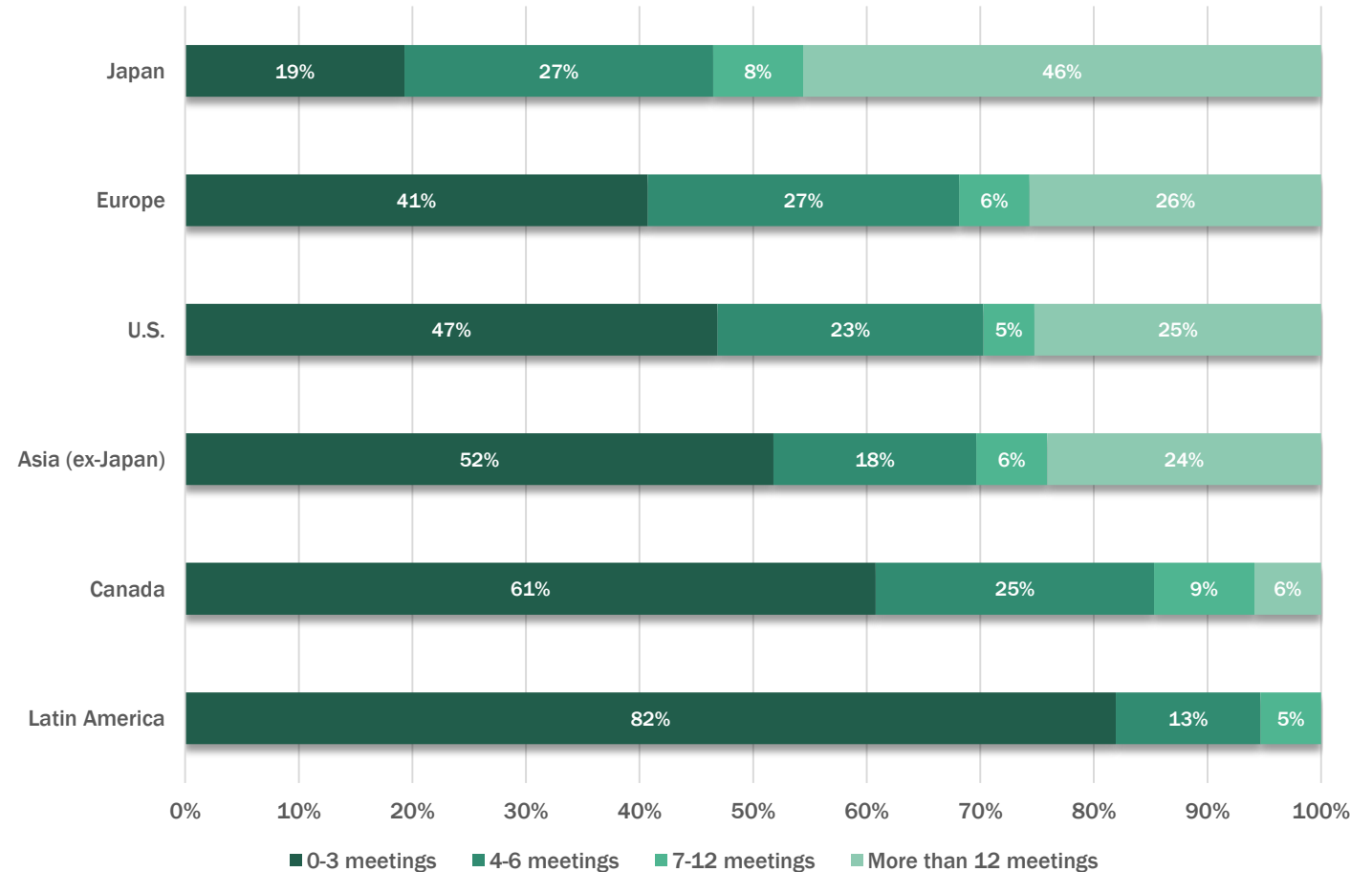
Acquiring new investors is a critical aspect of the Investor Relations Officer role. IROs must strategize and prioritize their engagements with potential investors to most effectively use their time. It is crucial that IROs are aware of and able to act upon the different needs of potential investors from different regions.

