

**STRENGTHEN YOUR
INVESTOR OUTREACH
WITH INSTITUTIONAL
INVESTOR RESEARCH**



tuyid turkish investor
relations society

II RESEARCH



2021

**EMERGING EMEA
EXECUTIVE TEAM SURVEY:
TURKEY RESULTS**

INSTITUTIONAL INVESTOR RESEARCH ACQUIRED EXTEL IN MARCH 2018

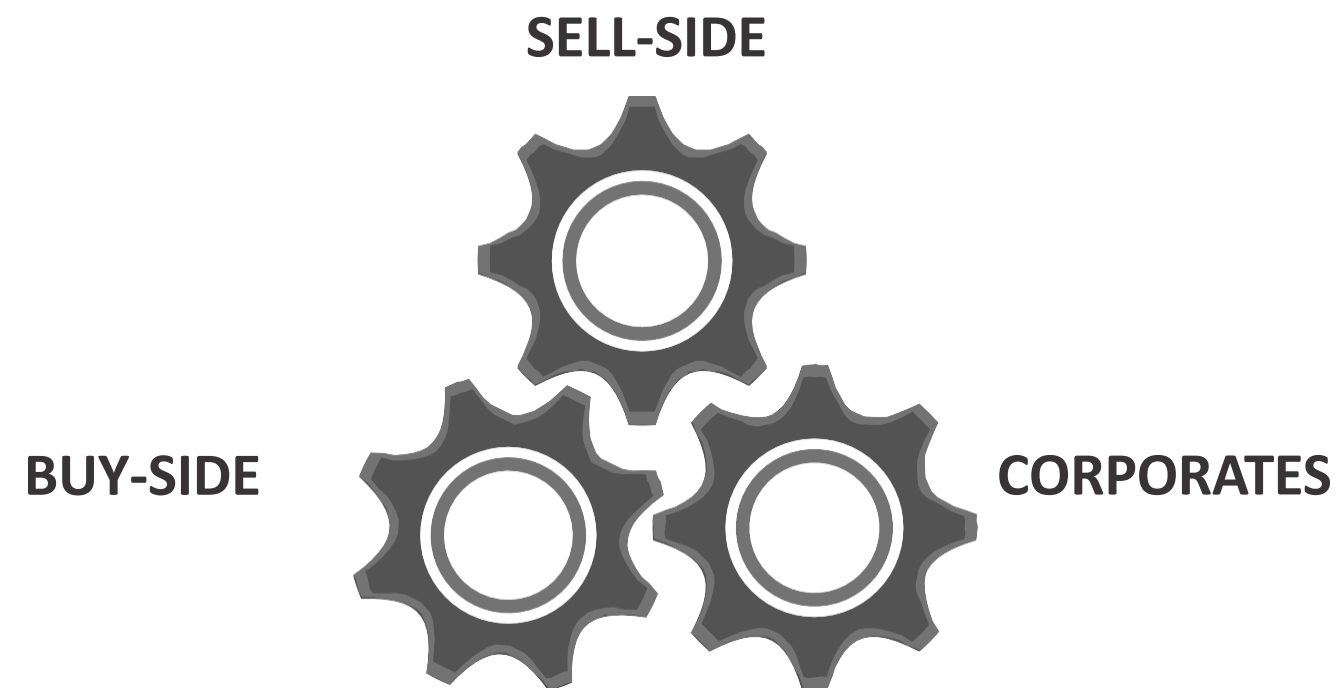
WHO ARE WE

Institutional Investor Research is recognized as the leading provider of independent, qualitative feedback, for all three sides of the investment community.

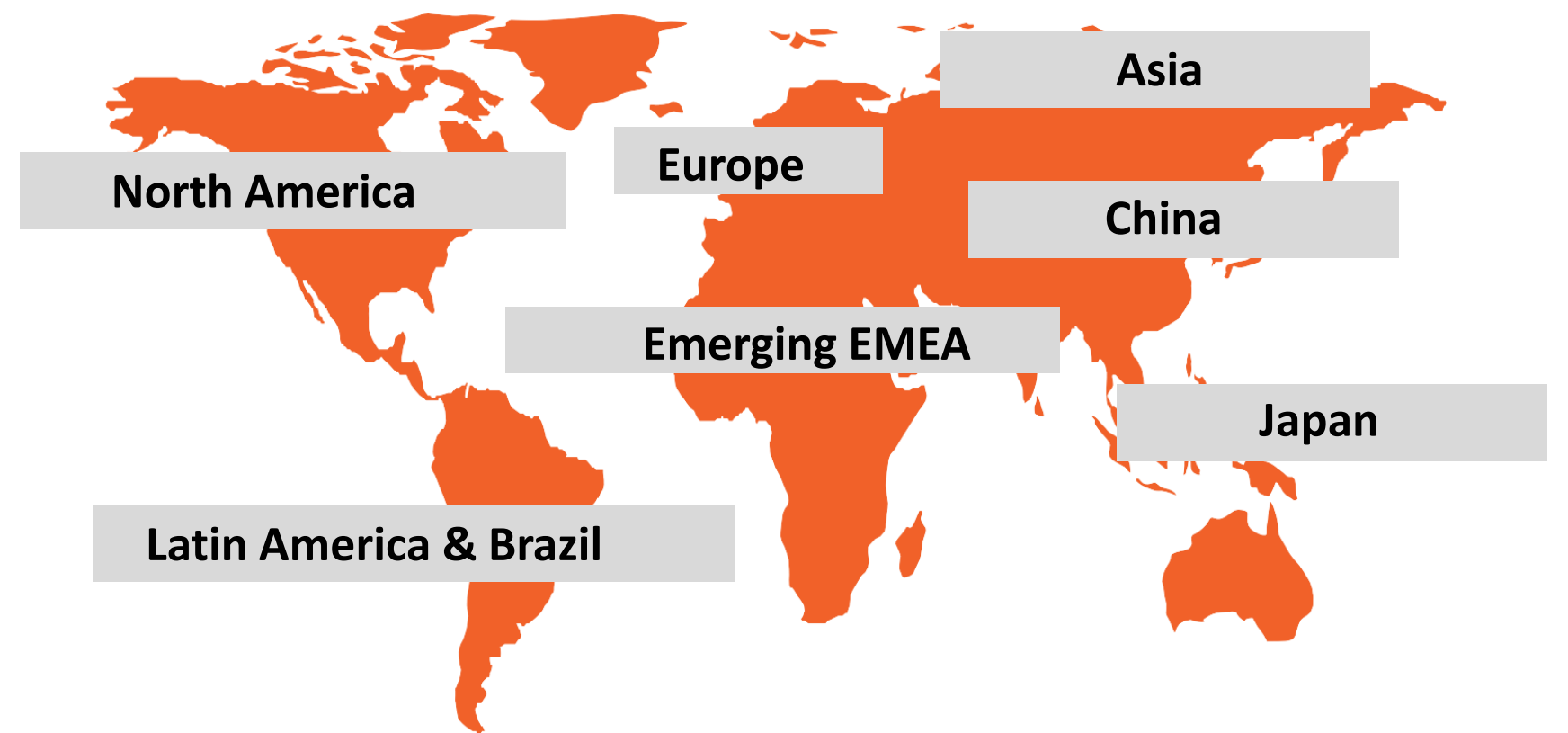
#1 source of market intelligence for Equities, Fixed-Income and Corporate Executive Team performance.

