



# INVESTOR RELATIONS TOOLKIT

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Linda Jackson, Corporate Services, Thomson Reuters



THOMSON REUTERS

# AGENDA

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- Introduction – Basic IR tools
- Desktop Tools
- Shareholder Identification Tools
- Communication Tools



# INVESTOR RELATIONS TOOL KIT

## Communications Solutions

**Transform your IR Web site with Michael Cotter**

**ACME Communications Corp.**

**Website:** [www.acme.com](http://www.acme.com) **Location:** Two Station Road, Worcester, MA, 01601  
**Ticker:** ACME **Phone:** 508.123.4567  
**Year Founded:** 1977 **Fax:** 508.123.5678  
**Number of Employees:** 1,500

**Corporate Profile**  
 The ACME Corporation is a leading global provider of integrated information solutions to business and professional markets. ACME provides many have information, with technology and applications that help its customers. ACME has more than 20 million information users in the fields of law, tax, accounting, higher education, reference, investment, financial services, scientific research and healthcare.

**Stock Performance**  
 ACME - NYSE (Common Stock)  
 Price: 42.60 Change: +0.62  
 Volume: 25,000 % Change: +1.46%  
 Intraday High: 43.02 52 Week High: 43.43  
 Intraday Low: 42.52 52 Week Low: 35.70  
 Today's Open: 43.29 US Dollar  
 Previous Close: 43.23 NYSE  
 02/07/07 4:00 p.m. ET  
 Pricing delayed 20 min.

**What's New Section** **Financial Tear Sheet** **Company Calendar** **Viewed Links** **IR Toolkit**  
**Quick Look** **Scrolling News** **Alerting Features** **Quarterly Results** **Annual Meeting**

Click here contact us today for more information

How can I communicate?

## Desktop Information

**Thomson Reuters**

**Markets** **Company** **First Call** **Firms & Funds** **Contacts** **CRS Events** **MyCorpComm** **Tools**

**The Markets** **Quotes** **Alert Watch** **Market View** **StreetEvents** **Charts** **News** **Tracker/Quotes**

**Price Monitor (Daily Monitor)**  
 Symbol: ACME NY:NYSE Last: 42.60 Chg: +0.62 Vol: 25,000  
 Bid: 42.58 Ask: 42.62  
 High: 43.02 Low: 42.52  
 Open: 43.29 Close: 43.23  
 Prev: 43.23

**My News**  
 Symbol: ACME NY:NYSE Last: 42.60 Chg: +0.62 Vol: 25,000  
 Bid: 42.58 Ask: 42.62  
 High: 43.02 Low: 42.52  
 Open: 43.29 Close: 43.23  
 Prev: 43.23

**My Symbols**  
 Symbol: ACME NY:NYSE Last: 42.60 Chg: +0.62 Vol: 25,000  
 Bid: 42.58 Ask: 42.62  
 High: 43.02 Low: 42.52  
 Open: 43.29 Close: 43.23  
 Prev: 43.23

**Thomson Charts Plus**  
 Enter Symbol: ACME NY:NYSE Time Period: 1 month Frequency: Daily Chart Style: HLC Bars  
 Saved Charts: [None]  
 Get View Data Export  
 Save Hide Controls

**CHARTING TOOLS**  
 Enter up to 5 symbols separated by semicolons  
 <Name> <Name> <Name>  
 Sign Off Workspace Preferences User Info Help

What is happening?

## Shareholder Identification

**XYZ Inc.**

Monday, May 14, 2007 Print Version

**What Happened?**

- UBS Equities - Getting June Guidance back in Sync - Thomson First Call
- APRALCOOSA MANAGEMENT LP sells 500,000 shares - Thomson Advisory Services
- Capital Research up SE Watchlist following by 2 (12) - Thomson StreetEvents
- Q1 2007 Mafes, Inc. Earnings Release - Thomson StreetEvents

**PERFORMANCE MATTERS**

**Stock Summary**  
 Symbol: XYZ NY:NYSE  
 Price: 17.72 Change: +0.10 (0.68%)  
 High: 18.00 Low: 17.50  
 Total Volume: 6,200,150  
 Average Volume: 7,223,120

**Market Summary**  
 Symbol: DAX Volume: 12,275,94  
 DAX: 49.47 (0.41%)  
 Nasdaq: 2,408.30  
 S&P 500: 1,406.97  
 10 Yr Bond: 4,5490  
 NYSE Volume: 1,569,520,000  
 Nasdaq Volume: 974,880,880

**Performance**

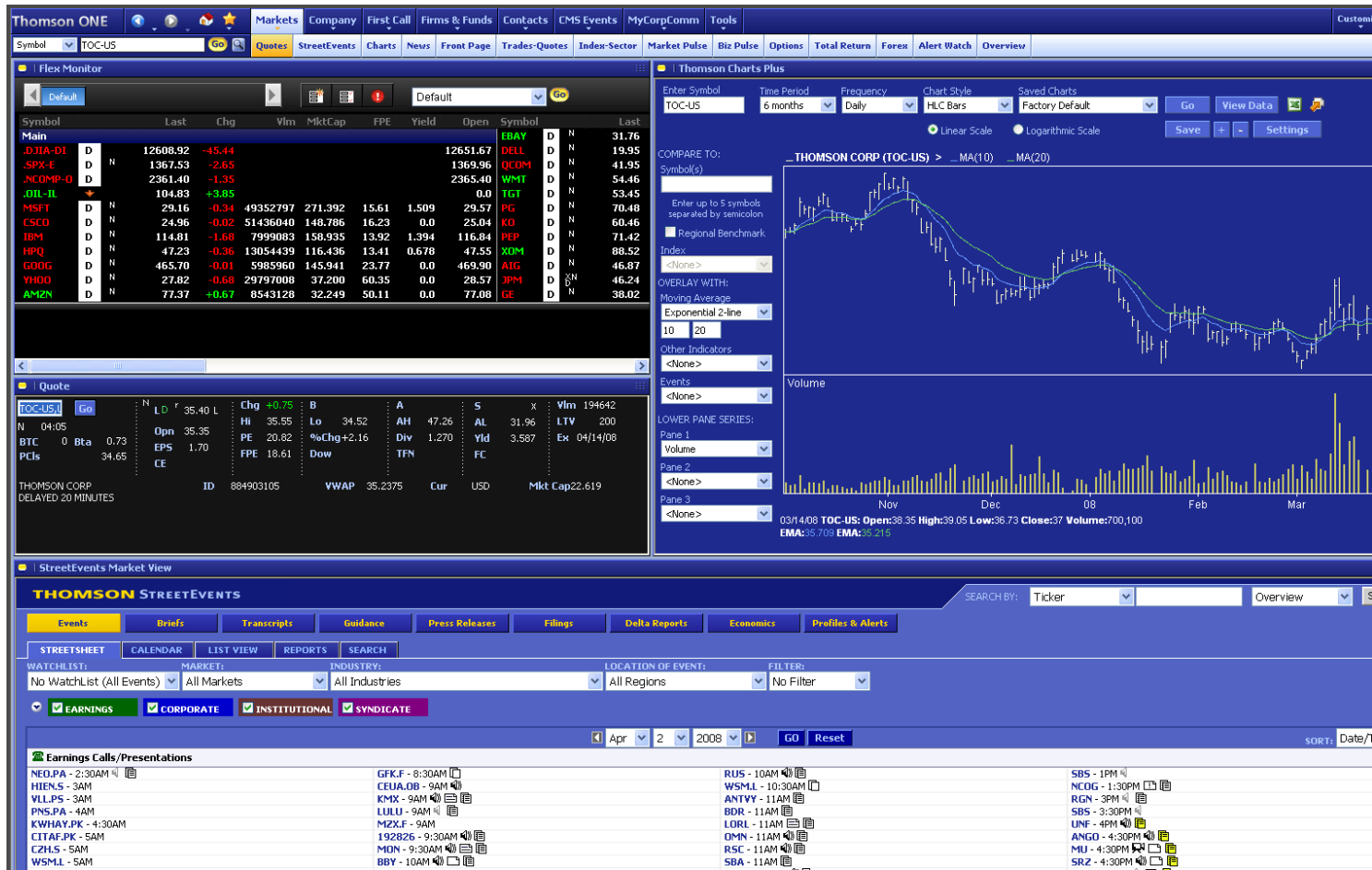
	Close	Change	% Change	High	Low	Volume
GE	35.51	+0.72	2.07%	36.65	34.73	2083.1
United Technologies Corp.	65.49	+0.89	1.39%	66.16	64.40	2084.9

