

2024

# Process, Methodology & Insights

## 2024 Developed Europe & Emerging EMEA Executive Team

Strengthen your investor outreach with Institutional Investor Research

**INSTITUTIONAL  
INVESTOR**

**II** RESEARCH



## Institutional Investor Research (II Research)

is recognised as the leading provider of independent performance validation and a source of qualitative market intelligence for Corporates and Investment Professionals globally.

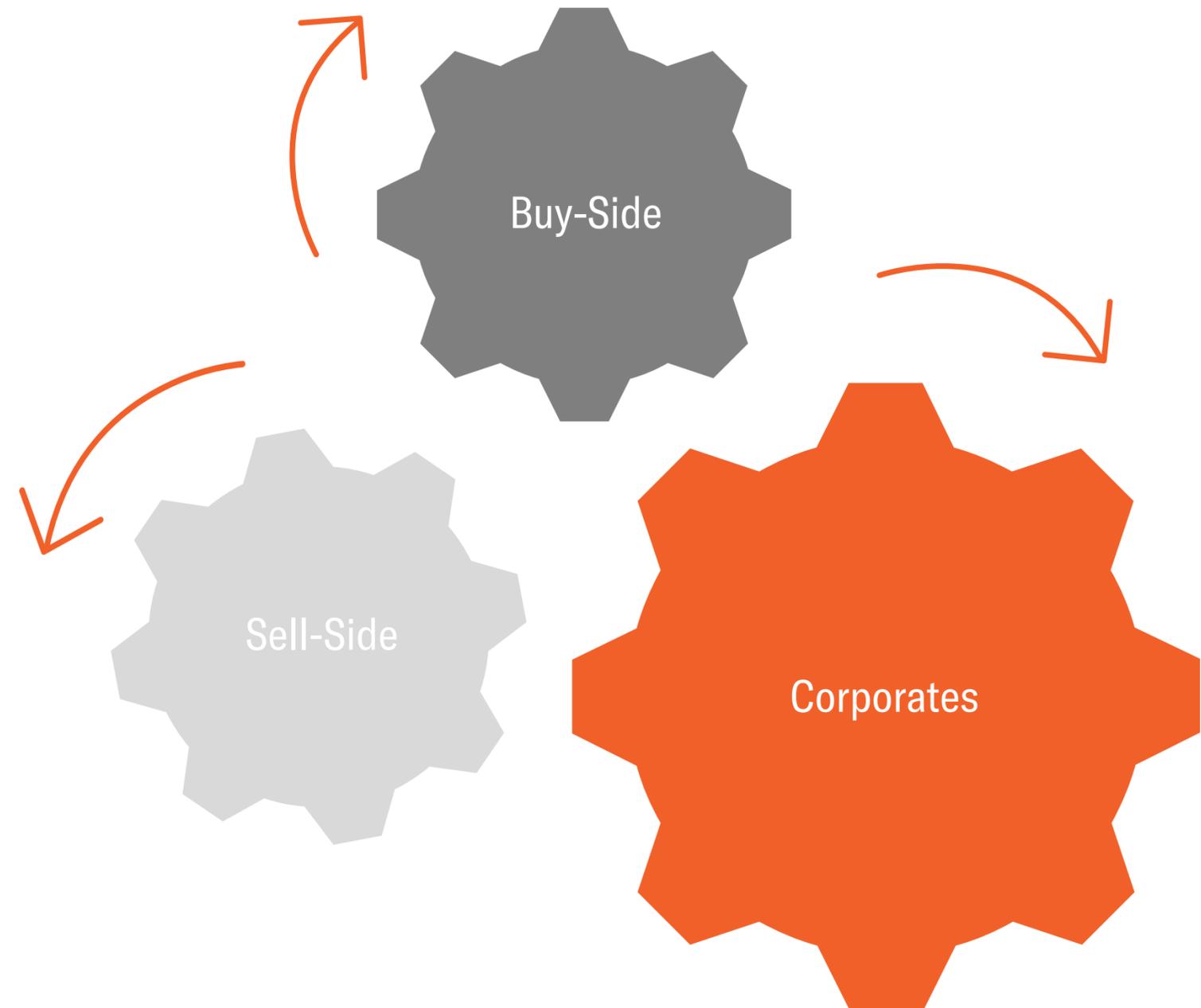


### GOLD STANDARD

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.



## Institutional Investor Research (II Research)

II Research produces unique insights and actionable data, based on annual performance and market penetration assessments across 10 different global markets and key capital market players.

### INDEPENDENT DATA-DRIVEN INSIGHTS

The research data:

- Independently captures evaluations of companies, brokers and executives from investment managers, broker firms and corporate issuers.
- Delivers detailed peer-to-peer comparative analyses every year.

The feedback helps inform strategic decision making and improve resource and process management.



# 2024 Developed Europe & Emerging EMEA Executive Team

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

CEO & CFO

IROs & IR Teams

IR Program

Investor Events

ESG &  
Company Board



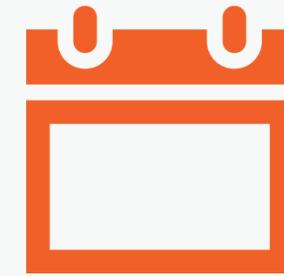
## Understand what investors want

Leverage independent perception insights from your most sought after investors to engage stakeholder groups more effectively.



## IR & Executive Peer Benchmark

How does your IR outreach measure up against your peers? Get qualitative and quantitative comparative issuer evaluation.



## Resource Allocation

Identify your relative strengths and weaknesses to align IR activities and outreach with your strategic goals.



## Identify Partners

Engage the best-in-class – learn which sell-side firms/individuals provide the best coverage and access to institutional investors?

---

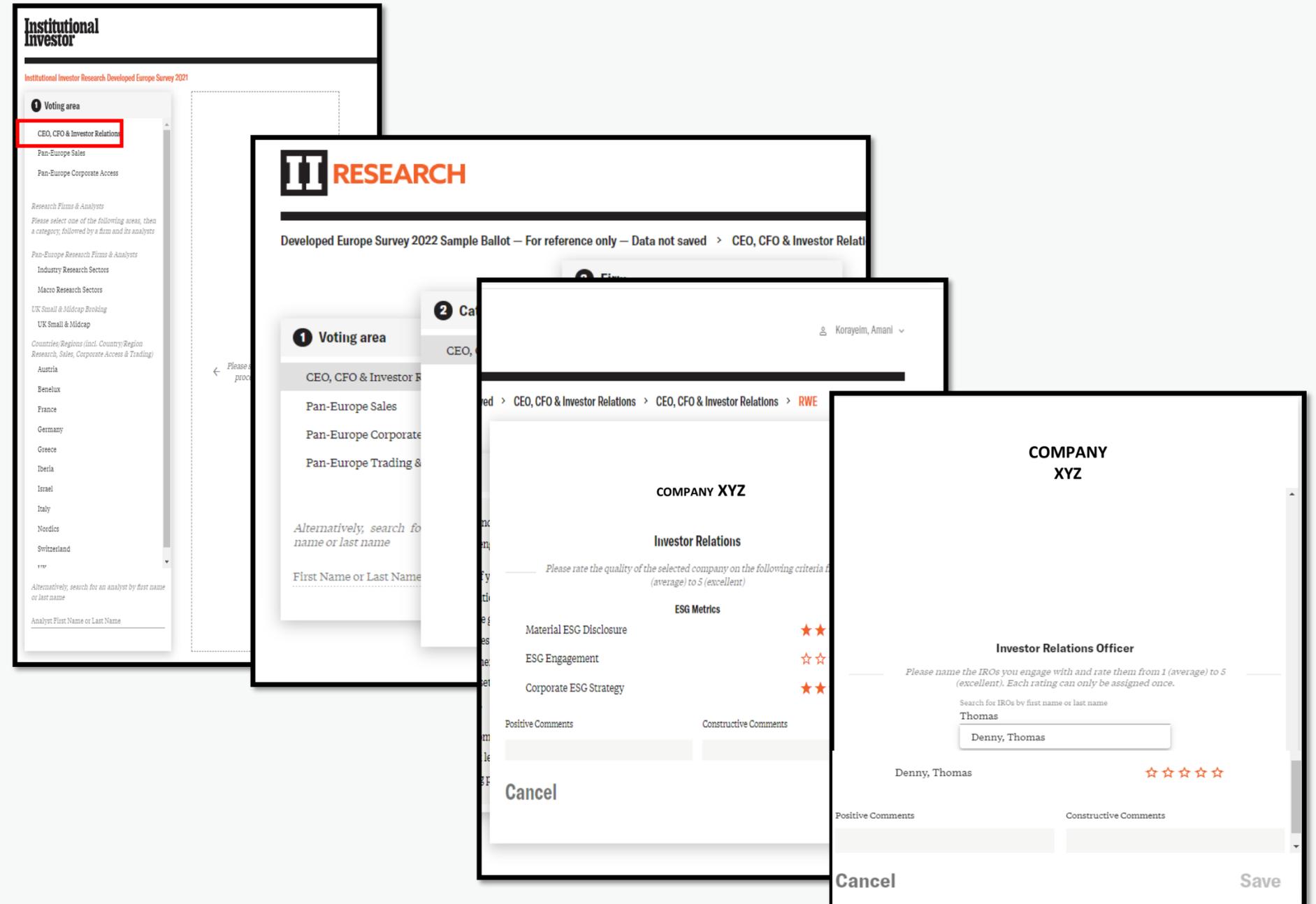
# Methodology & Voting Guide

# Methodology - Overview

**Sell-side analysts** 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.

- ❑ Unprompted, top-of-mind nominations for investor relations and corporate leadership, starting on company level.
- ❑ Companies are given a 1 to 5 star rating across 20 performance metrics.
- ❑ All voters considered equal: no weighting supplied to individual voter.
- ❑ All votes are anonymous.



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

### Executive Team

### IR Program Functions

CEO

- Leadership
- Communication
- Credibility

CFO

- Financial Stewardship
- Capital Allocation
- Communication

IRO

Company Board

- Diversity & Composition
- Stewardship & Strategy
- Tenure & Board Refreshment

Service & Comms

- Accessibility of Senior Execs
- Business & Market Knowledge
- Execution of Strategy
- IR Team Well-informed & Empowered
- Productivity of NDR/Conferences/Calls
- Responsiveness

Financial Disclosure

- Quality & Relevance
- Consistency
- Granularity

ESG Metrics

- ESG Metrics
- ESG Engagement
- Corporate ESG Strategy

Investor Events

## STEP 2: Select the company

All Europe and EMEA publicly-listed companies are eligible to receive votes. Voters name the company they would like to rate and can add companies if the auto-type doesn't find the named company

## STEP 3: Rate the company

Ratings are on a scale of 5 (Excellent) to 1 (Average)

## STEP 4: Add comments

Voters can leave comments across all the voting areas to elaborate on their quantitative assessment of the company. We request they leave positive and constructive comments

**Note: Comments are anonymous and II Research reserves the right to edit any defamatory content!**

Note: Quant Analysts, Economists, Strategists and Traders are exempt from this requirement.

## GENERAL

- Research cycle 4-6 weeks
- 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
  - Investment profile
  - Research coverage
  - 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

<https://voting.institutionalinvestor.com>

01. First time users can sign up with their professional email address using the link on the page. An email will be sent to verify their email address.
02. New users can request a ballot after their email address has been verified. They will be asked to complete basic information about their firm and job title. Requests will be reviewed to determine eligibility. If approved, they will be able to see the survey under 'My Surveys'. Eligible voters will be able to see the survey when it is open. Voters, who do not match the eligibility criteria will be informed accordingly.
03. Voters are asked for the approximate AUM, commission and research wallets for their firm.



