

# Best Practice IR websites Istanbul, July 2009

# Agenda

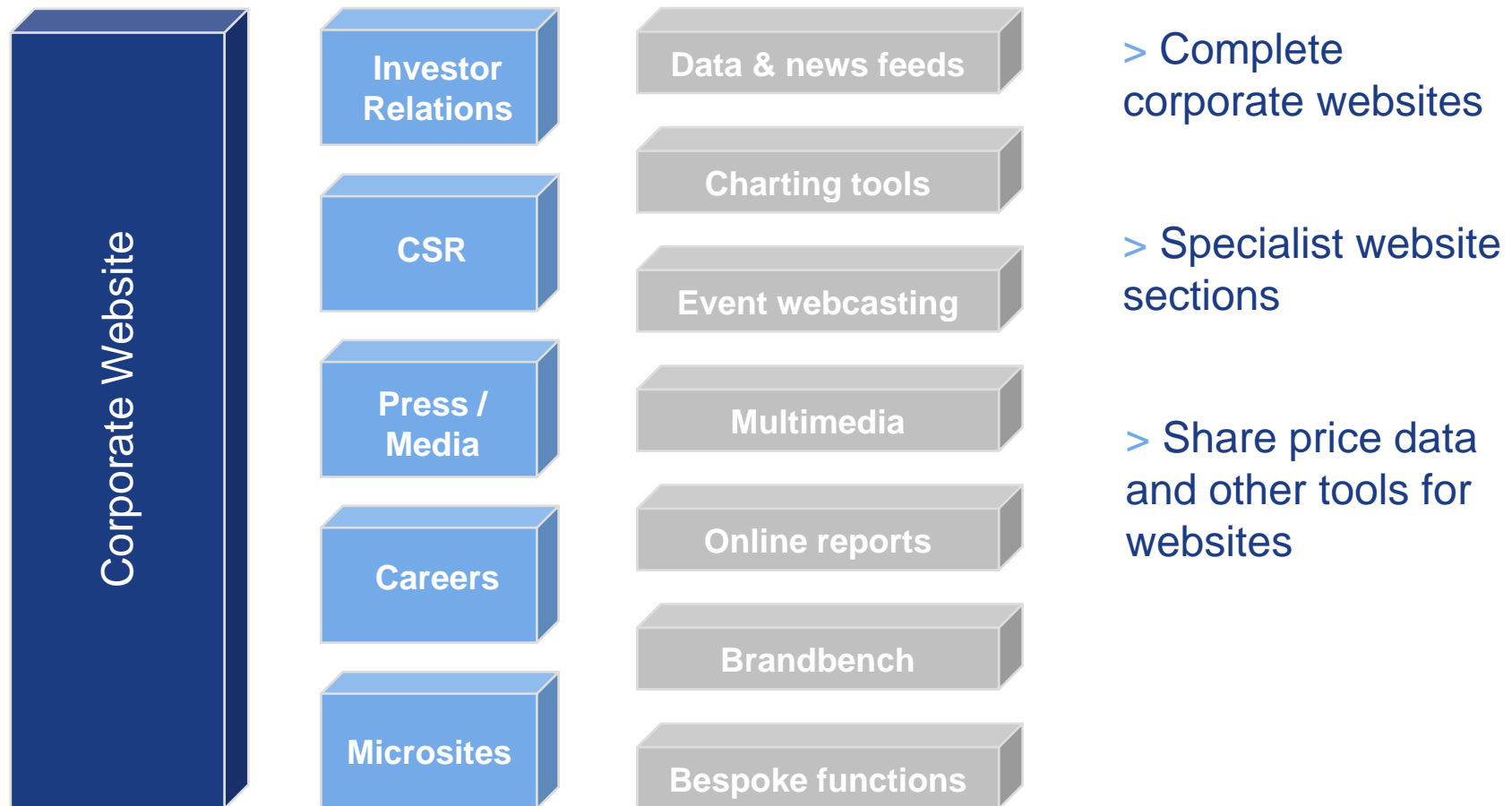
- > Introduction: Al Loehnis
  - > Founding Director of Investis
  - > Board member of UK's Investor Relations Society
  - > Co-author of IRS Best Practice IR website guidelines
- > About Investis
- > Why websites matter
- > Best practice for IR websites
- > Going beyond best practice