Who owns my shares?

What shall I do about it?

# DESKTOP INFORMATION TOOLS

Web-based information platform designed for the IR professional



# TYPICAL FEATURES

# BENEFITS

## MARKET DATA

### Real time news and data

- Monitor share price and that of peers
- Keep up to date with financial market activity

## PUBLIC OWNERSHIP DATA

### Ownership Contacts

- See which institutions are invested in the company and peers
- Understand which investors are 'bulls, bears or activists in the stock'

## CONTACTS/CRM

### A database of 50,000 buy and sell side professionals

- See detailed profiles on investment professionals + summary meeting reports
- Links into companies private database – tracking all changes

## BROKER RESEARCH (First Call)

- See broker research on the market and its peers
- See market consensus on earnings forecasts

## COMPANY INFORMATION

### Key company data

- See detailed financial statements and key facts about other organisations
- Understand peer company fundamentals

## DIARY OF EVENTS

### STREET EVENTS/CorpComm

- post its webcast/transcript in events diary aimed at investment professionals
- see viewing statistics of webcast and website traffic

## IR COMMUNITY BLOG

### IR Hub

- Hub for information and thought leadership pieces on the IR industry
- Allows IRO to blog and exchange ideas on best practice



# SHAREHOLDER IDENTIFICATION TOOLS

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- Share/bondholder Identification
  - Who owns your shares / debt and why
- Perception Studies
  - What are your investors thinking
- Investor Targeting
  - Who should be investing in you

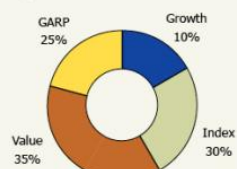
# OWNERSHIP AND PEER ANALYSIS



## INSTITUTIONAL ACTIVITY

Value oriented shareholders continue to comprise a large portion of TOC's top institutional shareholders. This is a function of TOC's attractive long-term prospects and valuation. Value oriented investors remain attracted to the stock, as these holders represented over one-quarter of the Q4 buying.

Top 10 Buyers



### Growth

Growth investors dominated buying as the TOC story is poised to change in the near future.

Top 10 Buyers

Institution	Position [4Q07]	Position Change [4Q07]	Position [3Q07]	Equity Asset (\$MM)	Investment Style	Turnover	City
McLean Budden Ltd.	13,119,029	4,343,320	8,775,709	21,659	Core Growth	Low	Toronto
Tetrem Capital Partners, Ltd.	3,775,700	3,775,700	0	7,880	Core Value	Low	Winnipeg
CIBC World Markets Inc.	3,148,699	(3,148,699)	0	17,767	Broker-Dealer	Low	Toronto
Phillips, Hager & North Investment Management Ltd.	11,523,016	2,538,953	8,984,063	18,334	GARP	High	Vancouver
Glenview Capital Management, L.L.C.	3,000,000	(2,250,000)	750,000	7,928	Growth	Mod	New York
AIM Trimark Investments	6,264,400	1,996,400	4,268,000	36,388	Core Growth	High	Toronto
Ontario Municipal Employees Retirement System	3,582,036	(1,775,800)	1,806,236	9,985	Core Value	Low	Toronto
TD Asset Management Inc.	5,703,055	(1,665,879)	4,037,176	34,415	Index	Low	Toronto
RBC Asset Management, Inc.	14,278,301	818,857	13,459,444	66,152	Core Value	Low	Toronto
Scotia Cassetts Investment Counsel Ltd.	2,612,520	626,682	1,985,838	9,280	GARP	Low	Toronto

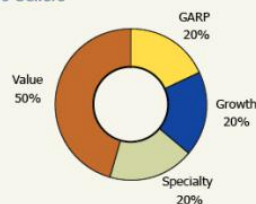
### McLean Budden Ltd.

McLean Budden Ltd., that seeks firms with secure earning growth, solid management teams and reliable balance sheets added 50% to its holdings during the fourth quarter.

### Tetrem Capital Partners, Ltd.

Tetrem Capital Partners, Ltd. established a sizeable position during the final quarter of 2007, as its quantitative models and the contrarian value approach identified lower valuations as a buying opportunity.

Top 10 Sellers



### Value

Value oriented firms comprised half of all selling during Q4 as equity markets created significant alternative opportunities.