All-Asia (ex-Japan) Research and Executive Team 2019  
Request a Vote

To request a ballot enter the required information. All fields must be completed.  
Please note that not all requests will receive a ballot.

First Name \*  
Last Name \*  
E-Mail \*  
Telephone no. \*  
(including country code) \*

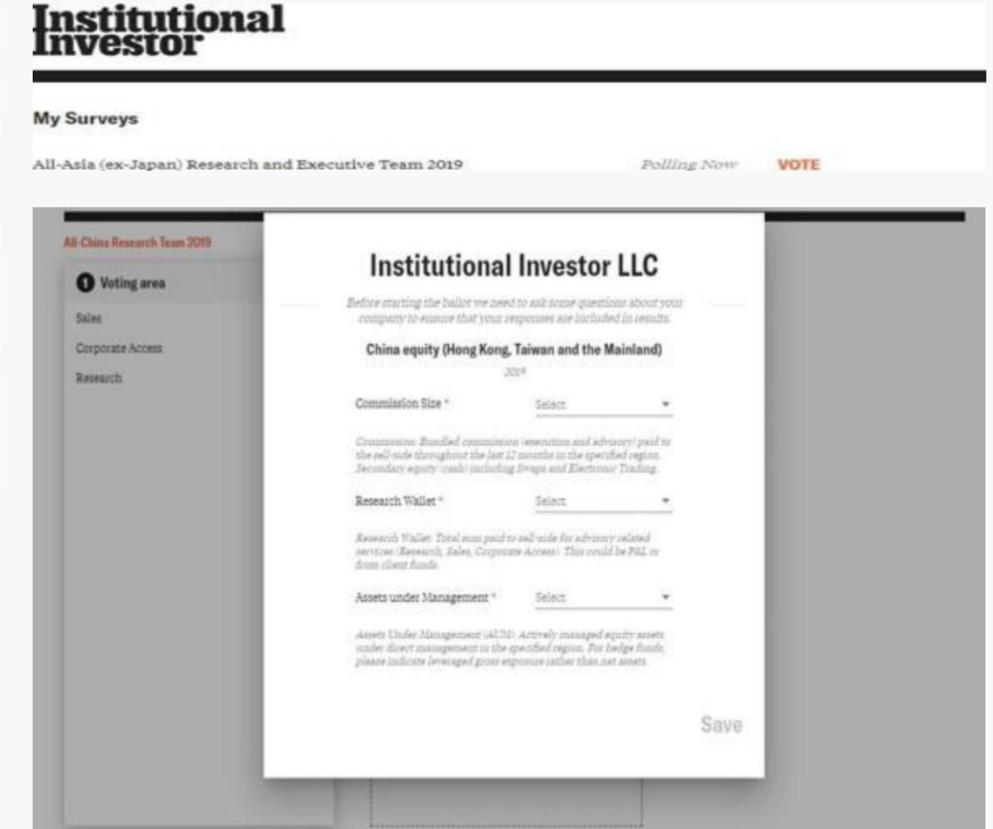
Primary Area of Responsibility \*  
(i.e. analyst, portfolio manager)

Please select the institution type that best describes the company (or division) you work for \*

Please search for the company or institution you work for \*

Search institutions by name

Submit



<https://voting.institutionalinvestor.com>

04. To vote for Executive Team, voters need to select the voting category CEO, CFO & Investor Relations

Add the name of the company you wish to rate. When the company choice window opens-up it contains different voting areas. Voters are asked to rate them from 1-5 and provide commentary. Enter the name of the Investor relations officer you would like to rate. Names can be added here.

## Institutional Investor

Institutional Investor Research Developed Europe Survey 2021

**1 Voting area**

CEO, CFO & Investor Relations

Pan-Europe Sales

Pan-Europe Corporate Access

Research Firms & Analysts

Please select one of the following areas, then a category, followed by a firm and its analysts

Pan-Europe Research Firms & Analysts

Industry Research Sectors

Macro Research Sectors

UK Small & Midcap Broking

UK Small & Midcap

Countries/Regions (incl. Country/Region Research, Sales, Corporate Access & Trading)

Austria

Benelux

France

Please select a Voting Area to proceed to the next step

**II RESEARCH**

Developed Europe Survey 2022 Sample Ballot – For reference only – Data not saved > CEO, CFO & Investor Relations

**1 Voting area**

CEO, CFO & Investor Relations

Pan-Europe Sales

Pan-Europe Corporate Access

Pan-Europe Trading &

Alternatively, search for name or last name

First Name or Last Name

**2 Category**

CEO, CFO & Investor Relations

**3 Firm**

IR to

imp

In a

Antibi

S.C. AN

ANY Se

Anpar

Anima

Angle

Anglo-

Anado

Search for a

AN

**COMPANY XYZ**

**Investor Relations**

Please rate the quality of the selected company on the following criteria from 1 (average) to 5 (excellent)

**ESG Metrics**

Material ESG Disclosure ★★★★★

ESG Engagement ☆☆☆☆☆

Corporate ESG Strategy ★★★★★

Positive Comments

Constructive Comments

Cancel Save

**COMPANY XYZ**

**Investor Relations Officer**

Please name the IROs you engage with and rate them from 1 (average) to 5 (excellent). Each rating can only be assigned once.

Search for IROs by first name or last name

Thomas

Denny, Thomas

Denny, Thomas ★★★★★

Positive Comments

Constructive Comments

Cancel Save

## LEADERS TABLES

### Executive Team

The top 3 individuals per sector will be published for:

- Best CEO (or CEO equivalent)
- Best CFO (or CFO equivalent)
- Best IR Professionals
- Best IR Team

### IR Program Functions

The top 3 firms per sector will be published for:

- IR Program Overall
- Best ESG Metrics
- Best Investor Days
- Company Board

Notes: Results are presented Core (best across survey irrespective of size), Large and SMID-cap

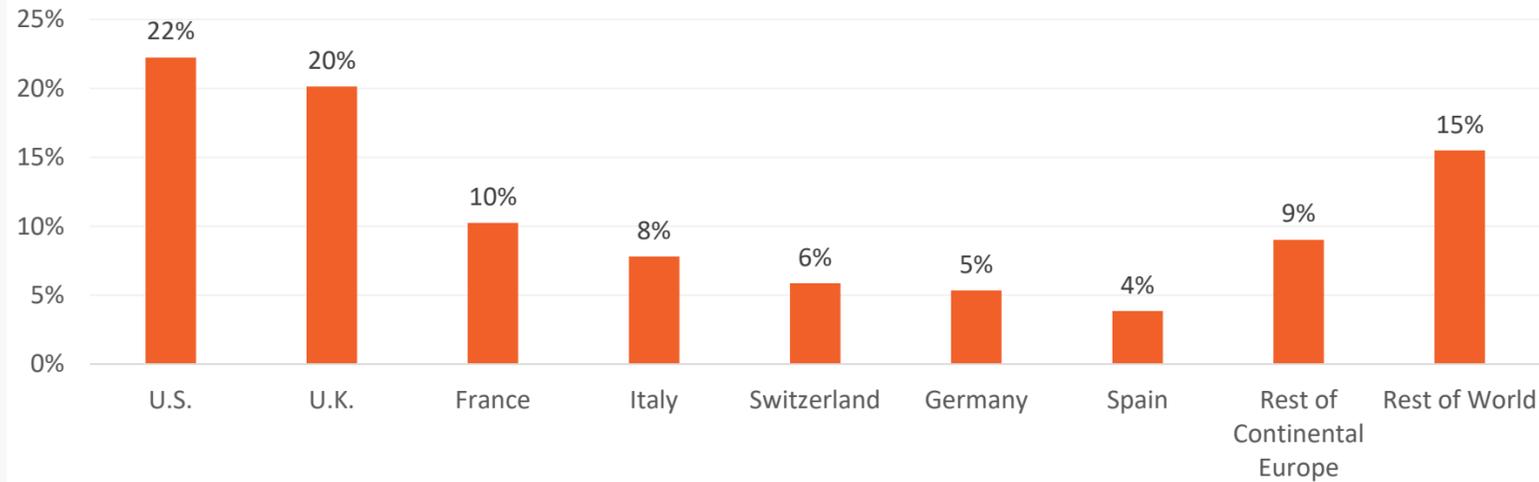
---

# 2023 Developed Europe & Emerging EMEA Executive Team Survey Statistics

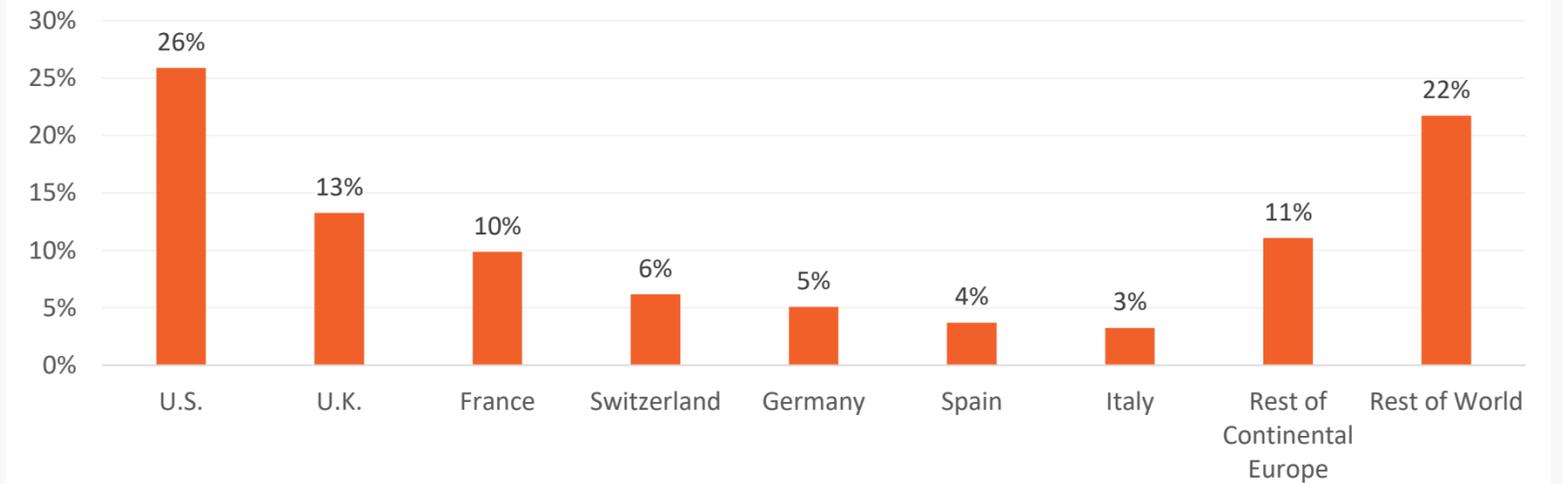
# Developed Europe - Compiling the Buy-Side Universe

A total of 1,142 buy-side analysts and portfolio managers at 649 firms voted in the Executive Team rankings. They nominated 760 companies across 31 sectors.