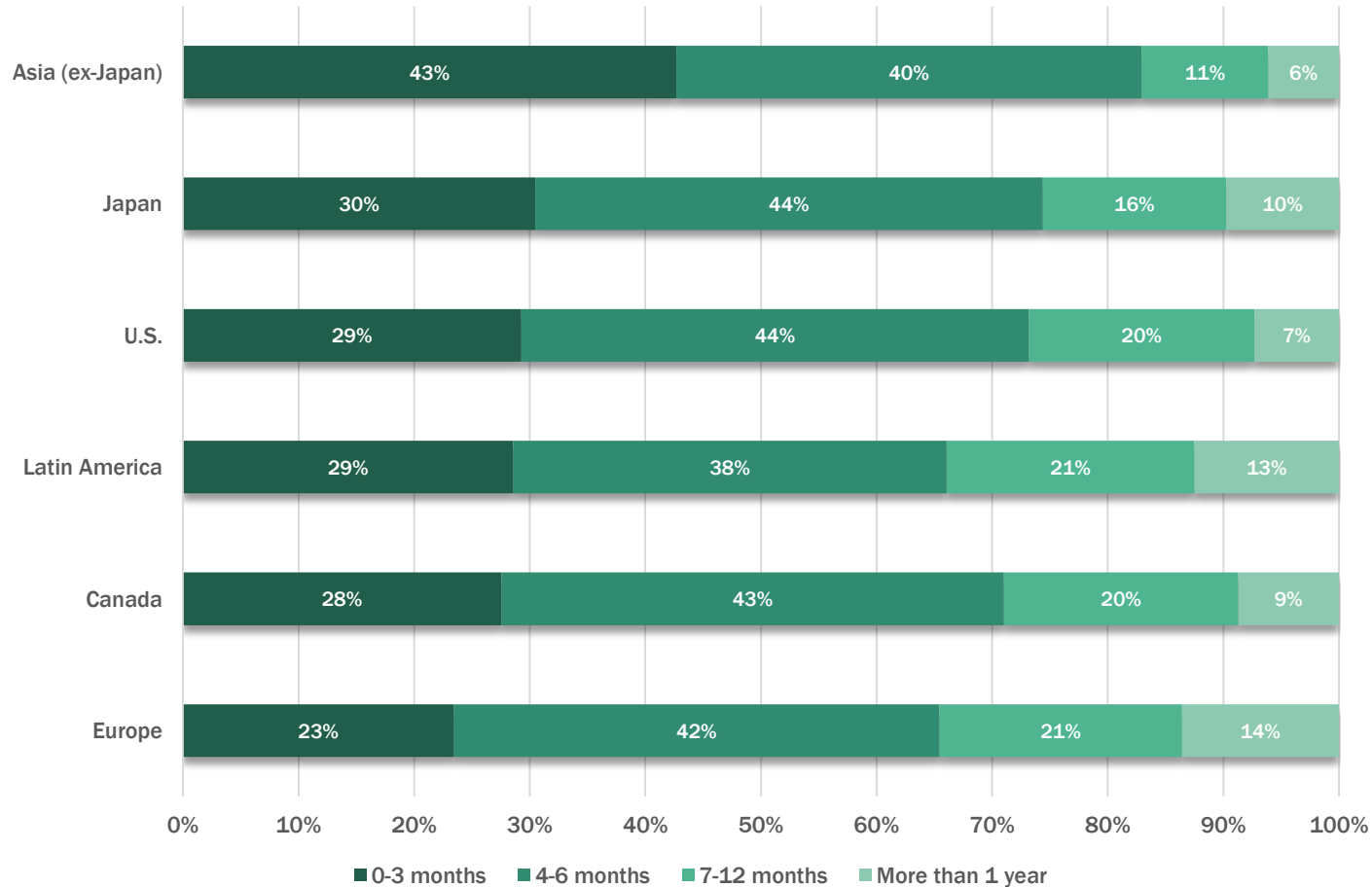
Investor Relations Officers from 145 publicly listed Japanese companies offered their investor acquisition insights in *Institutional Investor's 2019 All-Japan Executive Team* survey.

HOW MANY MEETINGS DOES IT TAKE TO SECURE NEW INVESTORS?

More meetings are needed to secure Japanese investors.

Japanese investors stand out from their global peers in needing more engagements before they invest. Nearly half of Japanese Investors Relations Officers say that more than 12 meetings are needed to secure new investors from Japan. At the same time, only 19% of IROs say new investors from Japan can be acquired with three or fewer meetings. Conversely, over 80% of IROs report three or fewer meetings are needed to acquire new investors from Latin America.





HOW MUCH TIME DOES IT TAKE FOR NEW INVESTORS TO INVEST?

New investors from Asia (ex-Japan) invest faster than those from other regions.