RESEARCH - RANKINGS - DATA - INSIGHTS

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



OUR GLOBAL REACH



Emerging EMEA Executive Team

Seven Distinct Rankings Categories: Buy-Side and Sell-Side Perception



CEO
and CFO



IROs and
IR Teams



IR
Program



ESG and Investor/
Analyst Event

METHODOLOGY



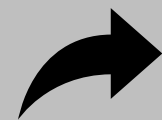
GENERAL

- Research cycle 4-6 weeks: April – May 2021
- 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.



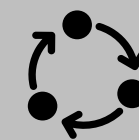
TARGET UNIVERSE

- 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

EXECUTIVE TEAM VOTE

Search for a firm. Rate from 5 (excellent) to 1 (average) for the Executive Team role or in the IR Function attribute

The image displays three overlapping screenshots of the Institutional Investor website's voting interface. The top-left screenshot shows the 'Voting area' with a sidebar menu containing categories like 'CEO, CFO & Investor Relations', 'Pan-Europe Sales', 'Pan-Europe Corporate', 'Research Firms & Analysts', 'Pan-Europe Research Firms', 'Industry Research Sector', 'Macro Research Sector', and 'UK Small & Midcap Brokers'. The 'Executive Team' category is highlighted. The top-right screenshot shows the 'Firm' selection step for 'Sentinel Real Estate Corp.', with a dropdown menu listing attributes: 'Investor Relations Attributes', 'Services & Communication', 'Financial Disclosure', 'ESG Metrics', and 'Executive Team'. The 'Executive Team' attribute is selected, and a rating of 5 stars is shown. The bottom screenshot shows the 'Contact' step for 'Senex Energy' with 'Mcperson, Justina' as the contact. It features a rating of 5 stars for 'Leadership', 4 stars for 'Communication', and 4 stars for 'Credibility'. There are also text boxes for 'Positive Comments' and 'Constructive Comments', and 'Cancel' and 'Save' buttons.

METHODOLOGY - RESEARCH CATEGORIES

Sell-side analysts are encouraged to 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.

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

Executive Team

IR Program Functions

CEO

CFO

IRO

Services & Comms

ESG Metrics

Financial Disclosure

- Leadership
- Communication
- Credibility

- Financial Stewardship
- Capital Allocation
- Communication

- Business & Market Knowledge
- Responsiveness
- Productivity of NDR/Road Shows/Conferences
- IR Team Authority & Credibility
- Investor/Analyst Event
- Quality of Earnings Call

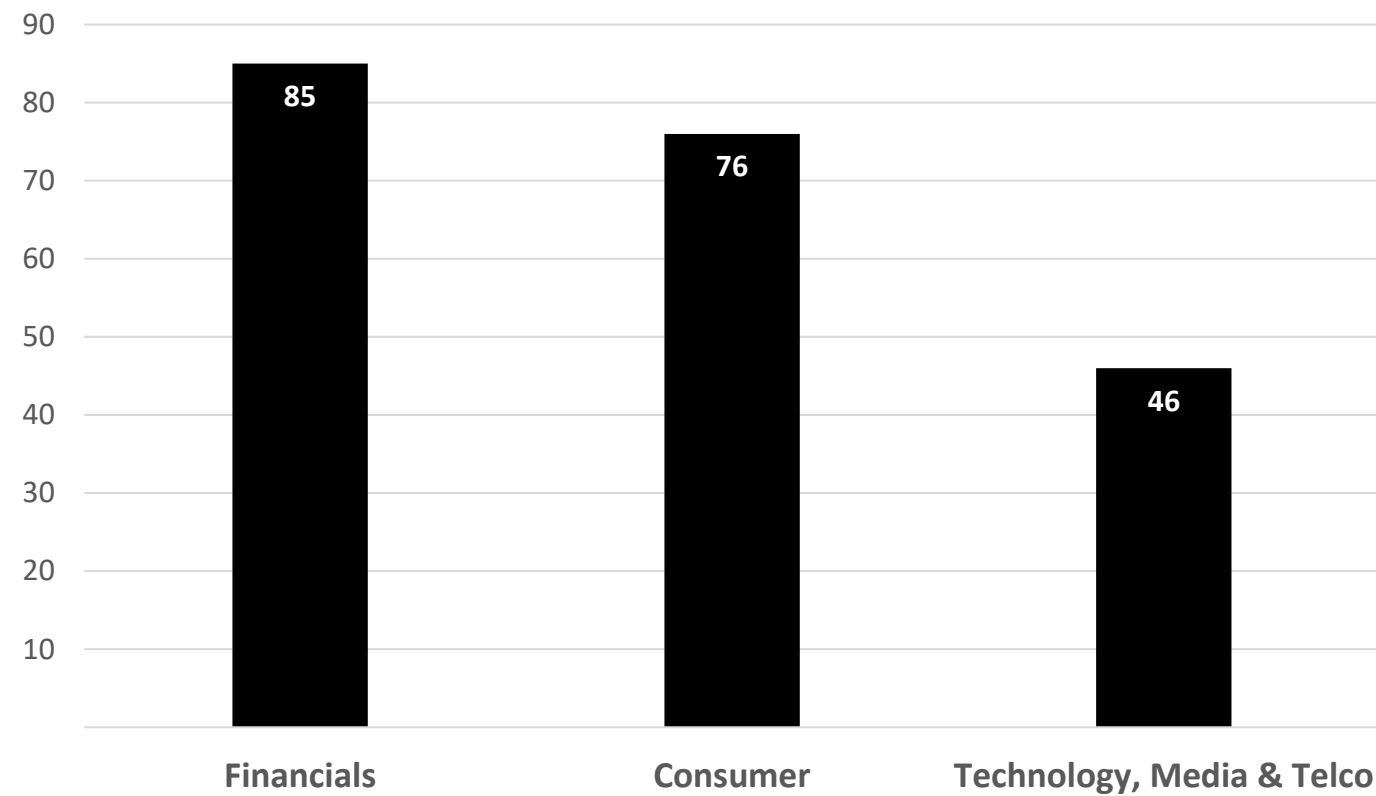
- ESG Metrics
- ESG Engagement
- Corporate ESG Strategy