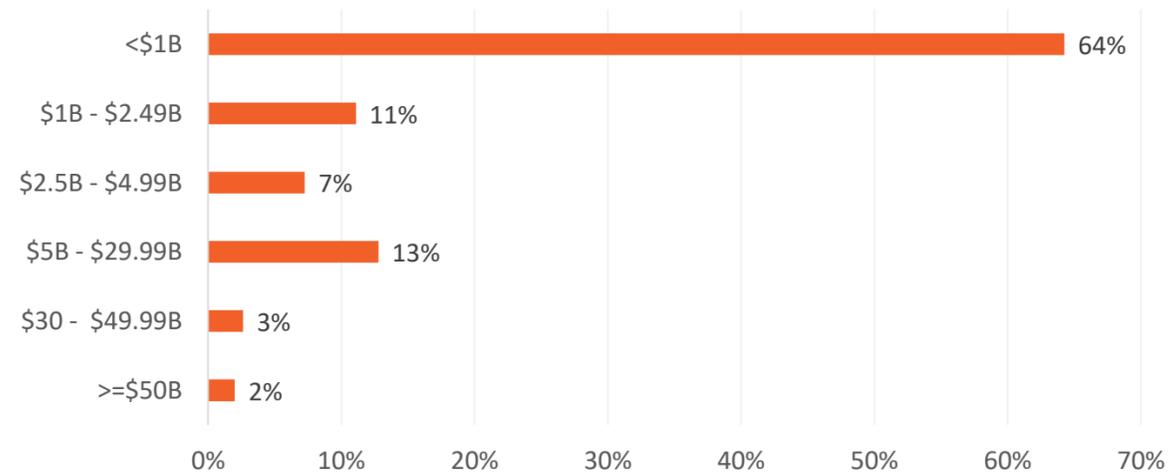
By Voter Location



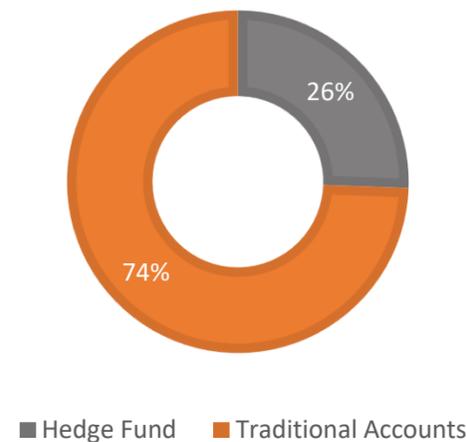
By Voter Company Domicile



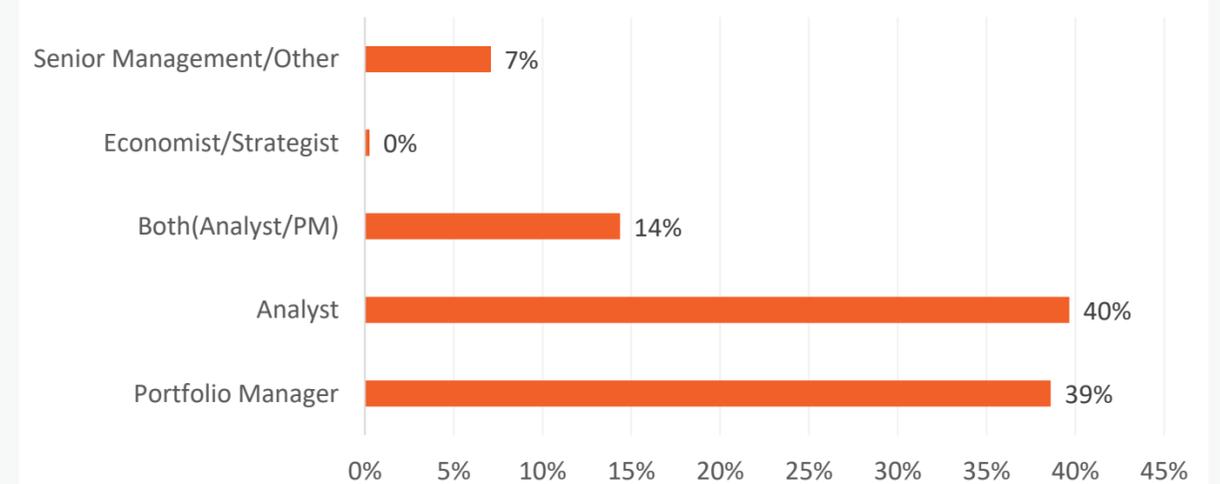
By Asset Size



By Institution Type



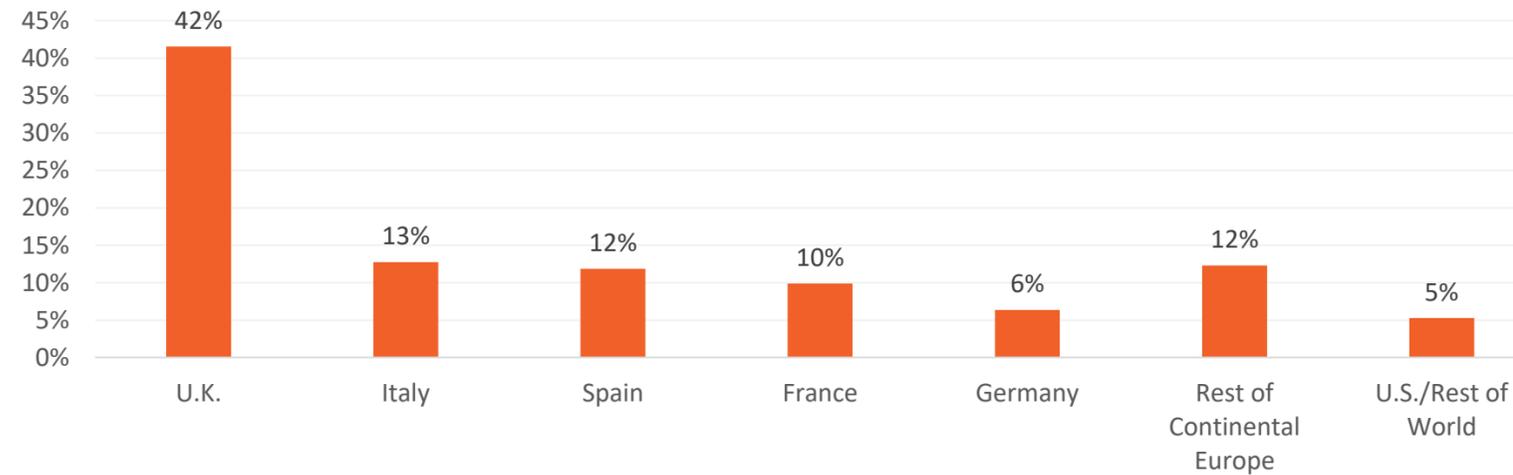
By Voter Function



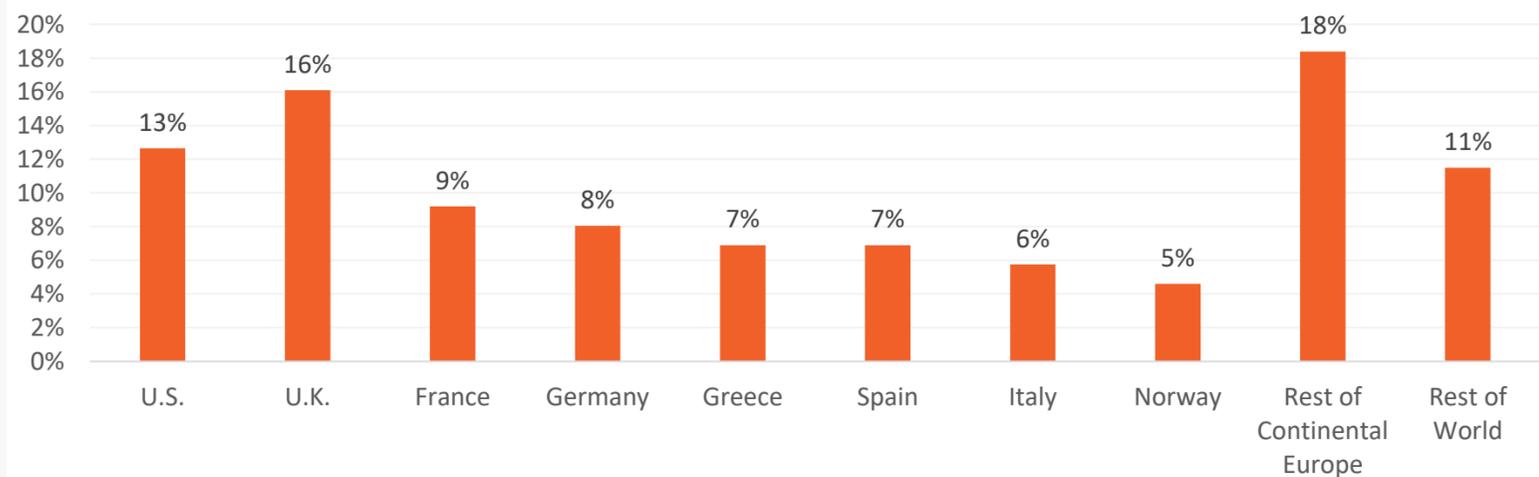
# Developed Europe - Compiling the Sell-Side Voting Universe

A total of 455 sell-side analysts at 87 firms voted in the Executive Team rankings. They nominated 678 companies across 31 sectors.