# About Investis

Europe's leading provider of corporate websites and associated services

- > Established in March 2000, we now employ 200 people across offices in England, Germany, Finland, India and Italy
- > We service 1,000 clients across 20 countries, including more than 30% of FTSE Eurofirst 100
- > We are specialists in online investor relations and corporate communications for public companies

# What Investis does



# Why websites matter

# Why do corporate websites matter?

- > Because they say something fundamental about a company's brand and values
- > Because they are the preferred resource for investors
- > Because of legal and regulatory requirements
- > Because they lower the cost and broaden the reach of your communications
- > Because companies compete for capital on a global basis and investors are travelling less

# What investors say (1)

Makinson Cowell/Investis interviews with investors 2007 & 2009

"The best run companies have the best websites. It's the pervasive culture of the firm"

*Fund Manager, Scottish Widows*

"There is a strong correlation between those companies that are sloppy [in managing their websites] and those companies that are just generally sloppy in the way they run their business"

*Fund Manager, Hermes*

"I am sure that somewhere in the back of your mind you form an opinion, either negatively or positively, based on the quality of their website"

*Fund Manager, Threadneedle*

# What investors say (2)

Rivel Research Group, survey of 232 buy-side analysts, 2009

What are the most useful sources of information during these 3 stages of research?

- 1) Getting a company on your radar – 43% cited the company website
- 2) Influencing the decision/recommendation – 76% cited the company website
- 3) Keeping a stock in the portfolio – 76% cited the company website

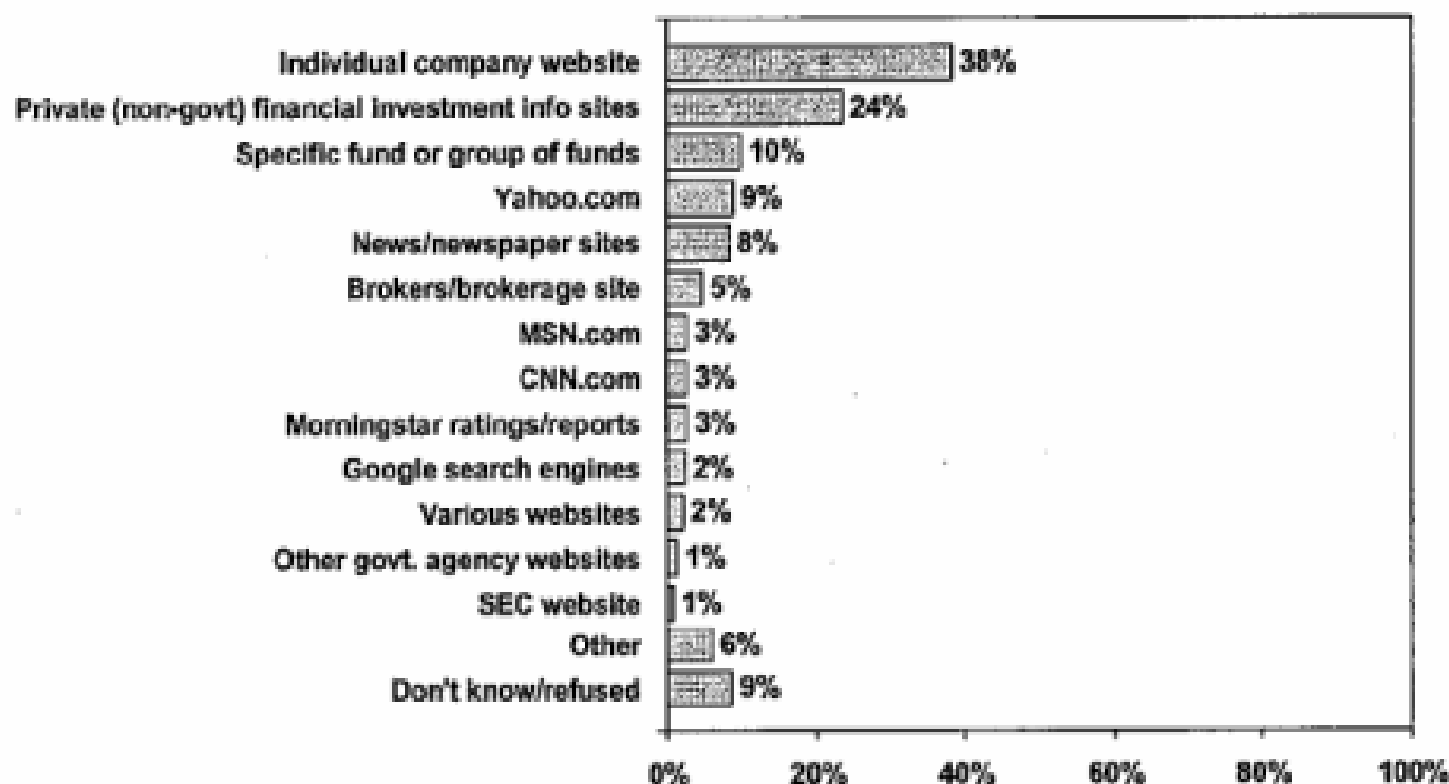
Additional findings:

- This was a substantial increase over prior years' surveys, notably in 2) and 3)
- IR websites have become more robust – so investors use them more
- Being able to see the CEO speak about performance/strategy is valuable
- This is especially true now that travel budgets have been cut

# What investors say (3)

SEC survey of 1,000 retail investors

## Where investors seek information on the Internet



# IR website best practice

# IR Best Practice – web guidelines

The UK Investor Relations Society provides excellent guidelines for all listed companies to follow - <http://www.ir-soc.org.uk/index.asp?pageid=244>

- > Key Principles
  - > Presentation Style
  - > Content
- IR Best Practice**  
*Web guidelines*

As well as covering the general aspects every company should consider when putting together a corporate website or investor relations section, it also provides some other ideas and suggestions on subjects such as:

- > awareness      recognisable URL as logical extension of company name and brand
- > usability        keeping the website clear and simple
- > accessibility    ensure that the website meets the basic accessibility requirements (W3C)
- > navigation      easy to navigate and intuitive to use
- > site-wide        suggestions : include search, sitemap, disclaimers, alternative languages
- > timeliness       making information available to everyone at the same time

# IR Best Practice – content

Focusing on the content typically required or found within a corporate website:

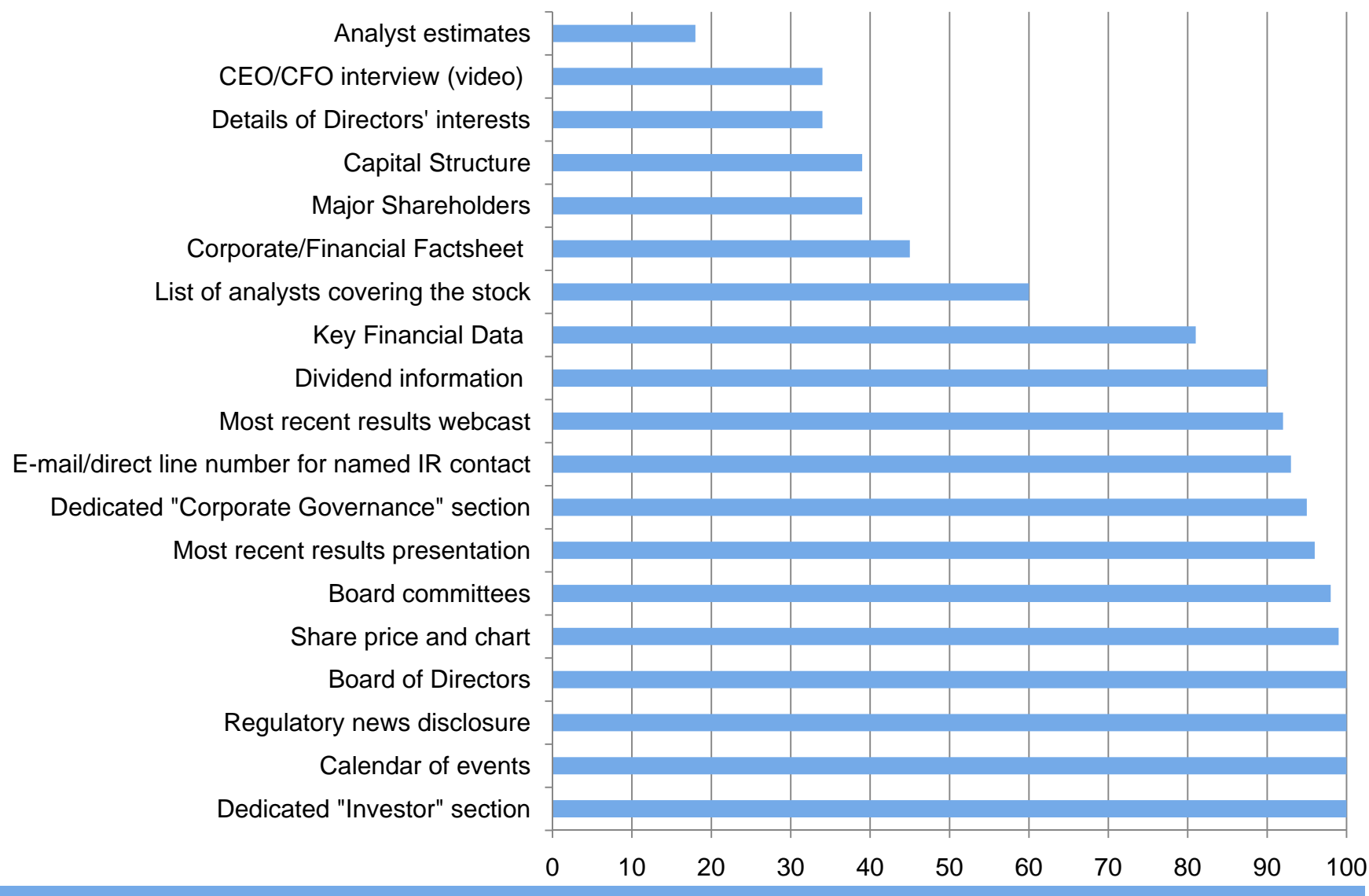
- > Company info “About Us” > history, profile, presenting the investment case
- > Financial data “IR” > reports, ratios, share price information, financial news
- > Relevant news “News & Media” > press releases, webcasts, presentations
- > Shareholder info “Shareholders” > shareholdings, calendar, AGM, advisors, contacts
- > Corp. governance “Governance” > strategy, Board, committees, risk management
- > Corp. Responsibility “CSR” > health & safety, environmental impact, CR guidelines