- Timing to Market
- Consistency
- Granularity

2021 EMERGING EMEA EXECUTIVE TEAM SURVEY – STATS & TRENDS

SURVEY UNIVERSE

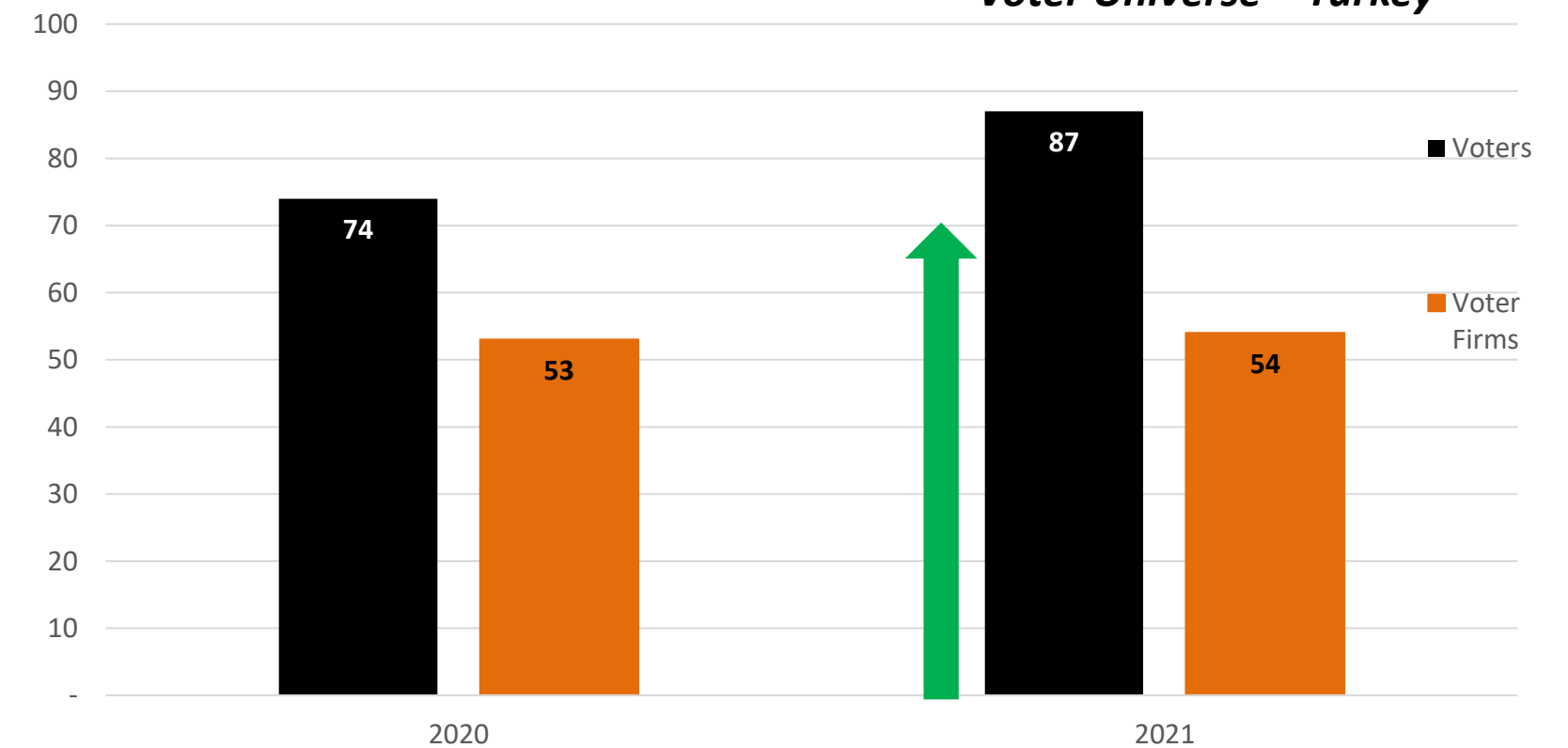
Top EMEA Industry Sector by Nominations



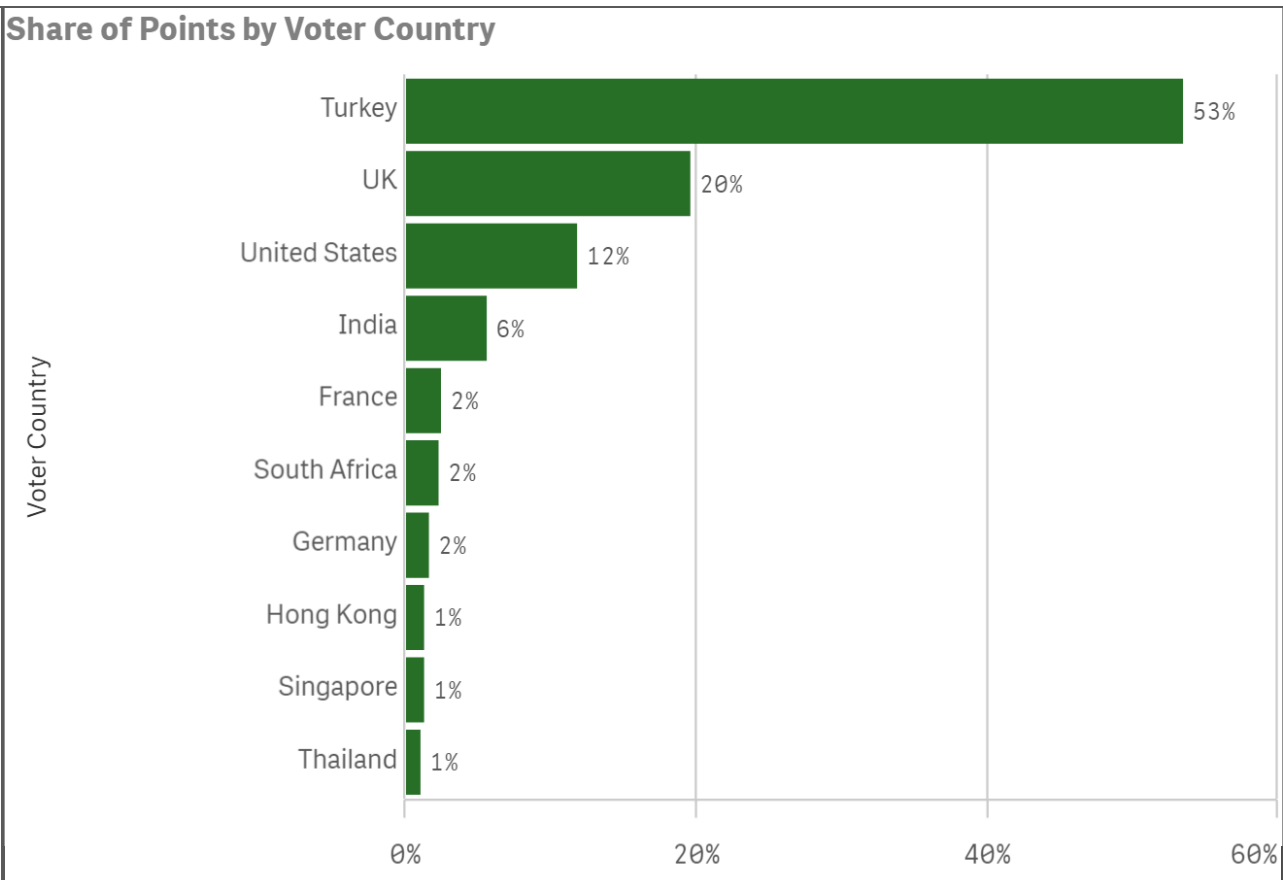
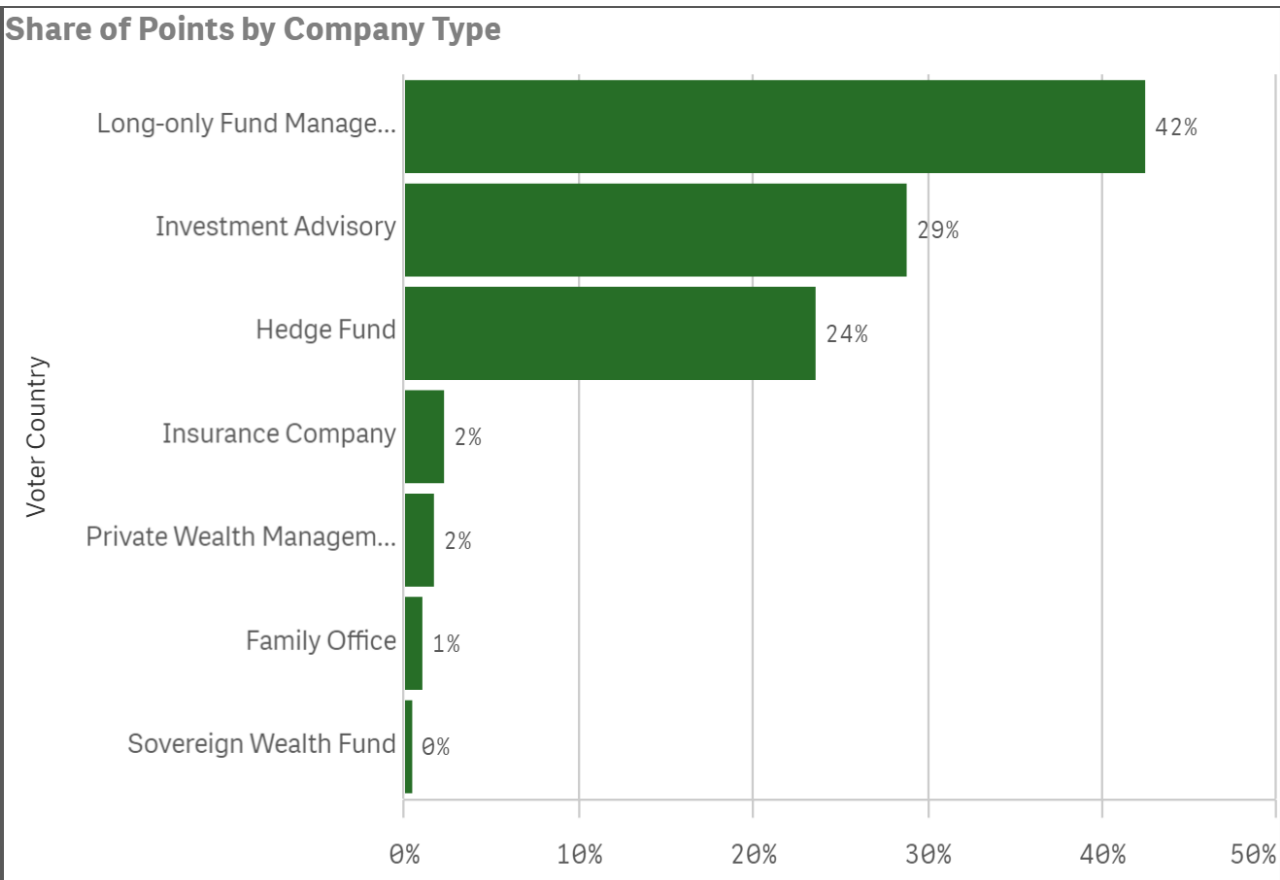