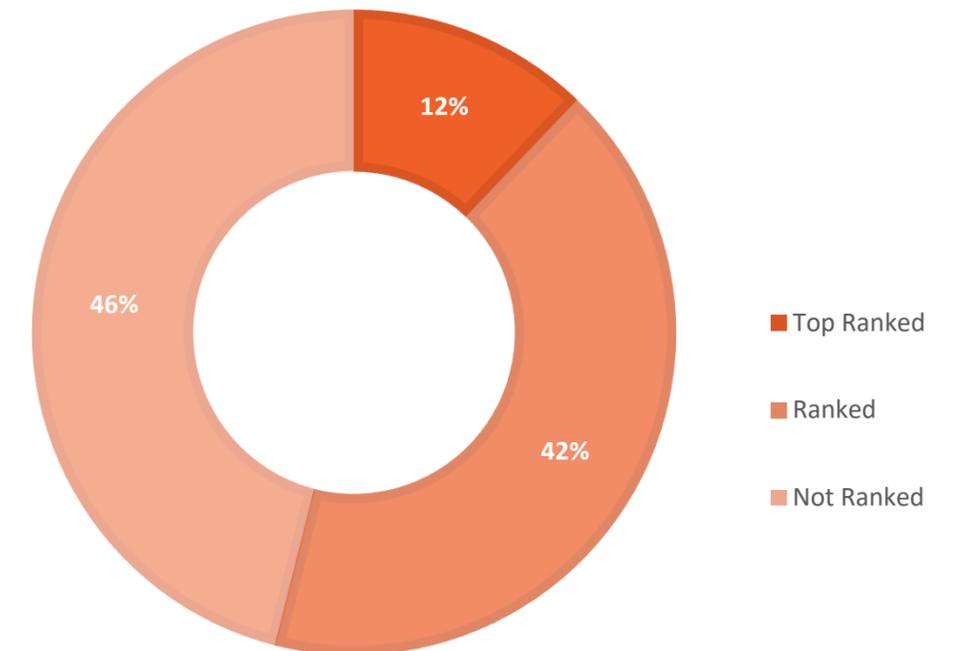
### By Voter Location



### By Voter Company Domicile



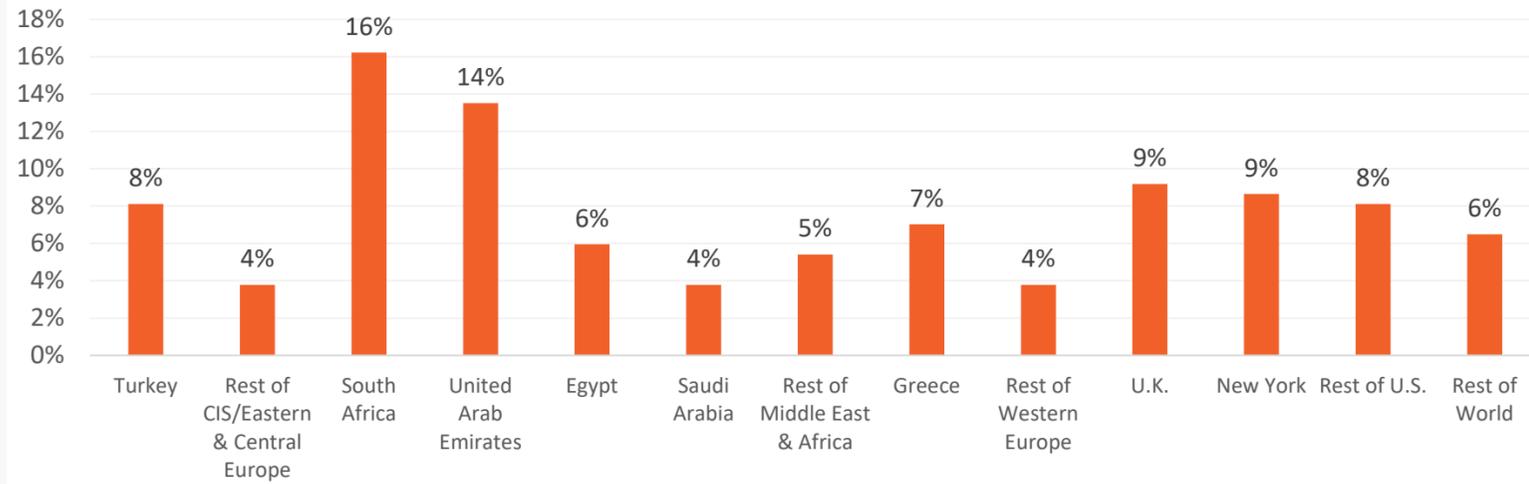
### By All-Europe Research Team



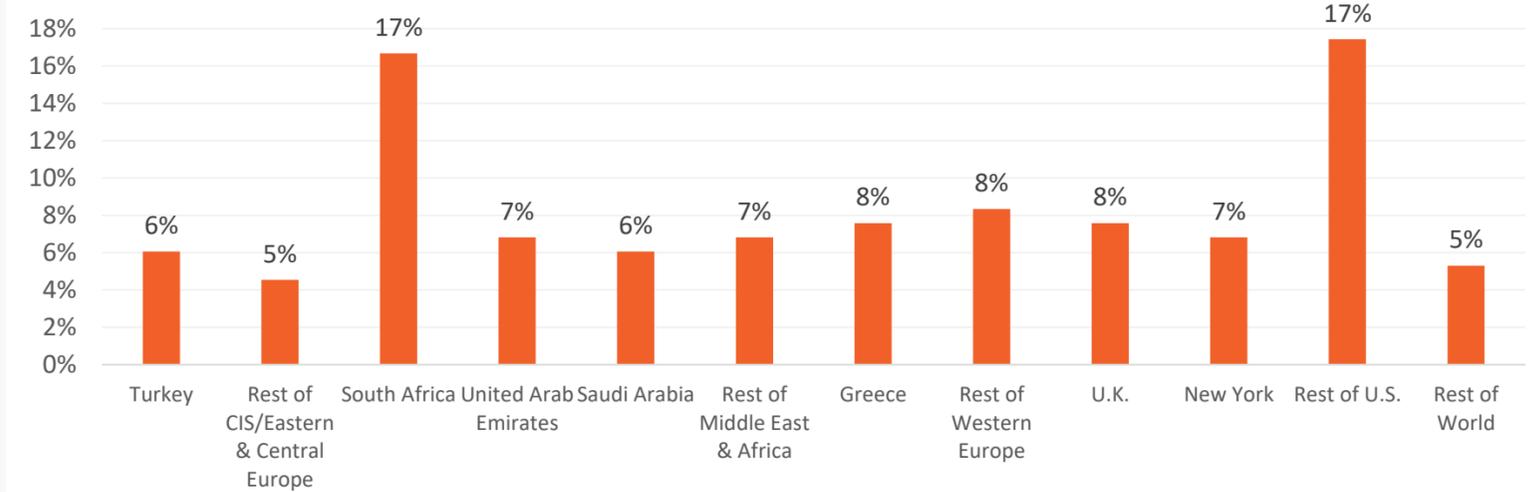
# Emerging EMEA - Compiling the Buy-Side Universe

A total of 183 buy-side analysts and portfolio managers at 132 firms voted in the Executive Team rankings. They nominated 178 companies across 11 sectors.

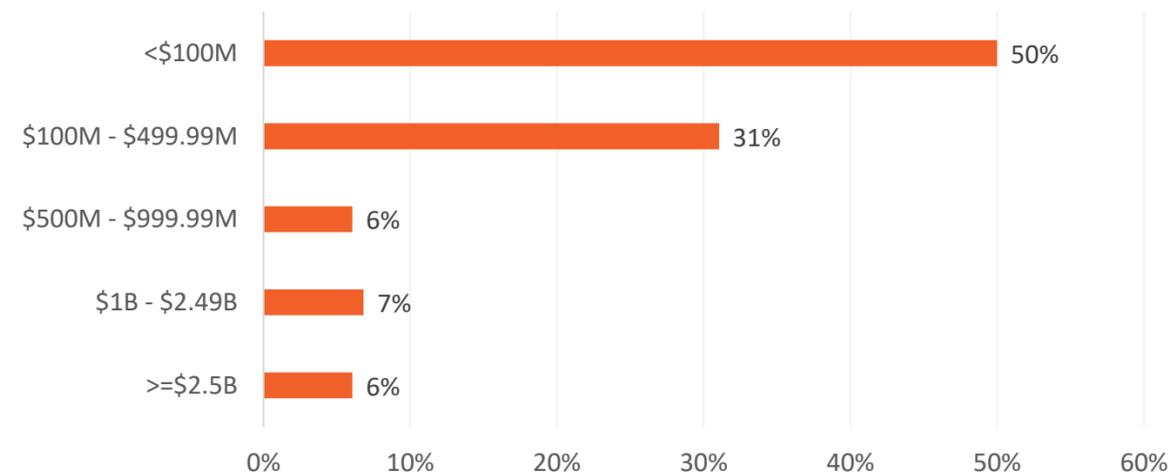
By Voter Location



By Voter Company Domicile



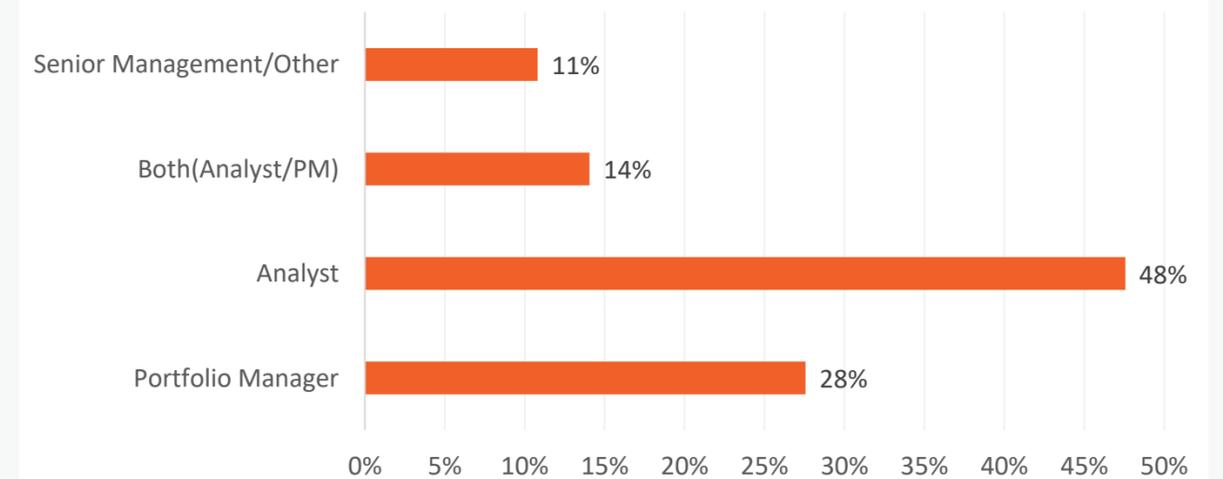
By Asset Size



By Institution Type



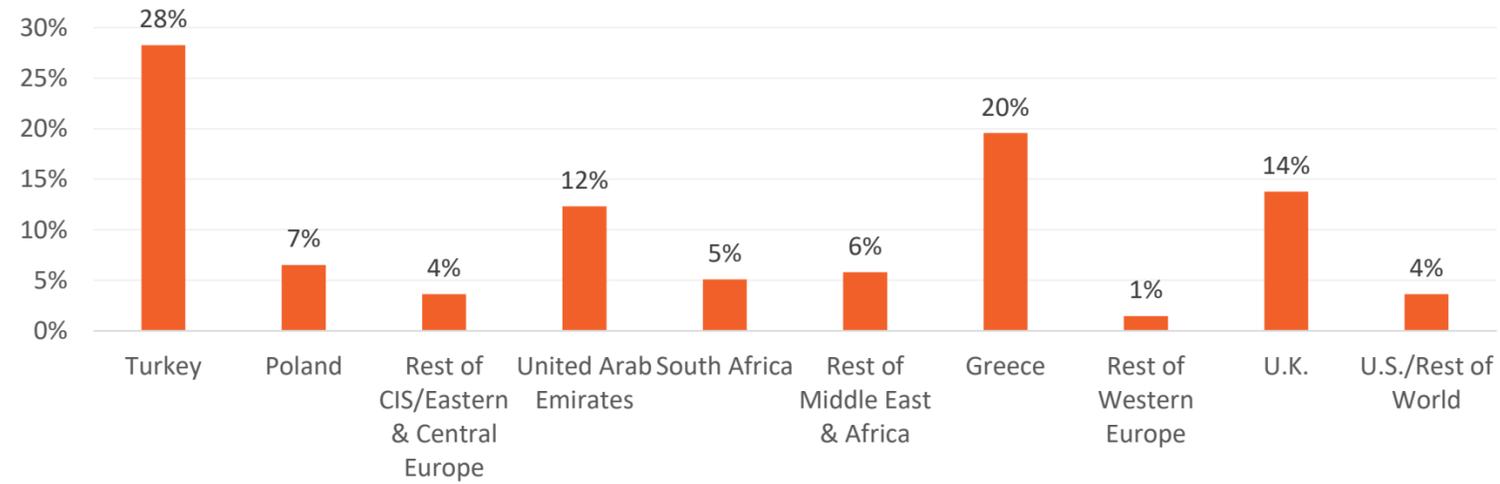
By Voter Function



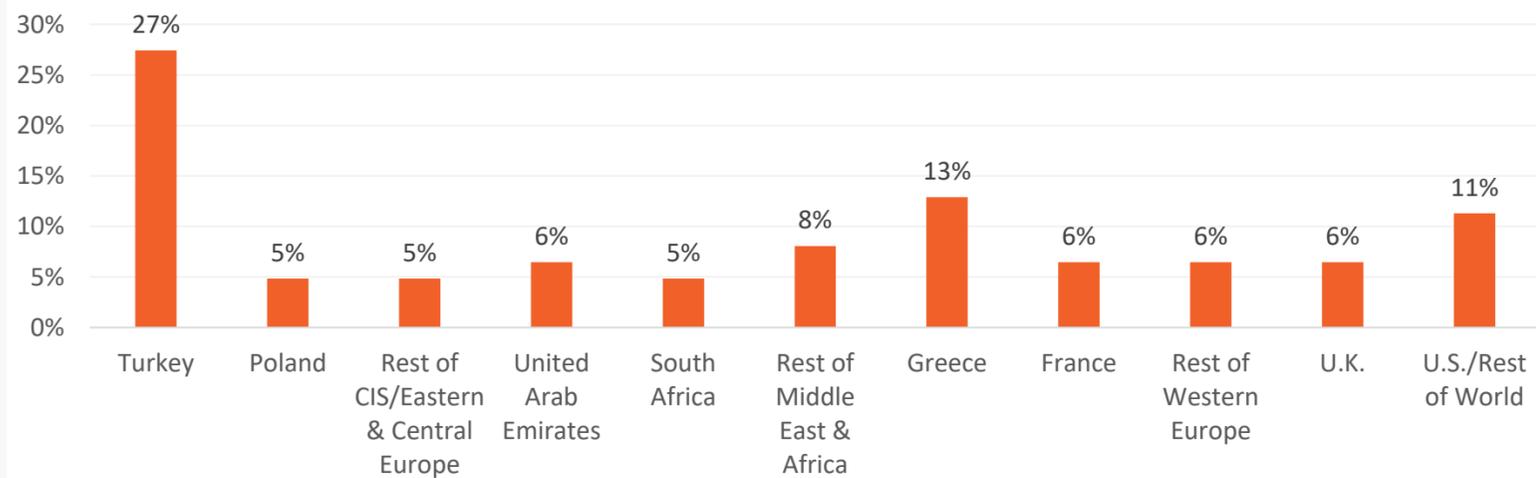
# Emerging EMEA - Compiling the Sell-Side Voting Universe