Top 10 Sellers

Institution	Position [4Q07]	Position Change [4Q07]	Position [3Q07]	Equity Asset (\$MM)	Investment Style	Turnover	City
Goodman & Company, Investment Counsel	297,431	(1,577,670)	1,875,101	19,221	GARP	Mod	Toronto
Clovis Capital Management	550,000	(944,000)	1,494,000	2,482	Equity Hedge	High	New York
CIBC Asset Management	2,286,565	(859,367)	3,145,932	20,298	Core Value	Low	Montreal
AIC Ltd.	3,705,477	(600,215)	4,305,692	6,202	Core Value	Mod	Burlington
Jarislowsky Fraser, Ltd.	18,780,647	(520,476)	19,301,123	38,882	Core Value	Low	Montreal
Norges Bank	136,260	366,792	503,052	133,783	GARP	Mod	Oslo
ABP Vermogensbeheer	38,670	(351,889)	390,559	37,088	Core Value	Low	Heerlen
Legg Mason Canada Inc.	0	(231,500)	231,500	133	Core Value	High	Waterloo
Ontario Teachers' Pension Plan Board	633,847	(202,100)	835,947	13,389	Core Value	Mod	Toronto
Industrial Alliance Investment Management Inc.	1,618,200	(167,750)	1,785,950	3,720	Core Value	Low	Toronto

### Goodman & Company, Investment Counsel

Goodman & Company, Investment Counsel nearly liquidated its holdings during the fourth quarter, after holding the stock for only 2 quarters.

### AIC Ltd.

AIC Ltd. pared back its holdings during the final quarter of 2007. The firm has been trading around a core position of approximately 4 million shares for several years.

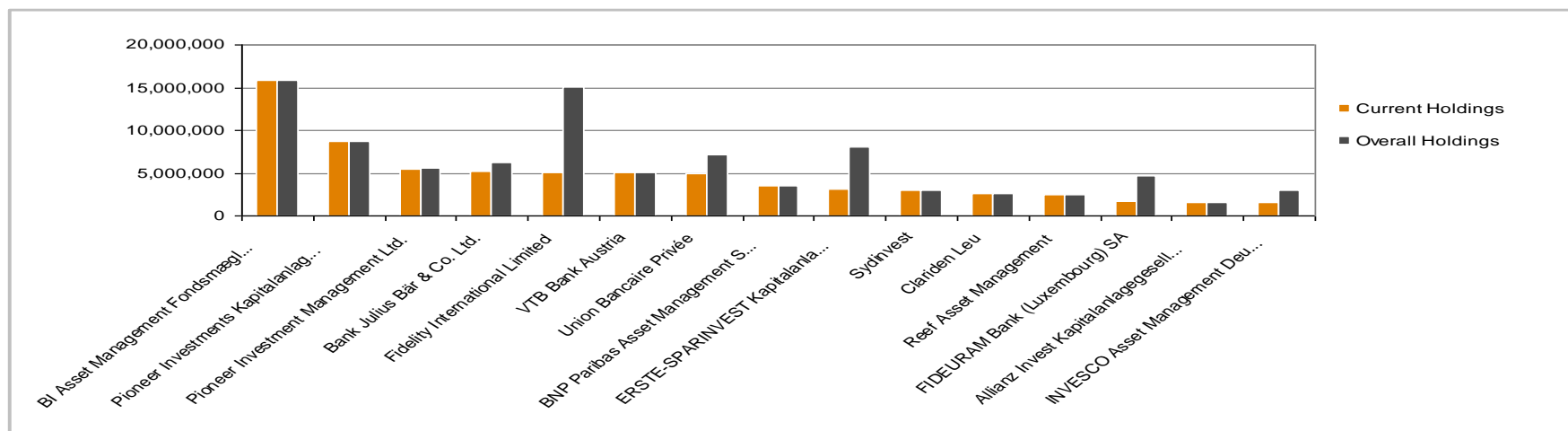




# TOP 15 BONDHOLDERS 8% Note due 19/01/2010

## XS0324154288

Institution	Percent of Note	Current Holdings	Overall Holdings	Type	Rank	Aggregate Rank
BI Asset Management Fondsmæglerselskab A/S	6.34%	15,818,000	15,818,000	Investment Advisor	1	1
Pioneer Investments Kapitalanlagegesellschaft mbH	3.48%	8,693,000	8,693,000	Investment Advisor	2	6
Pioneer Investment Management Ltd.	2.21%	5,515,000	5,551,000	Investment Advisor	3	12
Bank Julius Bär & Co. Ltd.	2.06%	5,147,000	6,297,000	Bank & Trust	4	10
Fidelity International Limited	2.04%	5,090,000	15,035,000	Investment Advisor	5	2
VTB Bank Austria	2.00%	5,000,000	5,000,000	Bank & Trust	6	13
Union Bancaire Privée	1.98%	4,942,000	7,174,000	Investment Advisor	7	8
BNP Paribas Asset Management Singapore Ltd.	1.42%	3,550,000	3,550,000	Investment Advisor	8	17
ERSTE-SPARINVEST Kapitalanlagegesellschaft mbH	1.25%	3,108,000	7,997,000	Investment Advisor	9	7
Sydinvest	1.20%	3,000,000	3,000,000	Investment Advisor	10	20
Clariden Leu	1.06%	2,649,000	2,649,000	Bank & Trust	11	22
Reef Asset Management	1.00%	2,500,000	2,500,000	Investment Advisor	12	23
FIDEURAM Bank (Luxembourg) SA	0.66%	1,650,000	4,665,000	Bank & Trust	13	14
Allianz Invest Kapitalanlagegesellschaft mbH	0.63%	1,561,000	1,561,000	Investment Advisor	14	28
INVERSCO Asset Management Deutschland GmbH	0.61%	1,528,000	3,044,000	Investment Advisor	15	19





# SAMPLES REPORT: - DAILY ANALYSIS

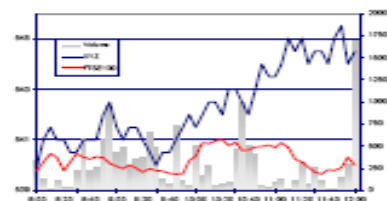
## XYZ Daily Report

**John Smith**  
Senior Analyst  
+44 (0)20 7369 8000  
John.Smith@thomsonreuters.com

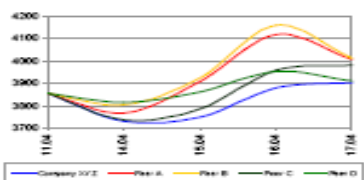
**Mid-Day Share Price**  
(Daily % Change)

**GBP 544.50**  
(0.83%)

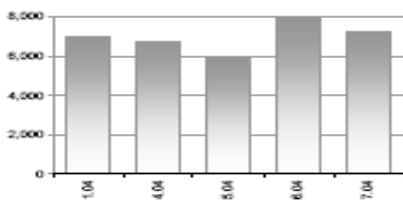
**XYZ Intraday Trade**  
(Price & Volume)\*



**Peer Performance Chart**  
(-1Week)\*



**XYZ Daily Trading Volumes (mln)**



## Commentary

The London Pensions Fund Authority has joined a U.S. fund in a derivative action against XYZ Plc executives and board members, for a string of operational disasters they claim hurt the company's shareholders.