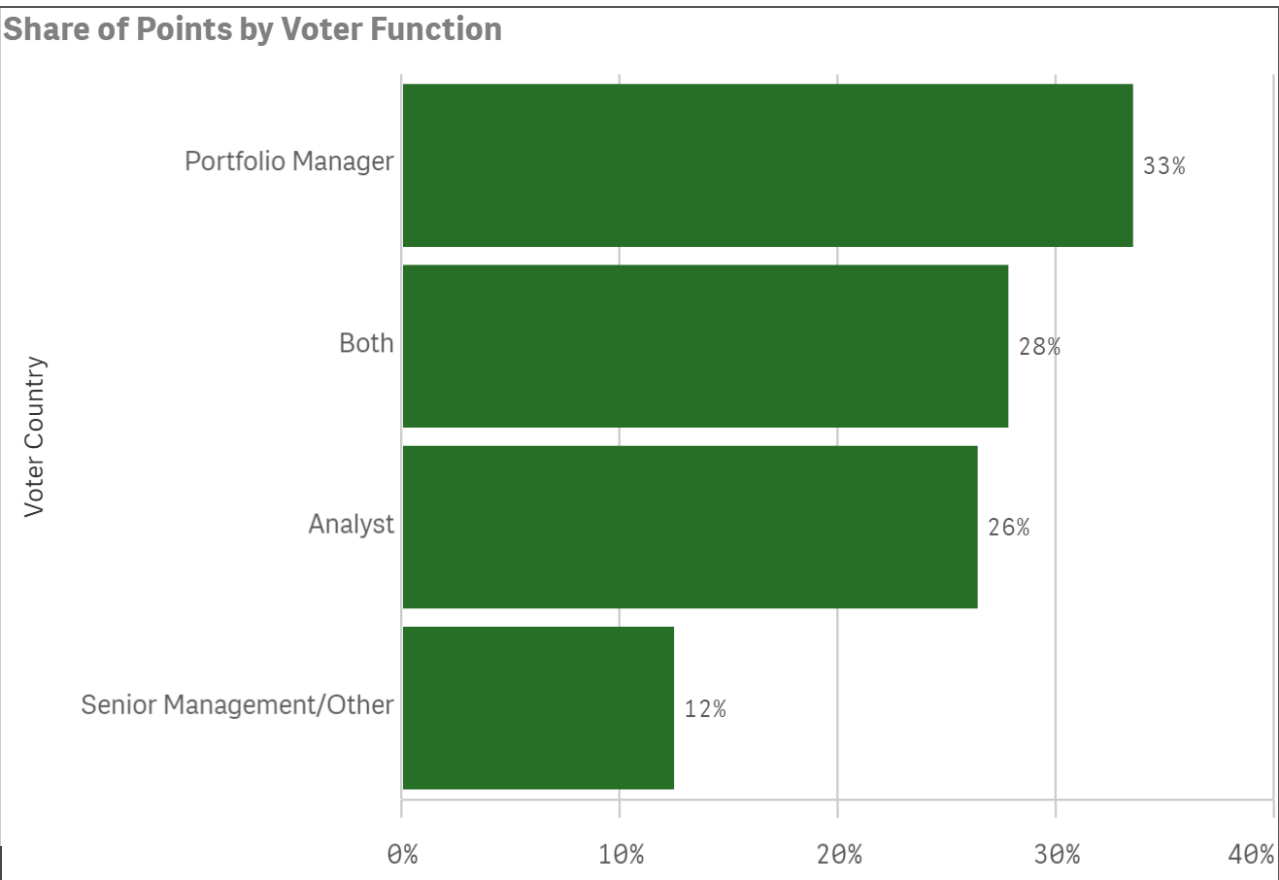
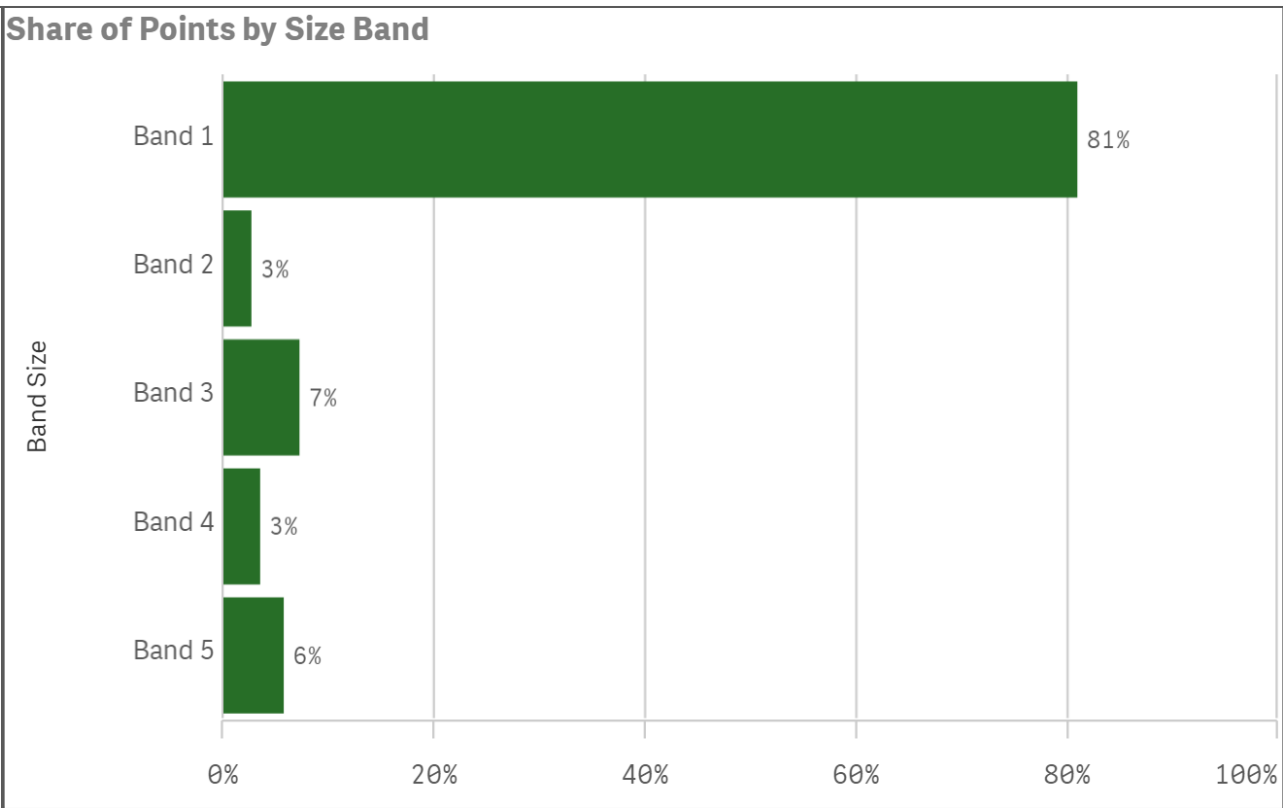
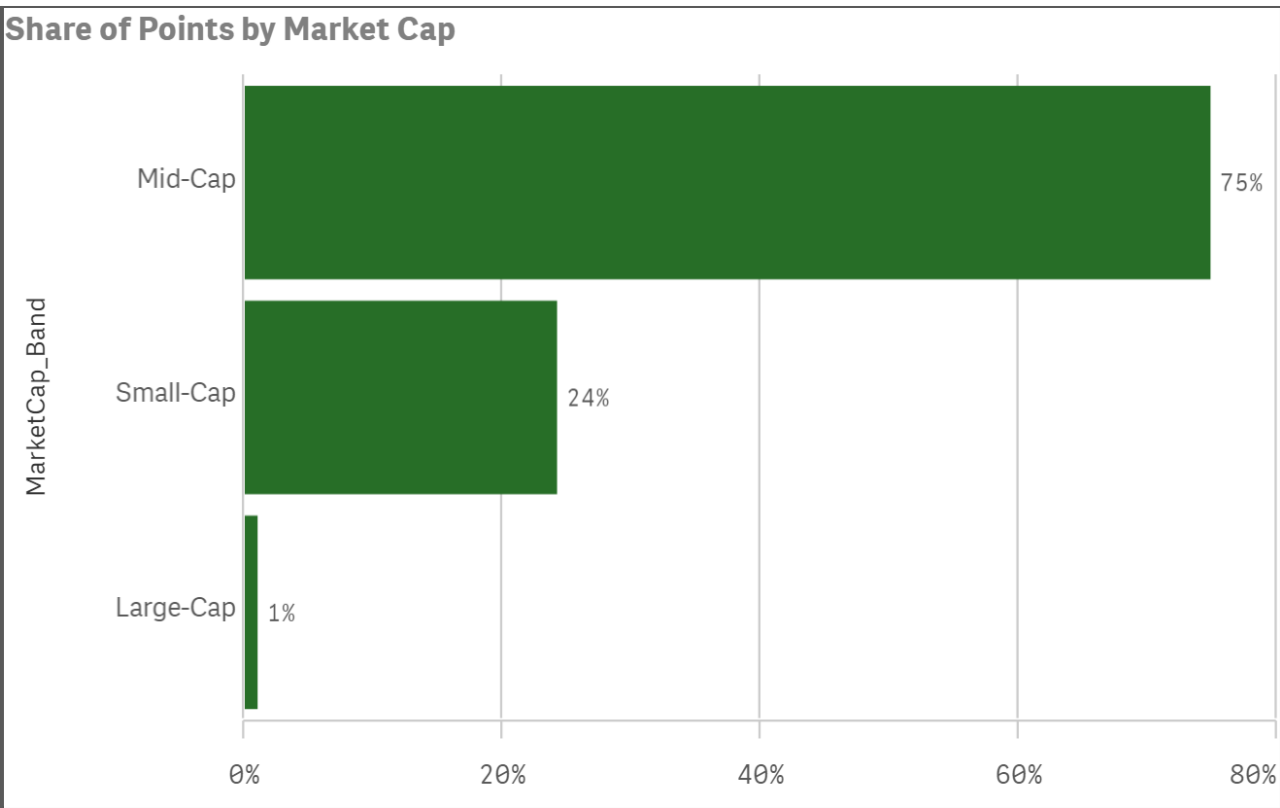