A total of 136 sell-side analysts at 61 firms voted in the Executive Team rankings. They nominated 191 companies across 11 sectors.

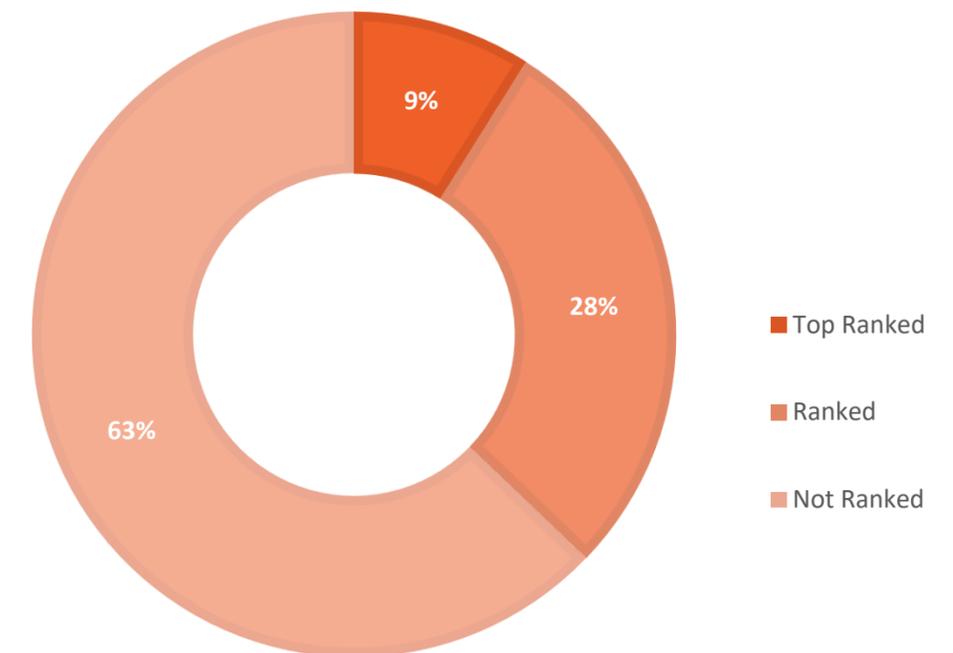
By Voter Location



By Voter Company Domicile



By Emerging EMEA Research Team



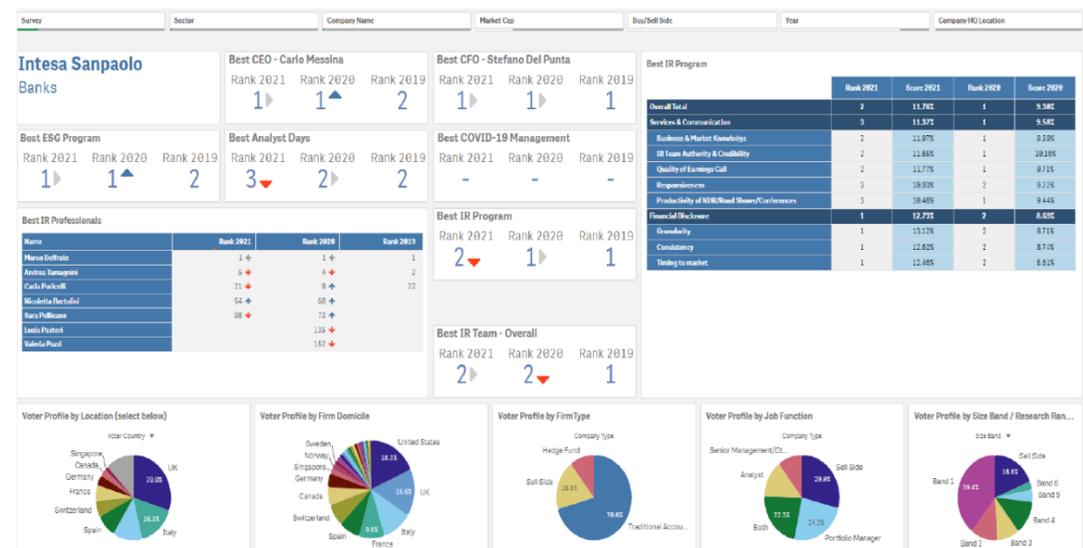
---

# IR Best Practices

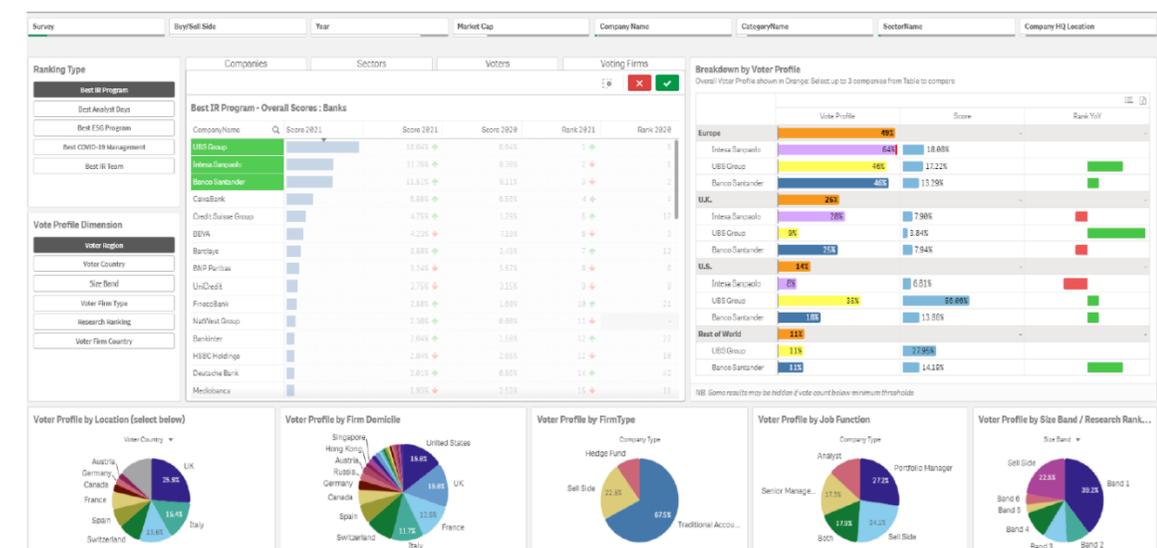
# Results – II Corporate Dashboard

The Corporate Dashboard is an **interactive data visualisation and mapping tool**, providing business management **insights to inform strategic outreach and resource allocation for more effective IR engagement and communication**. The data insights are **the first-choice source and global industry benchmark for independent performance validation, market intelligence and competitor analysis**.

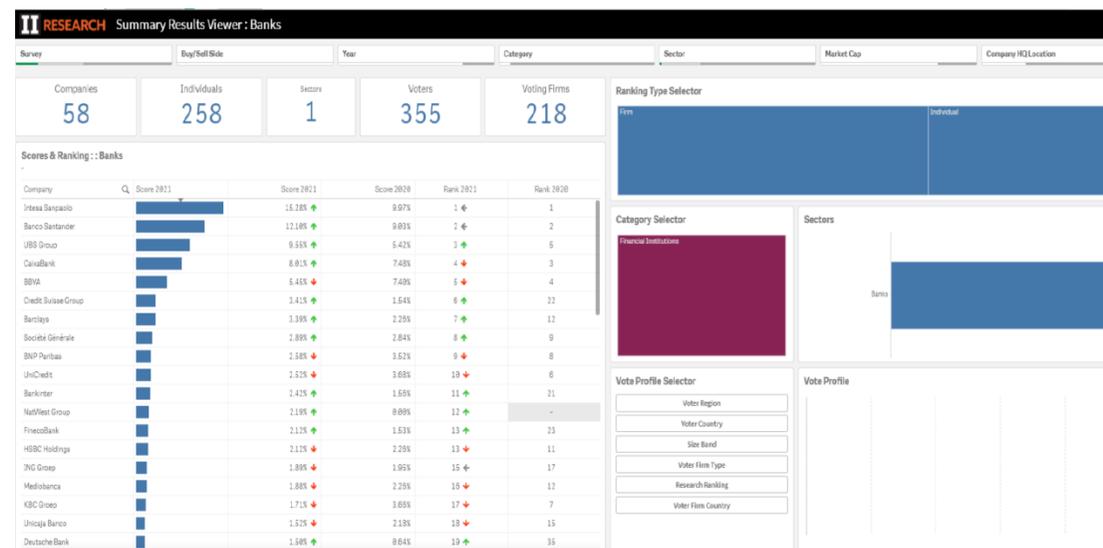
## Overall Performance Summary by Research Category for Country/Sector



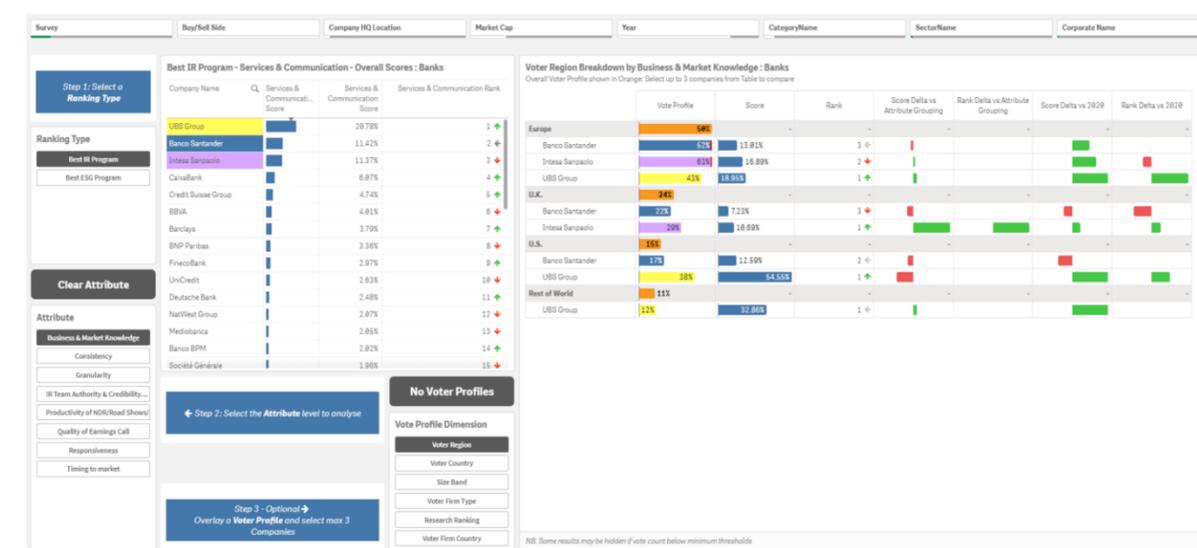
## RESEARCH CATEGORIES: Peer Sector/Country Benchmarking by Stakeholder Target Group



## Summary by Research Category for Country/Sector – Leader table



## IR ATTRIBUTES: Peer Sector/Country Benchmarking by Stakeholder Target Group



Listed below are the additional components of the Insights from Investor Relations Officers section of the IR Perception Study.