Peer C Thursday launched a pilot project into carbon-dioxide sequestration in the Lacq basin in south-western France that will inject up to 150,000 metric tons of CO2 into a depleted natural gas field over a two-year period.

Italy's antitrust watchdog announced it has recalculated fines it imposed on Peer B PLC and Peer D last year, because of having mistakenly calculated their market share.

## Broker Notes

**Societe Generale.** Now that XYZ's multiple premium to Peer A has narrowed considerably, we prefer XYZ over Peer A. From a pan-European viewpoint, we believe Peer C and Peer D are more attractive than XYZ given their defensive appeal and strong growth.

**Goldman Sachs** removed Peer B from the Conviction Buy List, but rating remains Buy. In their view, Peer B is the most attractive of the European integrated oil companies, with 19% potential upside to our 12-month, DCF-based EUR29.5 price target.

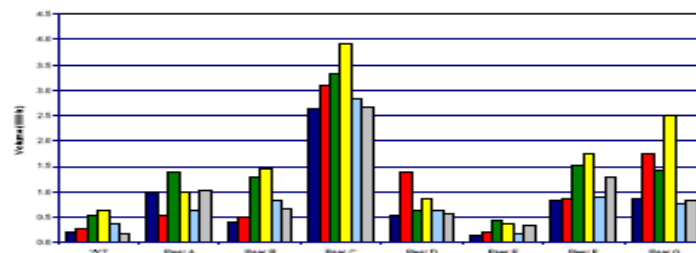
**Deutsche Bank** Analyst Richard Lucas said that while he expects XYZ's focus to be on detailing cost saving and revenue enhancement opportunities, he perceived limited upside to the company's ambitious cost saving plan. Furthermore he said there is room for EPS 07 to reach 20.36 per share.

**Credit Suisse** says there is "more visible upside" in Peer C and Peer B, both rated outperform. Believes "Big Oil will trade closer to its prospective NAV through the plateau phase of the oil cycle." Reduces Peer C price target to GBP20.5 from GBP23.5, XYZ target to 610p from 630p.

## Peer Performance

XYZ Plc		17/04/2008 Close	Daily Change	1D	1M	% Change 3M	YTD	12M
Peer A	p	1,515.00	105.00	6.92	4.07	2.65%	4.11%	13.55%
Peer B	p	4,140.00	6367.00	(3.57)	21.32	37.66	10.48	82.90
Peer C	AS	146.00	140.00	3.84	14.90	23.10	9.00	75.04
Peer D	p	3,432.00	3412.00	0.59	17.17	34.85	11.43	28.65
Peer Average			(0.45)	16.34	31.64		13.33	55.66
FTSE 100		5,980.35	6046.23	(1.09)	10.45	1.32	(7.38)	(7.95)
FTSE ALL SHARE		3,051.12	3079.14	(0.91)	9.85	1.59	(7.17)	(6.91)

## Top 5 Trading Firms across Peer Group



# BENEFITS OF ADVISORY SERVICES

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## **Allows a company to:**

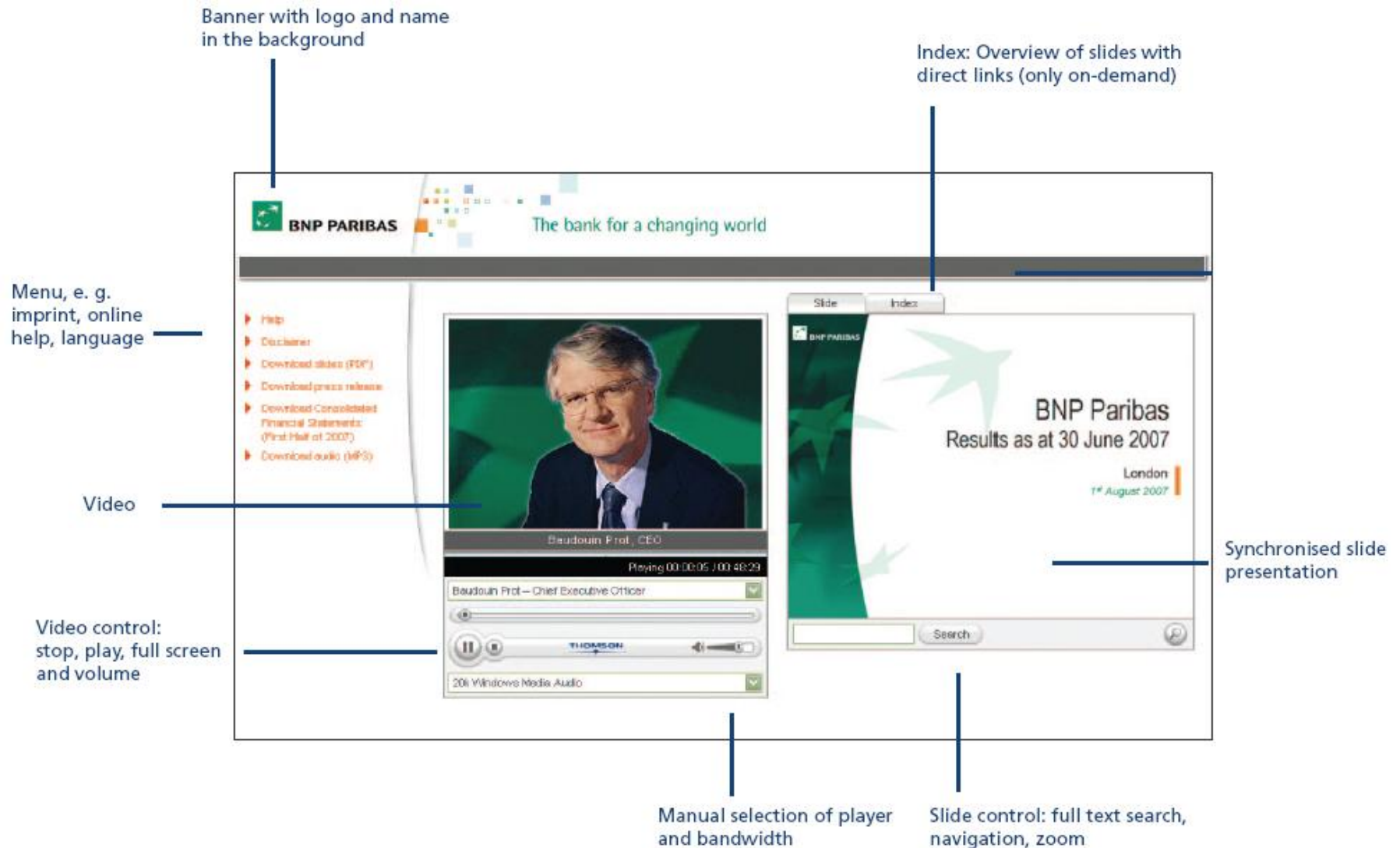
- Know their investors and which institutions are buying or selling their company's securities.
- Understand what investors think about their company, and provide comparisons with their peers.
- Identify and target prospective investors, and understand how stakeholders will react to corporate changes (M&A, spin-off, dividend change, etc).
- Lower their borrowing costs in the debt markets and more effectively manage credit spreads.
- Track news and price moving events affecting their company, sector or the market.
- Measure the success of IR efforts, quantitatively and qualitatively.