- > Employment “Careers” > jobs, graduate schemes, talking heads, online applications

# IQ Website Benchmarking

- > A free service for Investis clients and Partners
- > Universe of >600 companies followed
- > Quarterly assessment against 190 criteria
- > Reports compare company site vs 4 peers
- > Analyse data by country/index/sector etc



## UK – Selected criteria for FTSE100, Q2 2009



# The overall leaders – UK & Germany

UK Top 10		Germany Top 10	
1	Centrica		Deutsche Post
2	Shell		Deutsche Bank
3	Anglo American		Bayer
4	BT		E.on
5	BAT		Thyssen Krupp
6	BP		Metro Group
7	Aviva		BASF
8	J Sainsbury		Henkel
9	Tesco		Daimler
10	Vodafone		Lufthansa

# Going beyond best practice

# Questions to ask yourself

- > Am I clear about my target audience and their needs?
- > Is our site easy to use?
- > Have we explained the industry context?
- > Do we provide a rounded view of the investment proposition?
- > Are we using the web medium to communicate effectively?
- > Are we providing reasons (and tools) to come back?

# Providing the market context



> Market drivers

> Competitors

> Market shares

> Other links

# Having a clear investment story

The screenshot shows the Aviva Investor Relations website. The top navigation bar includes links for Home, About us, Investor Relations, Media, Corporate Responsibility, Customers, and Careers. The left sidebar lists various investor relations topics, with 'Advantages of scale' highlighted. The main content area features a large yellow banner with the text: 'We operate in a global market. By thinking globally, we shall find ways of releasing more value from our existing businesses and realise the benefits that scale can give us.' Below this is a photo of Andrew Moss, Group chief executive. To the right of the banner is a section for 'Investor tools' with links for 'Log in', 'Register', and 'What's this?'. Below that is a 'Subscribe to news' section with links for 'Get e-mail news' and 'Get RSS news'. At the bottom, there is a bar chart titled 'FY 2007 sales' showing sales in £60bn for Asia Pacific (9%) and General (25%).