## Time Dedicated to Financial Audiences and IR Services

- Annual IR Budget
- Time Spent Communicating with Financial Audiences
- Time Spent Communicating with Internal Audiences vs. External
- Use of Third-Party Vendors

## Executive Interaction

- On average, how often do executive teams initiate contact with the buy side and the sell side?
- Has there been a change in executive team interaction with the buy side and the sell side?

## Buy-Side and Sell-Side Interaction

- What is the change in hedge fund coverage over the past year?
- How many sell-side firms publish research about your company?
- Are you actively trying to increase the number of sell-side firms that follow your company?
- How many of these sell-side analysts do you read consistently?
- How many sell-side conferences does your company attend each year?

LISTS OF “THE BEST”



Best sell-side analysts:  
Institutional Investor’s Research Team rankings

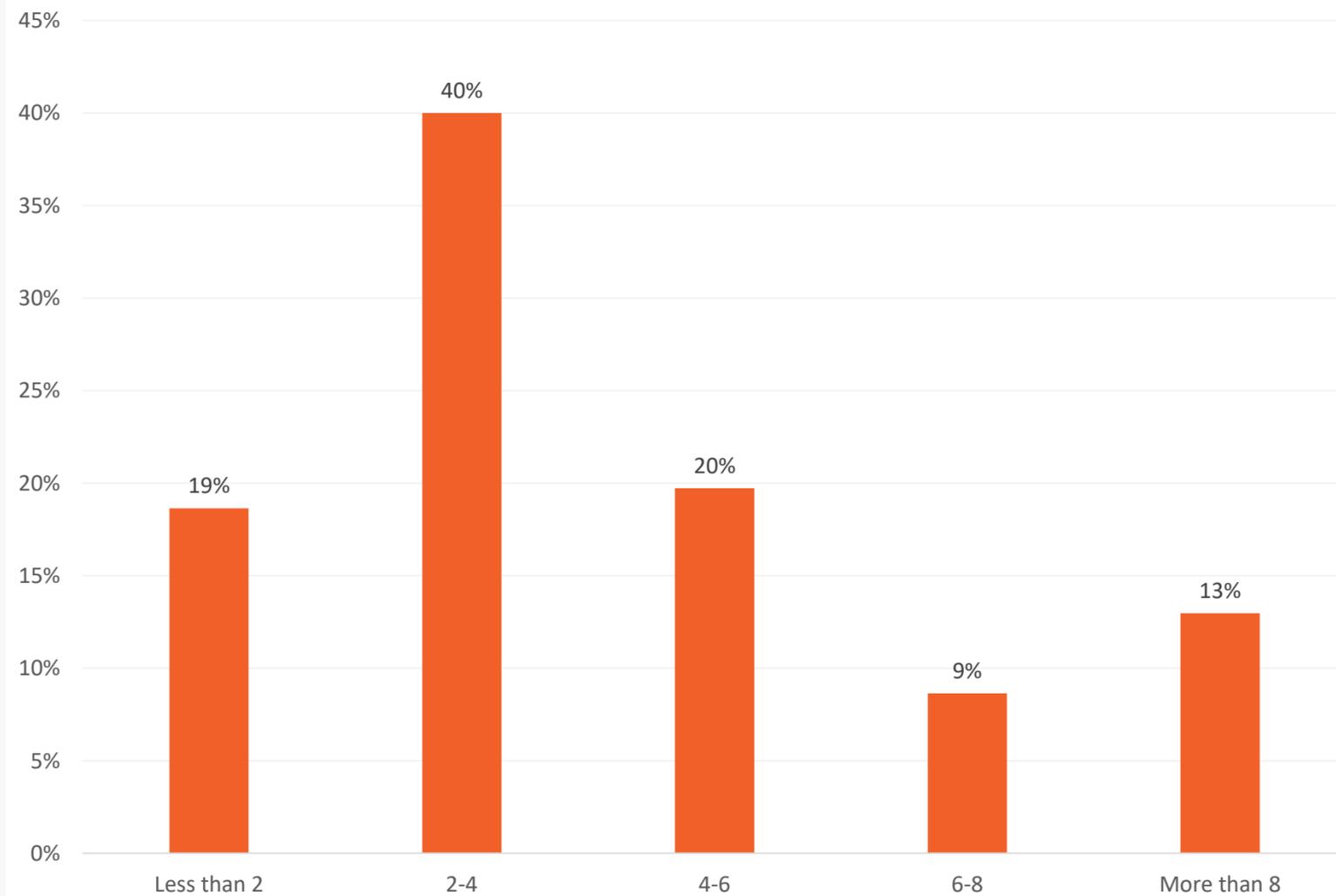
Sell-side firms providing the best coverage  
(overall and sector level)

Sell-side firms asked about most knowledgeable buy-side firms  
(overall and sector level)

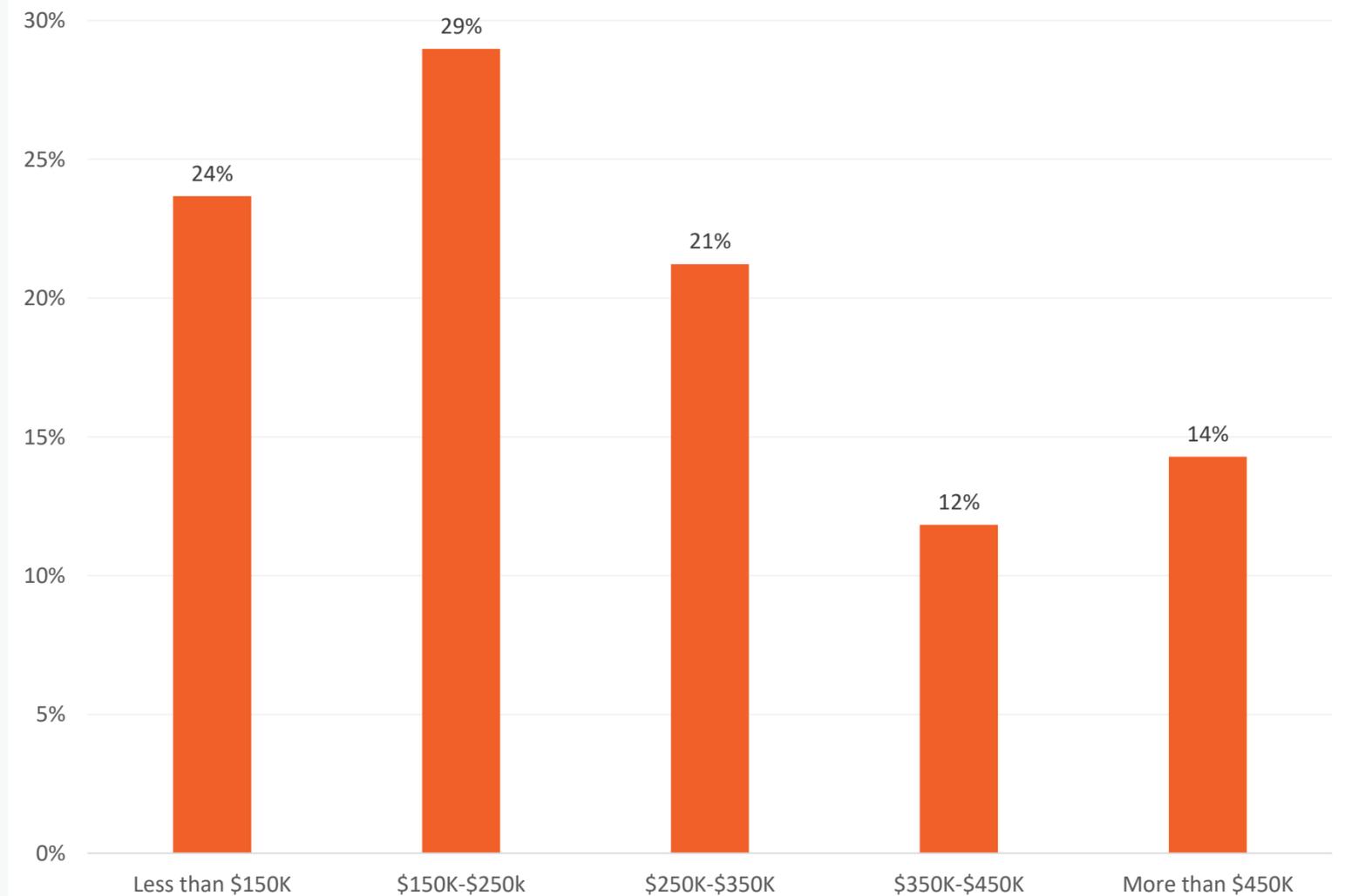
# Developed Europe - Profile of Investor Relations Department

This section describes the average profile of an investor relations team.

### Number of Members in IR Team



### Current Total Compensation (including base salary and long-term incentives)



This section describes executives' participation and buy-side coverage trends.