# COMMUNICATIONS TOOLS

## AUDIO WEBCAST

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# VIDEO WEBCAST

The screenshot shows a video webcast interface for Xstrata. At the top left is the Xstrata logo. Below it is a video player showing a man speaking. To the right of the video is a slide presentation titled 'Mick Davis, Chief Executive'. Below the video player are controls for the speaker, video, and bitrate. To the right of the slide presentation is a search bar and a 'Search' button. At the bottom of the interface are download links for audio, slides, RSS feed, disclaimer, and help.

Annotations with arrows pointing to the interface elements:

- Your company logo
- Video/ Speaker image
- Speaker dropdown
- Video controls: stop, play, full screen, volume
- Bitrate dropdown: select your player and bandwidth
- Index: overview of slides with direct links (only on-demand)
- Synchronized slide presentation
- Slide control: full text search, navigation, zoom
- Download links

# INVESTOR FEEDBACK

Thomson One [MyCorpComm > SE Interest] - Windows Internet Explorer

https://www.thomsonone.com/Workspace/We.aspx?View=Action%3dOpen&BrandName=www.thomsonone.com&IsS: Live Search

File Edit View Favorites Tools Help

Share Browser WebEx

Thomson One [MyCorpComm > SE Interest]

Thomson ONE Markets Company IRHub First Call Firms & Funds Contacts CMS Events MyCorpComm More Customize

SE Interest Event Traffic Web Traffic Visitor Reqs Governance Web Publish Event Publish Messaging

Symbol TRI-N WatchList: My List Market:

StreetEvents Interest

StreetEvents Watchlist Activity - ArcelorMittal

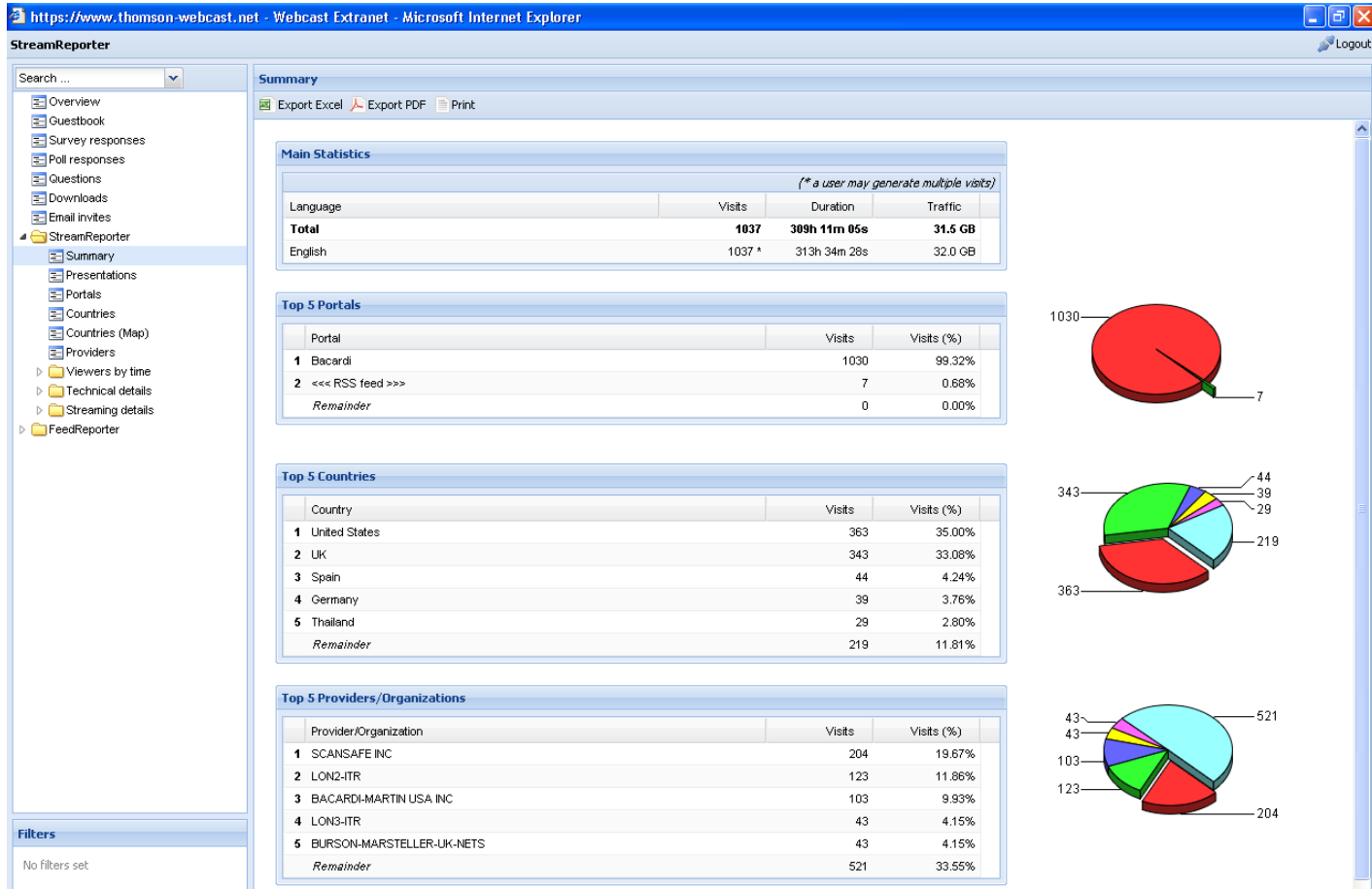
Watchlist Following Content Requests Watchlist Activity