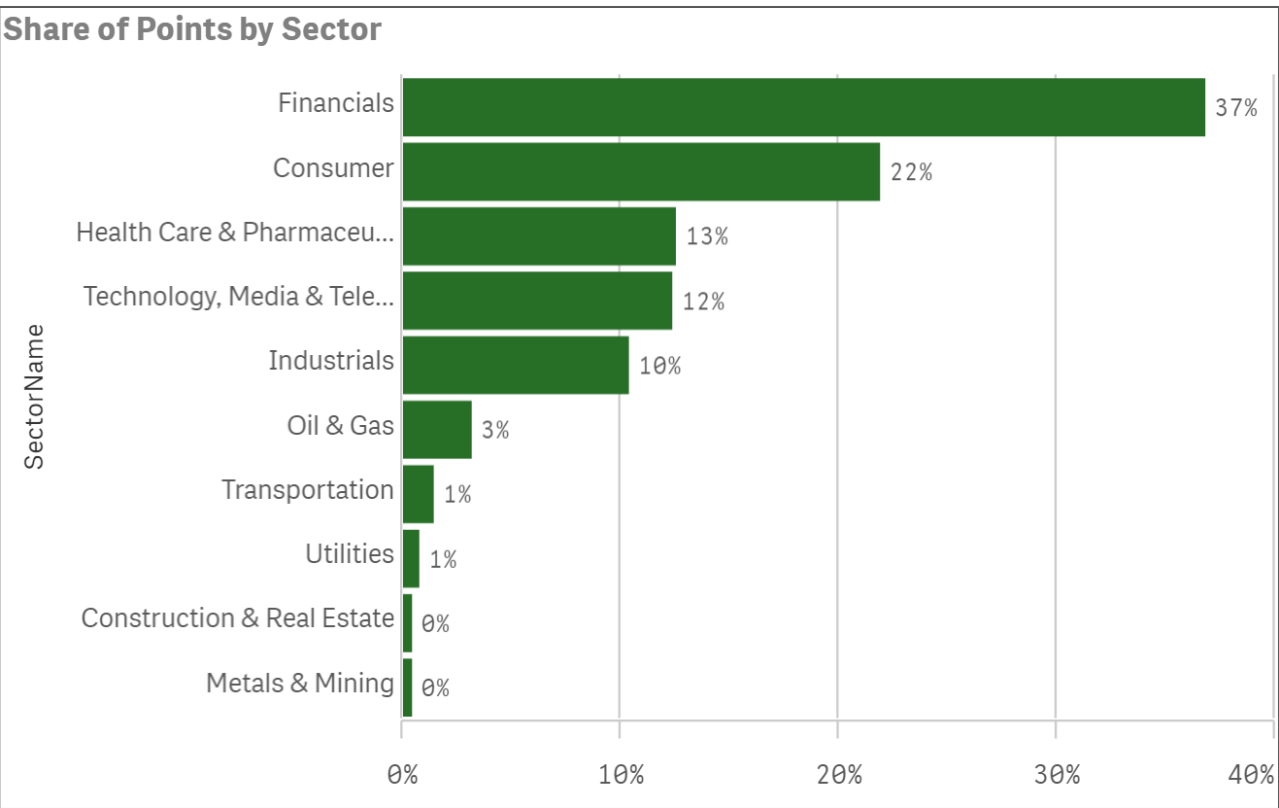
- **30 Countries**
- **11 Sectors**
- **351 Nominated Companies**
- **552 Nominated Executives**