**Advantages of scale**

We operate in a global market. By thinking globally, we shall find ways of releasing more value from our existing businesses and realise the benefits that scale can give us.

Andrew Moss  
Group chief executive

Aviva is the fifth largest\* insurer in the world and one of the leading providers of life and pensions products in Europe. We have around 50 million customers across the world.

Working together as One Aviva, we deliver operational excellence by sharing knowledge and product development expertise, rationalising our systems and outsourcing efficiently.

From July 2007, Aviva has been structured into four regions: UK, Europe, North America and Asia Pacific.

This structure allows us to better share knowledge and exploit scale across the group, while placing more employees closer to customers, making them accountable for performance across their business.

We are well placed to take advantage of market opportunities, improve our speed of response, eliminate duplication of effort and share best practice in the interest of our customers and shareholders.

**Sales £60bn**

**FY 2007 sales £49bn (1)**

Region	Sales (£bn)	Percentage
Asia Pacific	9%	
General	25%	

> What makes you different?

> How will you sustain that advantage?

> Supporting data

> Clear strategy

# Using the medium effectively

The screenshot shows the Anglo American website homepage. At the top is the company logo and a navigation menu with links: Home, About us, Our business, Sustainable development, Media, Investors, Suppliers, and Careers. A search bar is also present. The main banner features a video of Sir John Parker, Chairman, with the headline 'Global leader' and subtext 'Anglo American is one of the world's largest diversified mining and natural resource groups'. Below this is a news item: 'Anglo American plc welcomes Sir John Parker as Chairman'. A secondary navigation bar includes links to Sir John Parker, Global HIV award for Anglo Coal, Latest presentations, and 2008 Reports. The footer is divided into four columns: 'Global operations' with a world map, 'In the news' with recent press releases, 'Share price' with LSE, JSE, and NASDAQ data, and 'Working at Anglo American' with a recruitment image.

**ANGLO AMERICAN**

Low bandwidth version | Accessibility | Contact us

Home About us Our business Sustainable development Media Investors Suppliers Careers

**Global leader**  
Anglo American is one of the world's largest diversified mining and natural resource groups

**Anglo American plc welcomes Sir John Parker as Chairman**  
Sir John Parker is delighted to be part of the team helping to deliver value and growth and building an Anglo for the future. View the full interview in English, Spanish or Portuguese.

Sir John Parker >> Global HIV award for Anglo Coal >> Latest presentations >> 2008 Reports >>

**Global operations**  
Explore the world of Anglo with our global operations map and see our exciting new projects and their impact  
Read more >>