From Date: May 4 2009 To Date: June 4 2009 Compare

Items: 1-25 of 25 Add to List Show: 100 Page: 1 of 1 < Previous Next >

	Bull Bear Rotator	Activist	Firm Name	Firm Type	Updated Watchlist Date / Time (ET)	Change	Position	Equity Assets	Investment Style	City	iTarget Score	iTarget Purchase Power
			1798 Capital Partners	Buy Side	MAY. 31. 09 / 2:07PM	1						
			AK Steel Holding Corp	Corporation	MAY. 05. 09 / 10:16AM	1						
			ALLIANCE CAPITAL	Other	MAY. 08. 09 / 10:00AM	1						
<input type="checkbox"/>			<a href="#">AXA Investment Managers Paris</a>	Buy Side	MAY. 28. 09 / 9:20AM	-1	13,400	37,533	Core Growth	Paris	69	14,905,262
<input type="checkbox"/>			<a href="#">Causeway Capital Management LLC</a>	Buy Side	MAY. 13. 09 / 3:57PM	-1	0	2,749	Core Value	Los Angeles	41	1,030,133
<input type="checkbox"/>			<a href="#">Duchesne Capital Management, L.L.C.</a>	Buy Side	MAY. 11. 09 / 3:55PM	-1	0	1,419	GARP	New York	40	1,112,431
			Galleon Group	Buy Side	MAY. 21. 09 / 2:19PM	-1						
			Glenview Capital Management Limited	Other	MAY. 22. 09 / 3:15PM	1						
<input type="checkbox"/>			<a href="#">Highbridge Capital Management, LLC</a>	Buy Side	MAY. 12. 09 / 2:29PM	1	0	5,787	Arbitrage	New York	72	1,796,454
			ING WHOLESALE	Buy Side	MAY. 25. 09 / 7:24AM	-1						
			Mortar Rock	Buy Side	MAY. 05. 09 / 4:09PM	1						
<input type="checkbox"/>			<a href="#">O.S.S. Capital Management, L.P.</a>	Buy Side	MAY. 05. 09 / 4:09PM	1	0	817	Hedge Fund	New York	54	762,419

# WEB STATISTICS



- **Stream Reporter**
- Summary
- Presentations
- Portals
- Countries (heat map)
- Providers
- **Viewers by time**
- During live
- By hour
- By day
- By month
- **Technical**
- Browser
- Player version
- Platforms
- Available bandwidth
- Resolutions

# BENEFITS OF AN IR WEBCAST

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- Reaches a wide audience – including investors who can't travel to presentations
- Identifies interest in your stock – investors you may know and may not know
- Time and cost effective
- Meets regulations on fair disclosure
- Ensures company appears 'cutting edge'
- Saves management time; investors who have seen the webcast don't need recap of entire presentation and can cut to main points





# WEBSITE TOOLS

Diageo

home | contact us | sitemap Search  GO

About Diageo Our brands Values & policies Investors News & media Careers

Innovative twists – constantly surprising tastebuds all around the world

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wine and beer categories.

**Latest news**  
Diageo launches Quinn's – A Totally New Type of Alcohol Drink  
Guinness Surger - The revolutionary new beer gadget

**Share price**  
23 Mar 06 04:08:00 PM GMT  
LSE  
**908.00p** -0.27%  
» view LSE chart  
NYSE  
**\$63.74** -0.96%  
» view NYSE chart

**2006 Interim results**  
» Full details available here  
» Investor presentation  
» Media presentation

**Investor Relations newsletter**  
Download our March 2006 Investor Relations newsletter

**Interim statement 2006**  
View the 2006 interim statement here

**Our brands**  
View brand information  
Brands  GO

CHIVANOVI  
GUINNESS  
BAILEYS  
JB  
Cognac  
Cuervo  
Tanqueray

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Simple charting tools

# Standard Website

The screenshot displays the HEAD N.V. investor relations website. The header includes the HEAD logo and navigation links: ABOUT HEAD, NEWS & EVENTS, LICENCES, INVESTOR RELATIONS (highlighted), and JOB OPPORTUNITIES. A secondary navigation bar lists: Company Information, Financial Information, Stock Information, News & Events, and Request Information. The main content area is divided into several sections: Investor Overview (Corporate Profile), Latest Results, Featured Report (Head N.V. 2005 Annual Report), Recent News (with dates and headlines), and Upcoming Events (with dates and release announcements). The right sidebar contains: Contact Details (with an arrow pointing to the top right), COMPANY INFORMATION (with links to Investor Overview, Corporate Governance, Management, Supervisory Board, AGM Summary, and Investor FAQ), QUICKJUMP / SITEMAP (with a dropdown menu), STOCK QUOTE (with a table showing exchange rates for HED and HEAD.VI), and RECEIVE E-MAIL ALERTS (with a sign-up form and a SUBSCRIBE button). Annotations on the left side point to the 'Latest presentation' (Latest Results), 'Recent News', and 'Upcoming events' sections. Annotations on the right side point to 'Corporate Governance and FAQs' (Company Information), 'Stock quote' (Stock Quote table), and 'Subscribe to Email alerts' (Receive E-mail Alerts form).

**HEAD**

ABOUT HEAD | NEWS & EVENTS | LICENCES | **INVESTOR RELATIONS** | JOB OPPORTUNITIES

Company Information | Financial Information | Stock Information | News & Events | Request Information

### Investor Overview

#### CORPORATE PROFILE

We are a leading global manufacturer and marketer of sporting goods, primarily skiing, tennis and diving equipment and accessories. Our brand portfolio includes: ... [More >>](#)

#### LATEST RESULTS

[Click here for our latest results](#)

#### FEATURED REPORT

[Head N.V. 2005 Annual Report](#)

#### RECENT NEWS

23.02.2006 [Head N.V. Announces Results for the Three Months and Full Year Ended 31 December 2005](#) [PRINT](#)

13.02.2006 [Head N.V. -- Conference Call to Discuss the Fourth Quarter Results for 2005 will be Held on Thursday February 23rd 2006 at 15:00 London Time](#) [PRINT](#)

[MORE](#)

#### UPCOMING EVENTS

11.05.2006 **Release of Q1 06 results**

10.08.2006 **Release of Q2 06 results**

09.11.2006 **Release of Q3 06 results**

[MORE](#)

#### Contact Details

#### COMPANY INFORMATION

- + [Investor Overview](#)
- + [Corporate Governance](#)
- + [Management](#)
- + [Supervisory Board](#)
- + [AGM Summary](#)
- + [Investor FAQ](#)

#### QUICKJUMP / SITEMAP

**\*\* Please select \*\***

#### STOCK QUOTE

Exchange	Last	Change
<b>HED</b>	3.88 (USD)	0.00 (0.00%)
<b>HEAD.VI</b>	3.32 (EUR)	0.02 (0.61%)

[MORE](#)

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Sign up to receive e-mail alerts whenever HEAD N V posts new information to the site. Just enter your e-mail address and click Submit.