TURKEY has the 3rd highest number of company nominations and 2nd highest of individuals' nominations in EMEA

Voter Universe – Turkey

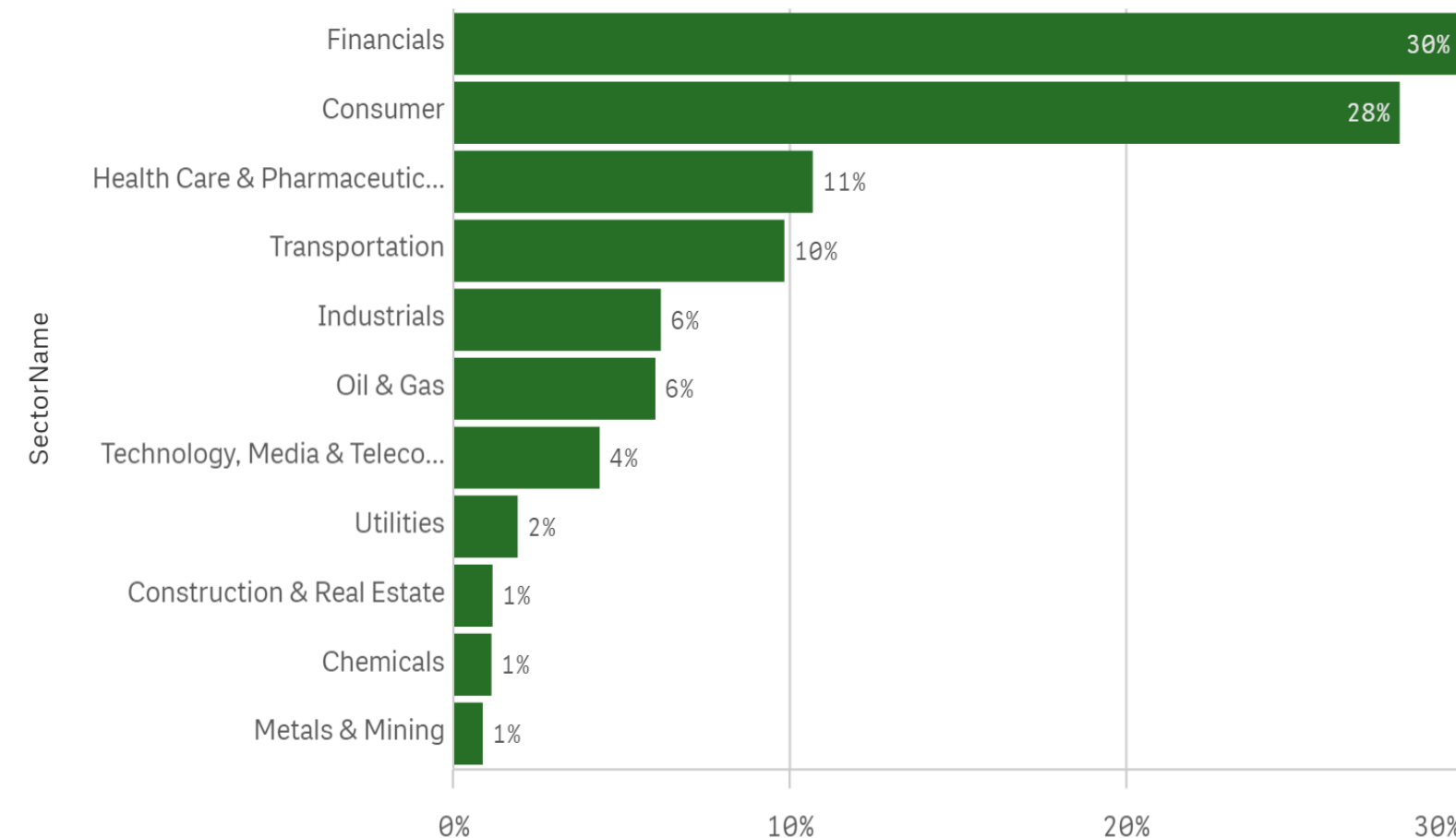


BUY-SIDE VOTER UNIVERSE - TURKEY

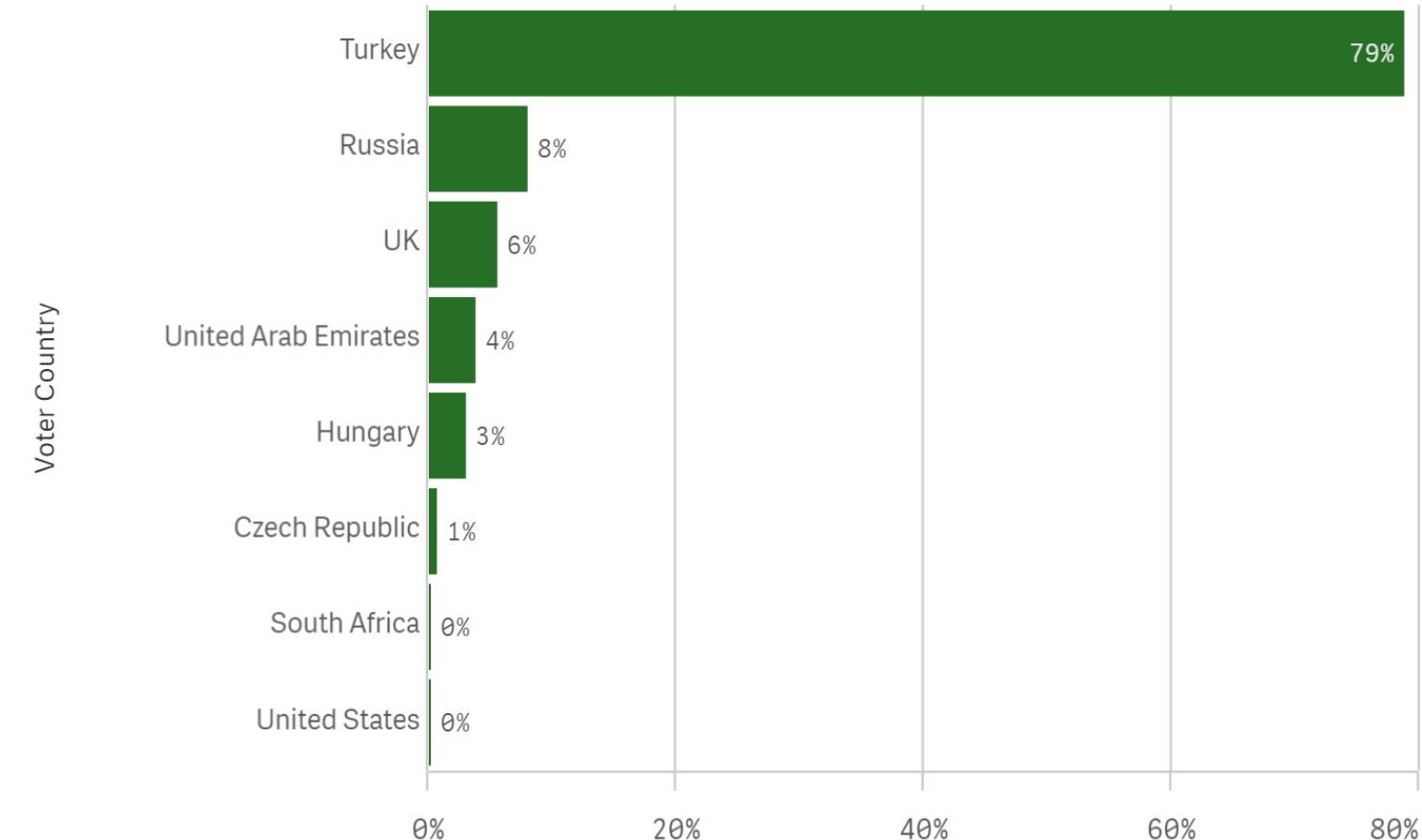


SELL-SIDE VOTER UNIVERSE - TURKEY

Share of Points by Sector

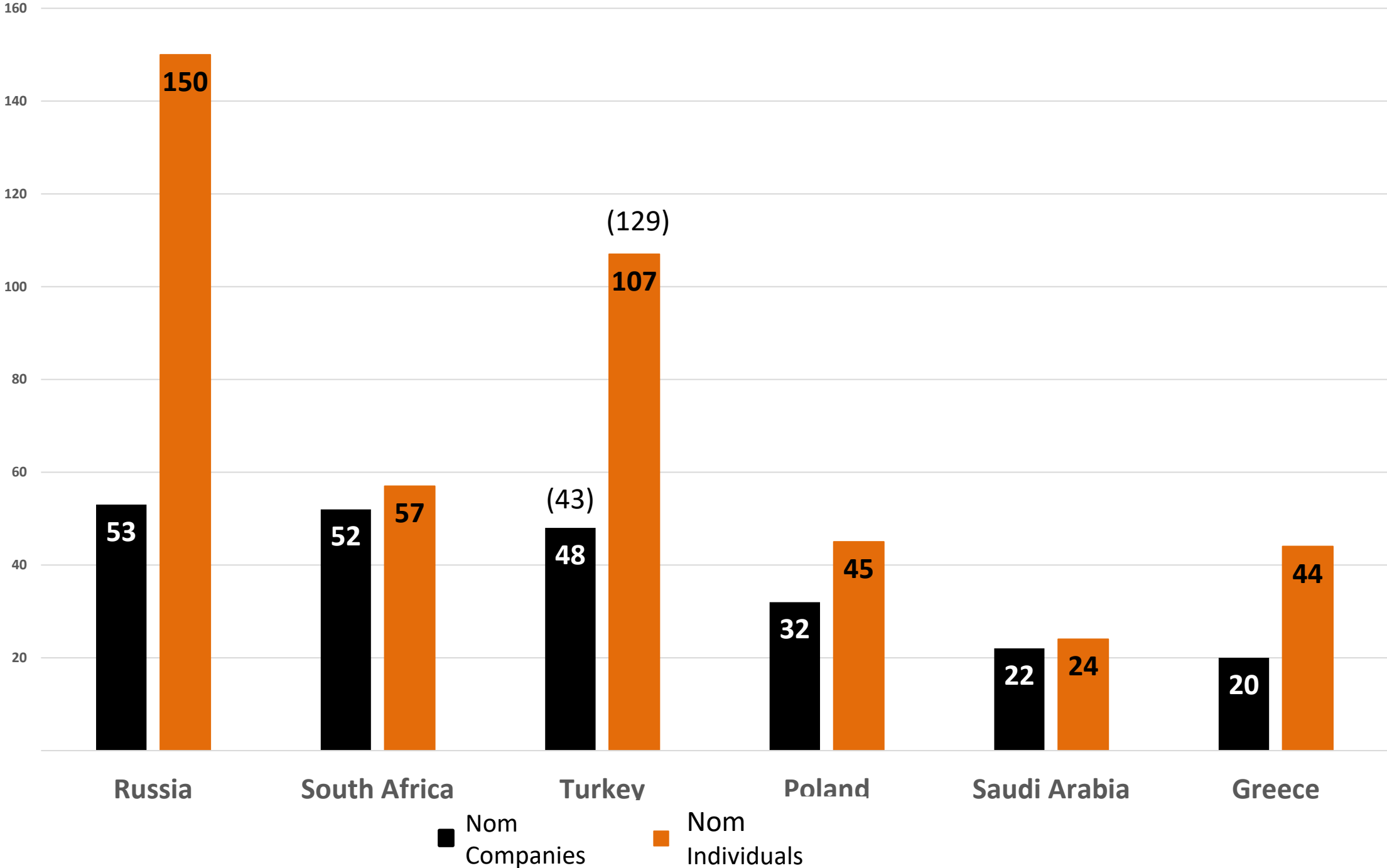


Share of Points by Voter Country



TURKEY STATS

Nominated Companies and Individuals in EMEA



Turkish Companies capture 13% of the entire stakeholder feedback consistent with last year.

8 Honoured Turkish Companies – up from 7

5 Most Honoured Turkish Companies – up from 4

CONTACT

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TURKEY IR BEST PRACTICE
AWARDS 2021