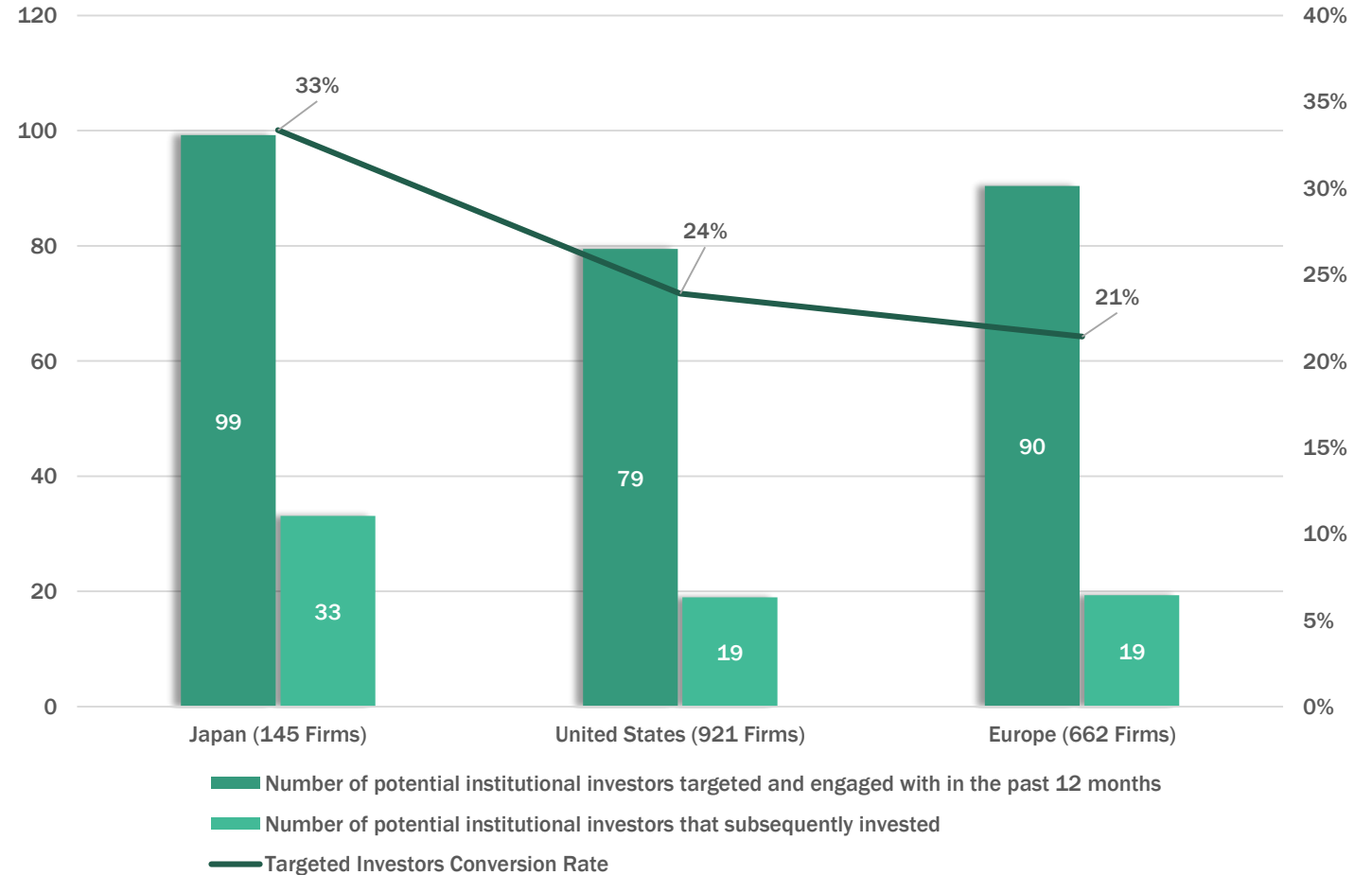
The largest proportion of IROs report that it typically takes between 4-6 months for new investors from all regions besides Asia to invest in their company.

Investors from Asia (ex-Japan) stand out slightly with 43% of IROs saying it takes three months or fewer before they invest, whereas less than one-third of IROs say the same for investors from other regions. In fact, only 23% of IROs say fewer than 3 months are needed before a new investor from Europe invests.

WHAT IS THE TARGETED NEW INVESTOR CONVERSION RATE?

Japanese IROs have a higher new investor conversion rate.

Japanese IROs appear to have more success at converting targeted potential investors than their global peers. In fact, Japanese IROs targeted nearly 100 potential institutional investors on average over the past year – more than their counterparts in Europe and the United States. They also have a higher new investor conversion rate with a third of targeted potential investors subsequently investing in their company.



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