## ON AVERAGE OVER THE PAST YEAR, COMPANIES MADE PRESENTATIONS AT:

	CEO is present at:	CFO is present at:	Board is present at:
330 one-on-one meetings/phone calls	<b>33%</b> Out of 330	<b>43%</b> Out of 330	<b>12%</b> Out of 330
105 events sponsored by a sell-side firm	<b>38%</b> Out of 105	<b>49%</b> Out of 105	<b>17%</b> Out of 105
77 events sponsored by my company	<b>57%</b> Out of 77	<b>63%</b> Out of 77	<b>22%</b> Out of 77

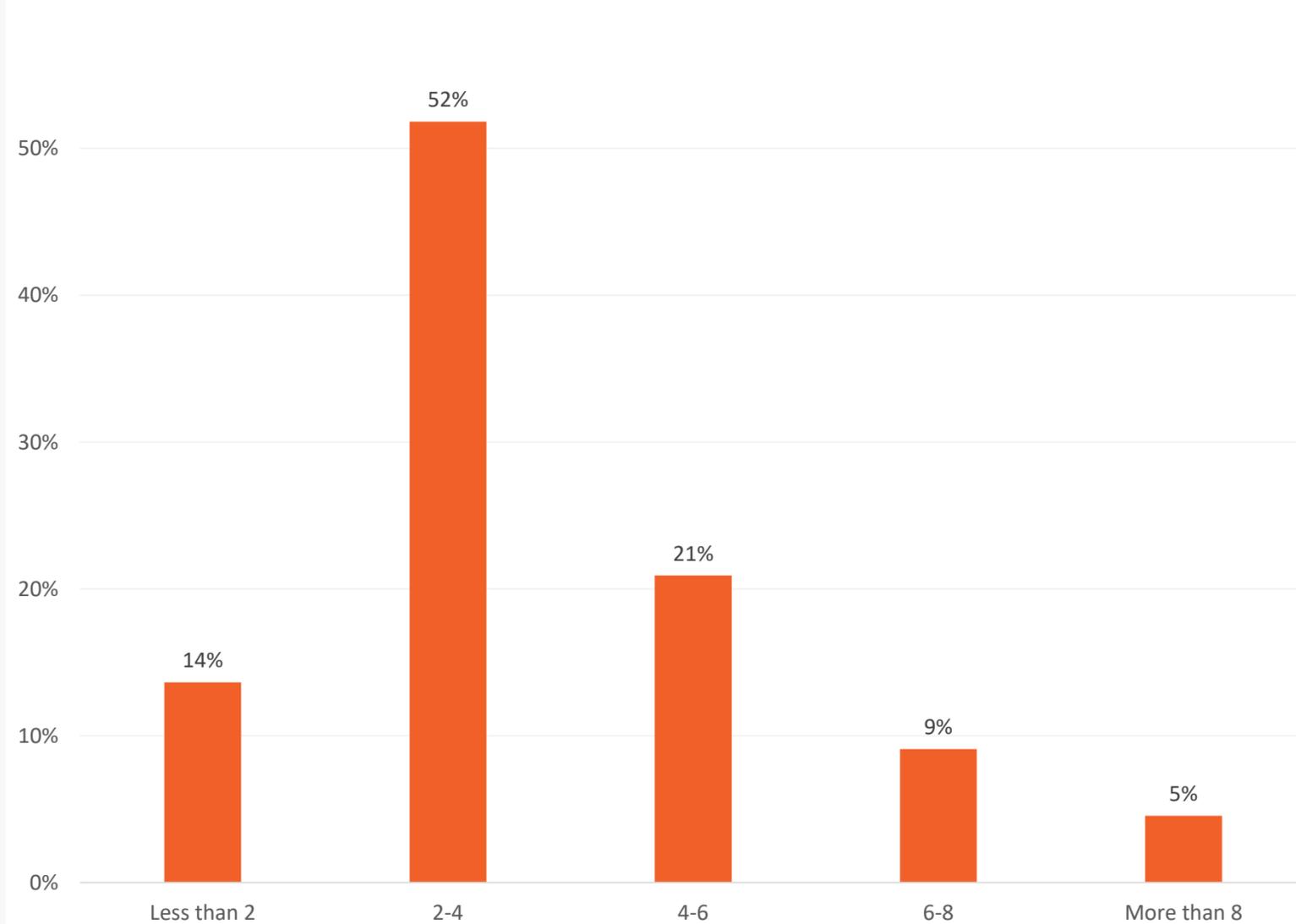
## HOW OFTEN DOES THE COMPANY'S EXECUTIVE TEAM INITIATE CONTACT WITH THE BUY SIDE?

At least once a week	30%
At least once a month	38%
At least once a quarter	27%
At least twice a year	5%

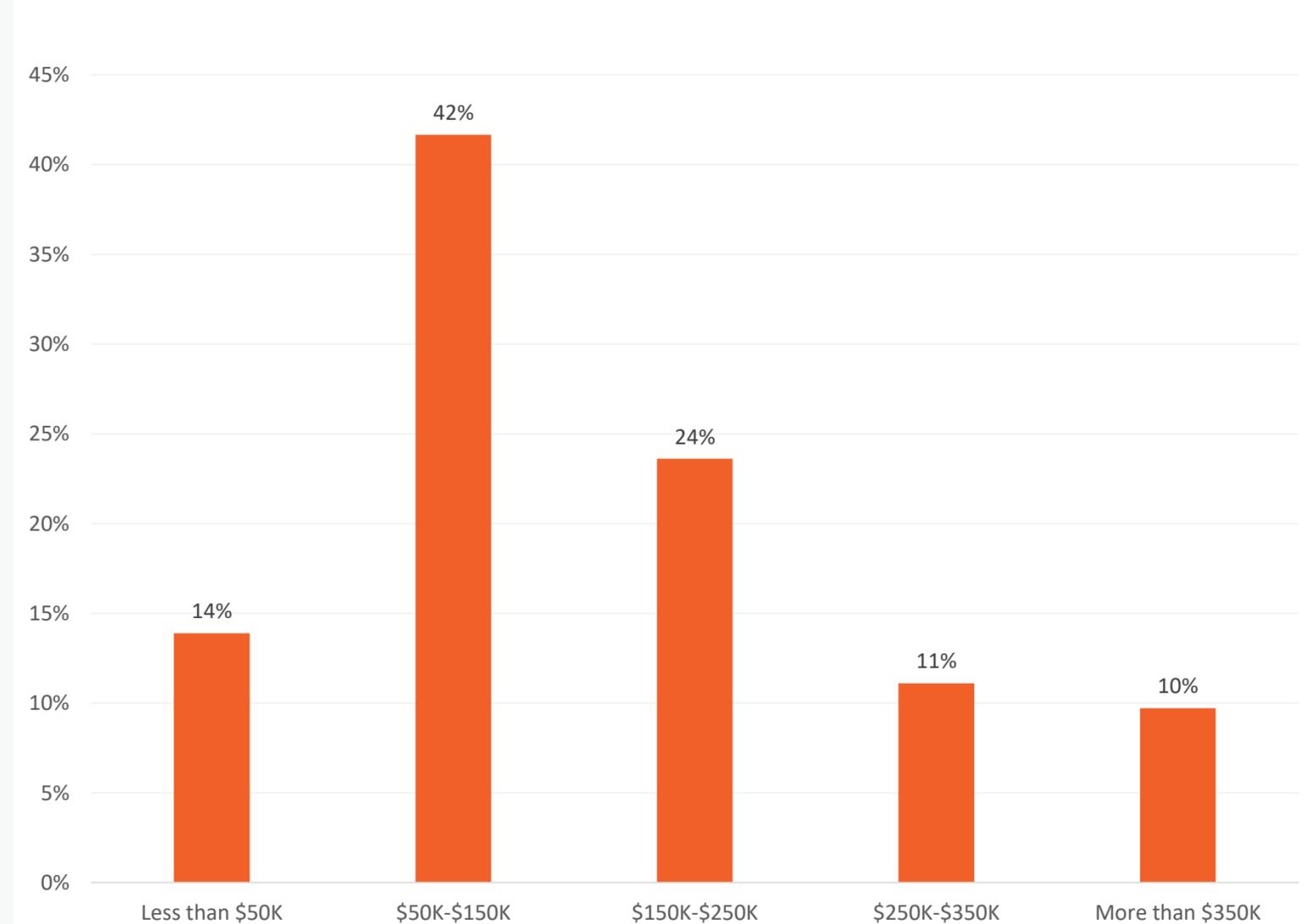
# Emerging EMEA - Profile of Investor Relations Department

This section describes the average profile of an investor relations team.

### Number of Members in IR Team



### Current Total Compensation (including base salary and long-term incentives)



This section describes executives' participation and buy-side coverage trends.

## ON AVERAGE OVER THE PAST YEAR, COMPANIES MADE PRESENTATIONS AT:

	CEO is present at:	CFO is present at:	Board is present at:
206 one-on-one meetings/phone calls	<b>30%</b> Out of 206	<b>50%</b> Out of 206	<b>15%</b> Out of 206
82 events sponsored by a sell-side firm	<b>40%</b> Out of 82	<b>55%</b> Out of 82	<b>14%</b> Out of 82
41 events sponsored by my company	<b>64%</b> Out of 41	<b>69%</b> Out of 41	<b>34%</b> Out of 41

## HOW OFTEN DOES THE COMPANY'S EXECUTIVE TEAM INITIATE CONTACT WITH THE BUY SIDE?

At least once a week	30%
At least once a month	33%
At least once a quarter	26%
At least twice a year	11%

---

# IR Ranking Analysis - Sample

# Buy-Side Rankings of Best CEO by Attribute

This page presents a comparative analysis between your company and all other companies nominated in your sector by buy-side individuals for Best CEO category. Market-share scores give added insights into the strength of each company's position. Results for CEO "Overall" are an aggregate of all three attributes: Leadership, Communication, Credibility

### Institutional Investor Details by Voter Segment -

Survey: Buy/Sell Side | Ranking Type: | Market Cap: | Corporate Name: | CategoryName: | SectorName: | Corporate HQ Location: | Year: |

Voter Region: | Voter Country: | Size Band: | Research Rank: | Voter Function: | Voter Firm Domicile: | Voter Firm Type: |

Corporates: 459,423 (2019) | Sectors: 31 (2019) | Voters: 372,106 (2019) | Voting Firms: 260,547 (2019)

Select Survey/Vote Type/Sector from filter bar

#### Corporates - Overall Scores/Ranking - Best CEO

Corporate	Rank 2020	Rank 2019	Rank Delta	Score 2020	Score 2019	Score Delta
Intesa Sanpaolo	1	6	+5	2.41%	1.46%	0.95%
Enel	2	3	+1	1.54%	1.66%	-0.11%
Banco Santander	3	41	+38	1.50%	0.54%	0.96%
AstraZeneca	4	15	+11	1.34%	1.06%	0.28%
Roche Holding	5	53	+48	1.25%	0.45%	0.80%
Nestle	6	15	+9	1.21%	1.06%	0.15%
Schneider Electric	6	34	+28	1.21%	0.61%	0.60%
UBS Group	8	111	+103	1.18%	0.26%	0.92%
LVMH Moët Hennessy Louis Vuitton	9	4	-5	1.11%	1.60%	-0.49%
ASML Holding	10	11	+1	1.10%	1.15%	-0.05%
Cellnex Telecom	11	167	+156	1.08%	0.17%	0.90%

#### Named Individuals - Best CEO

IndividualNameCompany	Rank 2020	Rank 2019	Rank Delta	Score 2020	Score 2019	Score Delta
Carlo Messina - Intesa Sanpaolo	1	6	+5	2.41%	1.46%	0.95%
Francesco Starace - Enel	2	3	+1	1.54%	1.66%	-0.11%
José Antonio Álvarez - Banco Santander	3	41	+38	1.50%	0.54%	0.96%
Pascal Soriot - AstraZeneca	4	15	+11	1.34%	1.06%	0.28%
Severin Schwan - Roche Holding	5	53	+48	1.25%	0.45%	0.80%
Jean-Pascal Tricoire - Schneider Electric	6	34	+28	1.21%	0.61%	0.60%
Ulf Mark Schneider - Nestle	6	15	+9	1.21%	1.06%	0.15%
Sergio Ermotti - UBS Group	8	111	+103	1.18%	0.26%	0.92%
Bernard Arnault - LVMH Moët Hennessy Louis Vuitton	9	4	-5	1.11%	1.60%	-0.49%
Peter Wennink - ASML Holding	10	11	+1	1.10%	1.15%	-0.05%
José Ignacio Sánchez Caljae - Iberdrola	11	24	+13	1.08%	0.61%	0.47%

#### Voter Profile by Location (select below)

#### Voter Profile by Secondary Location (select below)

#### Voter Profile by FirmType

#### By Location (select below) - Profiles and Rank/Delta

#### By Secondary Location (select below) - Profiles and Rank/Delta

#### By Size Band - Buy Sides (Profile and Rank/Delta)

# Buy-Side Rankings of Best IR Programme

by Demographics of the Voter and Attributes

Buy-side rankings are also offered by specific voter demographic segments, which reveal the types of investors with whom your IR program is effective and the types with whom it needs to improve. These buy-side rankings are segmented by the voter's location (where the voter is stationed), assets under management, function (title), and institution type. Results for IR Program "Overall" are an aggregate of all 9 attributes