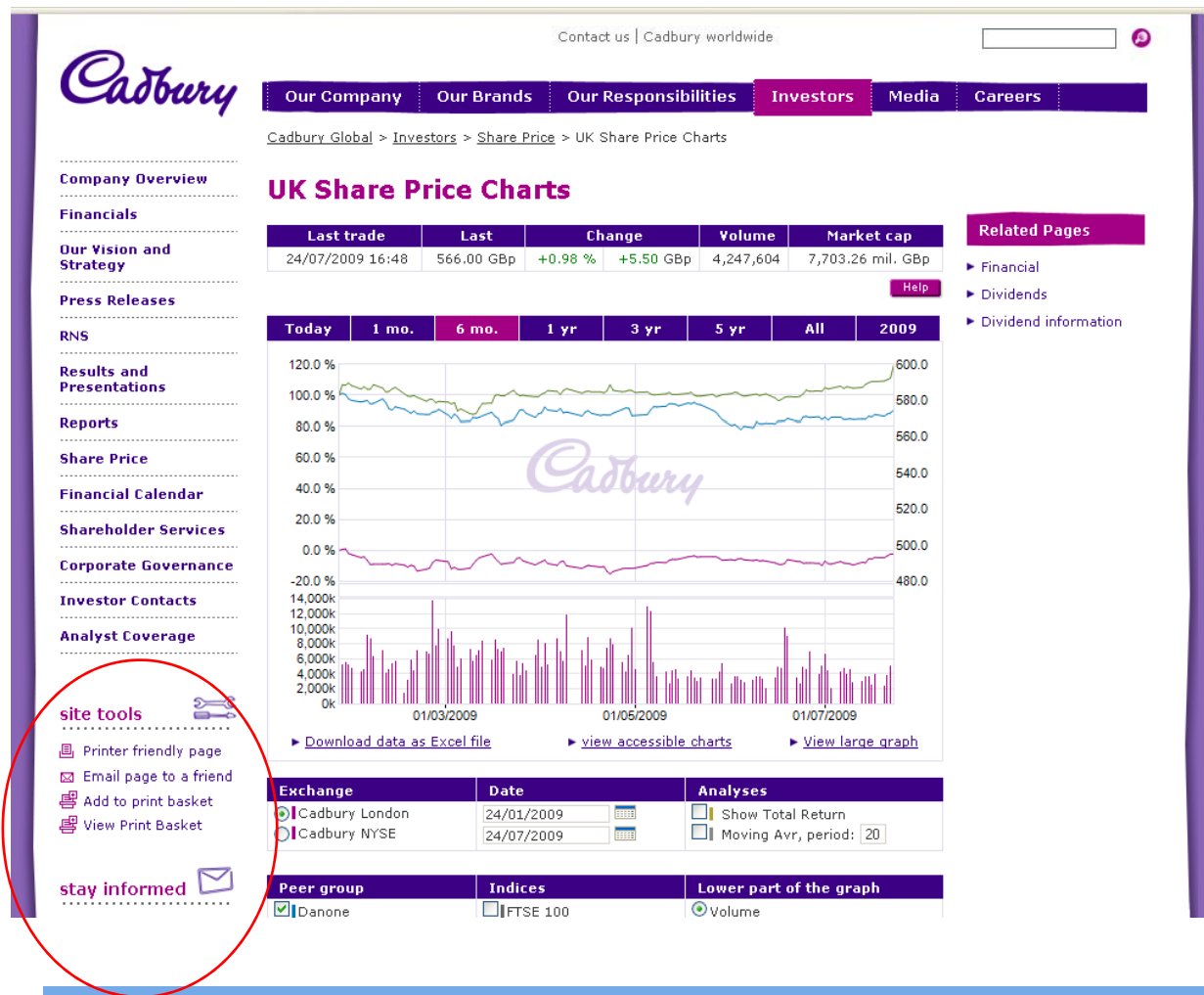
**In the news**  
24 Jul 2009  
Anglo American plc notification: De Beers Société Anonyme interim results 2009 >>  
24 Jul 2009  
Anglo American plc notification: De Beers Société Anonyme interim results 2009 >>  
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**Share price**  
LSE GBp 16:48 24/07/2009  
**1916.00** ▼ -22.00  
JSE ZAc 17:55 24/07/2009  
**24450.00** ▲ 71.00  
NASDAQ USD 11:55 24/07/2009  
**15.67** ▼ -0.24  
Detailed share information >>  
Results centre >>  
Financial reports >>

**Working at Anglo American**  
Find out more about working at Anglo American, apply for jobs and view our scholarships and bursaries programmes.  
Read more >>

- > Writing for the web
- > 'Show' vs 'Tell'
- > Bring your world to life
- > Remain appropriate for audience

# Useful functionality



> All-in one share price tools

> Printer-friendly pages

> Print baskets

> E-mail alerts

>RSS news feeds

>Avoid gimmicks

# Finally....some things to avoid

Pet hates of fund managers

- > Out of date information (eg. Financial calendars)
- > Slow page load speeds
- > Site not being updated as soon as news/results are released
- > Lack of a logical structure
- > Poor signposting and navigation which isn't intuitive
- > Not providing named contacts
- > Confusing terminology and labelling
- > Poor translation on dual language sites

Thank you!

[www.investis.com](http://www.investis.com)

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