[SUBSCRIBE](#)

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**Corporate Governance and FAQs**

**Stock quote**

**Subscribe to Email alerts**

# BESPOKE WEBSITE Highlights

IR toolkit

**UNITED COLORS OF BENETTON**

## INVESTOR RELATIONS

English | Italiano **RSS**

Explore our Interactive Value Chain!

Brands Product Operations Commercial Communications

Search site

IR Home  
Group Overview  
Governance  
IR Policy  
Shares  
Reports & Results  
Events & Presentations  
News  
Analysts

**STOCK QUOTE**

Exchange	Last	Change
Milan	6.75	-1.24%

(20 minute delay)

**HIGHLIGHTS**

- 3 June 2009 [BNG: Weekly News](#)
- 11 May 2009 [2009 First Quarter Results](#)
- 11 Mar 2009 [First Quarter 2009 Report](#)

**NEW INTERACTIVE 2008 ANNUAL REPORT**

**SITE SERVICES**

- [NEW on this Site](#)
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- [Calendar Reminder](#)
- [Investor Kit](#)

**CONTACTS**

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- [Share Your Thoughts](#)

**STOCK CHARTING TOOL**

05/06/08 04/12/08 04/06/09

3,351,626

**Events Calendar**

4 June 2009

**JP Morgan Retail Corporate Access**

Price Sensitive  
Other

FAQs | Glossary | Related Sites | Awards | Site Map

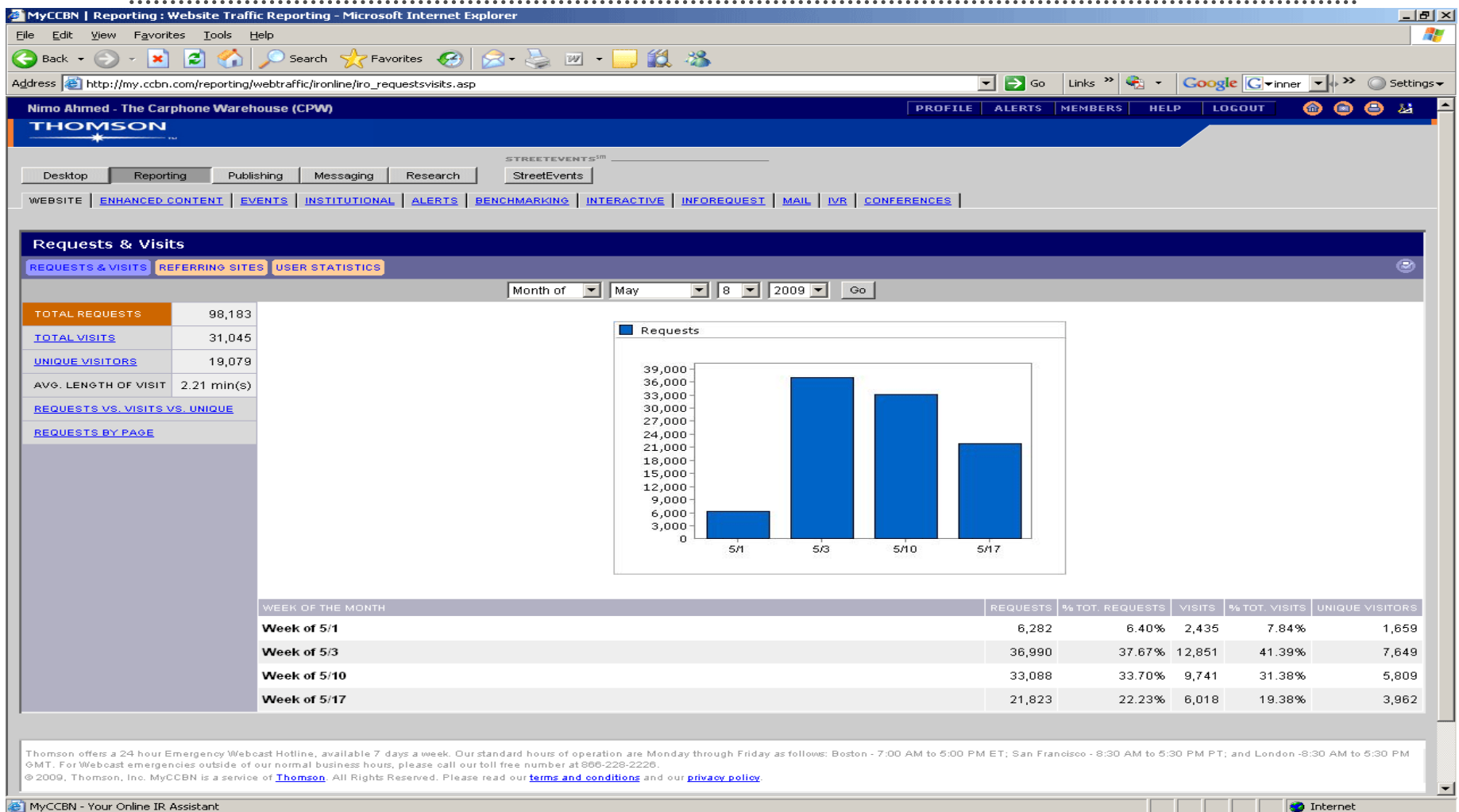
Contrast: Text size:

Stock Charting tool

Events Calendar

IR Contacts

# FEEDBACK



# BENEFITS OF IR WEBSITE

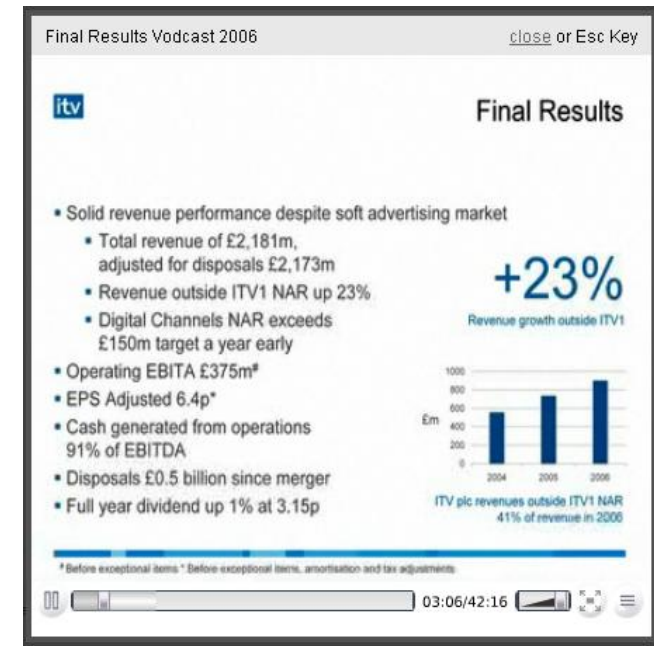
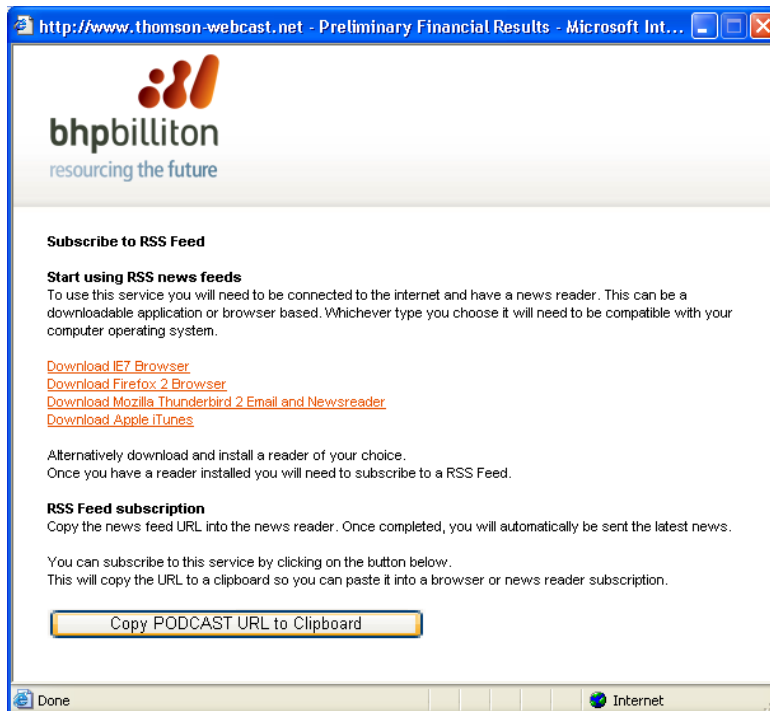
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- First port of call for investors - reduces call traffic and demands on team
  - A poorly structured website with little information will put investors off
- Regular, dynamic updates allow you to keep your IR audience up to date
- Allows constant benchmarking against other sites
- Allows you to track visitors
- Cost effective
- Cutting edge




# ADDITIONAL WEBCAST TOOLS

- Interactive questions
- POD/VODcasts
- Post Event Polling
- RSS Feeds



# IRO BLOG

SHOPSUPPORTPARTICIPATE

Search

☐ Dell Community☐ All of Dell

PRINTSHARE

Dell.com > Community > Blogs > Dell Shares

## Dell Shares

Community Home

Blogs

- Direct2Dell
- Dell Channel Blog

Dell Shares


- Ideas In Action
- Inside Enterprise IT
- Small Business
- Education Blog
- Dell TechCenter

Important Notice

Dell Shares Terms & Conditions

Categories

- 21st Century IR
- Acquisitions
- Analyst Meeting
- Capital Allocation
- CES
- Channel Strategy
- Consumer
- Corporate Responsibility
- Dell Community

Sign in

Sign in to post messages.

Sort By: **Most Recent**Most ViewedMost Commented

**Most Recent Posts**

### 2009 Proxy Statement and Interactive Year in Review

by [Robert L Williams](#) 02 Jun 2009 4:21 PM

In conjunction with our July 17th Annual Meeting of Stockholders, we filed our [proxy statement](#) on Monday, June 1st and will begin mailing [notices](#) to shareholders on Friday, June 5th. As a shareholder, once you receive your notice in the mail, you can access the voting page online where you will find: the proxy statement, our [form 10-K annual report](#), a link to our [2009 Interactive Year in Review](#) and information on the time and location of the annual meeting.

In this year's proxy filing, we have two routine company proposals: the election of directors and ratification of our independent auditor. In addition, we have two stockholder proposals: reimbursement of proxy expenses and the adoption of a simple majority vote. In the proxy, you will find details on each of these proposals as well as the Board's statements in support or opposition. Whether you are a current shareholder or simply an interested individual, we encourage you to review our proxy statement.

In addition to the proxy statement, we also encourage you to visit our online [Fiscal Year 2009 Interactive Year in Review](#), which contains a letter from Michael reiterating Dell's focus on customers from its first days in 1984 through the last 25 years and beyond. He also describes the company's ability to transform and meet customers' needs and requirements. Our online interactive year in review is one example of this innovative change. Last year, Dell was one of the first to launch a completely online and interactive year in review, which not only created a better user experience for our visitors, but also helped reduce our [global footprint](#) by reducing our paper usage.

DoneInternet



# SOCIAL MEDIA TOOLS

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## Social Networking Tools

- Twitter
- Facebook
- Second Life etc
- Currently limited usage by IROs – but interest growing and companies experimenting with new media
  - Arcelor Mittal – AGM on Second Life
  - ebay twitters results
- Companies beginning to introduce ‘social media policy’
- Benefits currently not fully understood – but ignore at your peril
- Next generation technology
  - Blending of multimedia – webhosting and casting on one platform
  - Self Publication Tools - Corporate YouTube



# NEW MULTI MEDIA SOLUTIONS

- **Multi channel players**

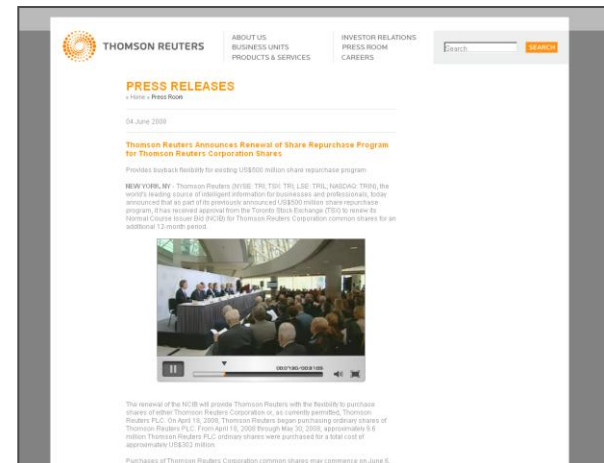
- Video Archives
- Video Press Rooms, News Channels
- IP/TV solutions
- Self publication

- **Embedded clips**

- Seamless integration into websites
  - both our own webhosting platform or other websites
- Option for viral spreading of videos
- Video blogging



Thomson Reuters "D Tour" in a Channel Player



Website embedded video press release

# GENERAL TIPS

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- Each company has different needs
  - Determine your company's key objectives in IR
  - Find a set of tools to suit you
- Get management buy-in
  - Bring in external expertise if required to explain technology
  - Explain concepts simply – demonstrate benefits
- Start with simple tools and upgrade over time
  - Audio webcast to Video webcast
  - Basic website page to customised page
  - Share ID to targetting



# QUESTIONS?

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