**BBVA**  
Banks

Voters: 370,533  
Voting Firms: 286,405  
Nominated Firms: 143,147

**Best CEO - Onur Genç**  
Rank 2020: 11, Rank 2019: -, Delta: -

**Best CFO - Jaime Sáenz de Tejada Pulido**  
Rank 2020: 3, Rank 2019: 12, Delta: +9

**Best IR Team - Overall**  
Rank 2020: 3, Rank 2019: 9, Delta: +6

**Best ESG Program**  
Rank 2020: 20, Rank 2019: 15, Delta: -5

**Best Analyst Days**  
Rank 2020: 4, Rank 2019: 19, Delta: +15

**Best IR Program**  
Rank 2020: 5, Rank 2019: 51, Delta: +46

IR Program Attribute	Rank 2020	Score 2020	Rank 2019	Score 2019
Overall Total	5	14.80%	5	14.80%
Services & Communication	4	13.11%	4	13.11%
Business & Market Knowledge	4	7.16%	4	7.16%
Responsiveness	4	3.15%	4	3.15%
Authority & credibility	4	7.12%	4	7.12%
Conference calls	4	5.36%	4	5.36%
Product NDR Shows/Conferences	4	5.39%	4	5.39%
Financial Disclosure	3	9.21%	3	9.21%
Thinking to market	1	5.17%	1	5.17%
Compliance	1	3.16%	1	3.16%
Quantity	4	5.79%	4	5.79%

Company	Rank 2020	Score 2020	Rank 2019	Score 2019
Roche Holding	1	22.33%	1	21.54%
AstraZeneca	2	19.50%	2	20.13%
Novartis	3	13.14%	3	11.17%
Novo Nordisk	4	11.11%	4	10.92%
GlaxoSmithKline	5	7.33%	5	8.00%
Sanofi	6	4.79%	6	5.64%
Bayer	7	4.36%	7	4.23%
UCB	8	3.70%	8	3.27%
Merck	9	3.49%	9	3.17%
Grifols	10	3.16%	10	3.12%
Genus	11	1.42%	11	1.21%
Vifor Pharma	12	0.91%	13	1.01%
Recordati	13	0.84%	12	1.16%
Medios	14	0.73%	13	1.01%

**Voter Profile by Location**

**Voter Profile by Secondary Location**

**Voter Profile by Firm Type**

**Voter Profile by Size Band**

**Voter Profile by Research Rank**

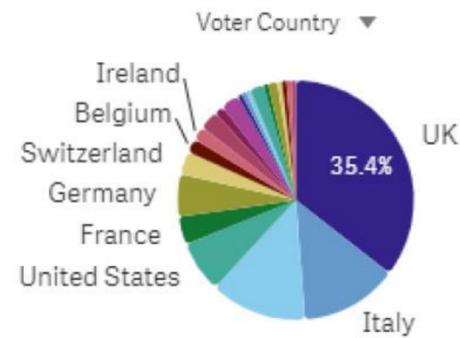
**Buy Side: 100.0%**

# Sell-Side Rankings of Best Investor Relations Professional

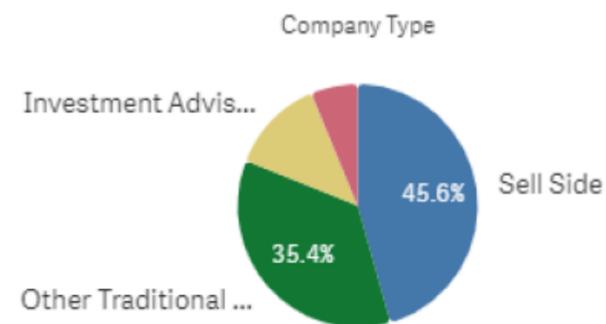
by Demographics of the Voter

This page presents a comparative analysis between your company and all other companies nominated by sell-side analysts for Best Investor Relations Professional. Market-share scores give added insight into the strength of each individual's position.

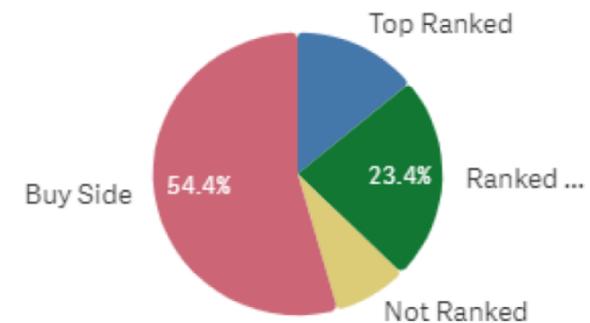
Voter Profile by Location (select below)



Voter Profile by FirmType



Voter Profile by Research Rank



Exec Team Results v1.8

SectorName: Banks, RankingType: Best IR Professional, SurveySide: Sell Side, CompanyName: BBVA, IndividualName: Gloria Couceiro - BBVA

Survey: Buy/Sell Side, Ranking Type, Market Cap, Corporate Name, CategoryName, SectorName, Corporate HQ Location, Year

Voter Region, Voter Country, Size Band, Research Rank, Voter Function, Voter Firm Domicile, Voter Firm Type

Corporates: 111,82 (2019), Sectors: 11 (2019), Voters: 119,125 (2019), Voting Firms: 63,67 (2019)

Select Survey/Vote Type/Sector from filter bar

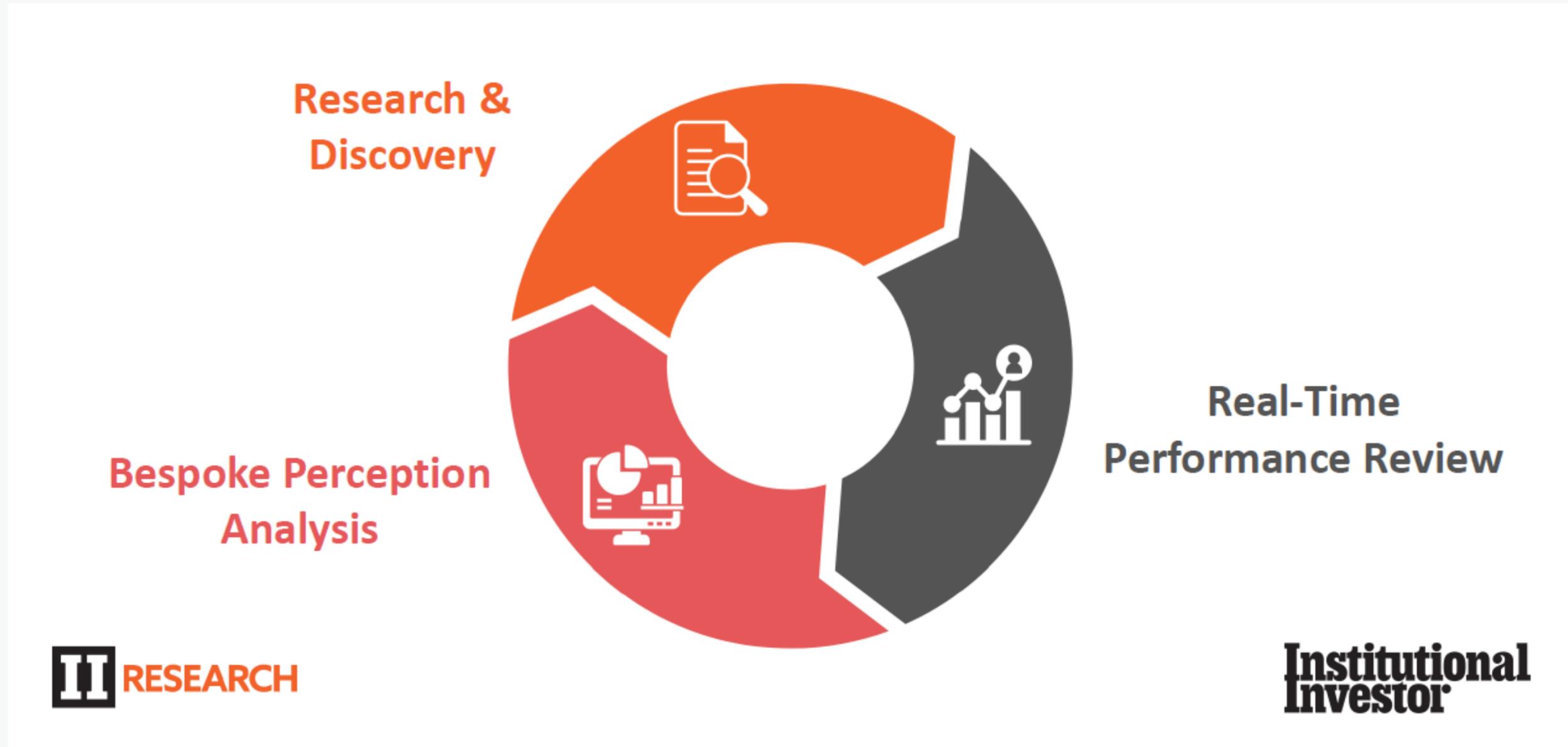
Corporate	Rank 2020	Rank 2019	Rank Delta	Score 2020	Score 2019	Score Delta
CaixaBank	1	6	+5	8.18%	3.05%	5.13%
BBVA	2	8	+6	6.11%	2.90%	3.21%
Banco Santander	3	17	+14	5.60%	3.92%	1.68%
Bankia	4	75	+71	3.64%	0.23%	3.41%
Banco de Sabadell	5	-	-	3.38%	0.00%	3.38%
Intesa Sanpaolo	6	3	-3	3.35%	4.81%	-1.46%
Société Générale	7	75	+68	3.24%	0.23%	3.01%
UniCredit	8	54	+46	2.47%	0.46%	2.02%
Banco Comercial Português	9	-	-	2.44%	0.00%	2.44%
Unicaja Banco	10	-	-	2.36%	0.00%	2.36%
Bankinter	11	59	+48	2.22%	0.38%	1.84%
KBC Groep	12	13	+1	2.07%	1.91%	0.17%

IndividualNameCompany	Rank 2020	Rank 2019	Rank Delta	Score 2020	Score 2019	Score Delta
Tomas Gomez del Viejo - BBVA	1	10	+9	2.91%	1.53%	1.38%
Laura Hernandez Ramos - CaixaBank	2	71	+69	2.84%	0.46%	2.38%
Alvaro Fernandez - Banco Santander	3	-	-	2.22%	0.00%	2.22%
Jesus Santolaya - CaixaBank	4	19	+15	1.82%	1.37%	0.45%
Emilio Vera - Bankia	5	-	-	1.75%	0.00%	1.75%
Margarita Cerrada - CaixaBank	5	-	-	1.75%	0.00%	1.75%
Juan Pablo López Cobo - Liberbank	7	39	+32	1.60%	0.99%	0.61%
Kimon Kalambousis - Société Générale	8	-	-	1.53%	0.00%	1.53%
Lluc Gas - Banco de Sabadell	8	-	-	1.53%	0.00%	1.53%
Edward O'Loighlen - CaixaBank	10	34	+24	1.46%	1.07%	0.39%
Cristina Matres - BBVA	11	-	-	1.42%	0.00%	1.42%
Gloria Couceiro - BBVA	12	19	+7	1.38%	1.37%	0.01%
Fernando Donoso - Banco Santander	13	45	+32	1.31%	0.92%	0.39%

By Location (select below) - Profiles and Rank/Delta

By Secondary Location (select below) - Profiles and Rank/Delta

By Size Band - Buy Sides (Profile and Rank/Delta)

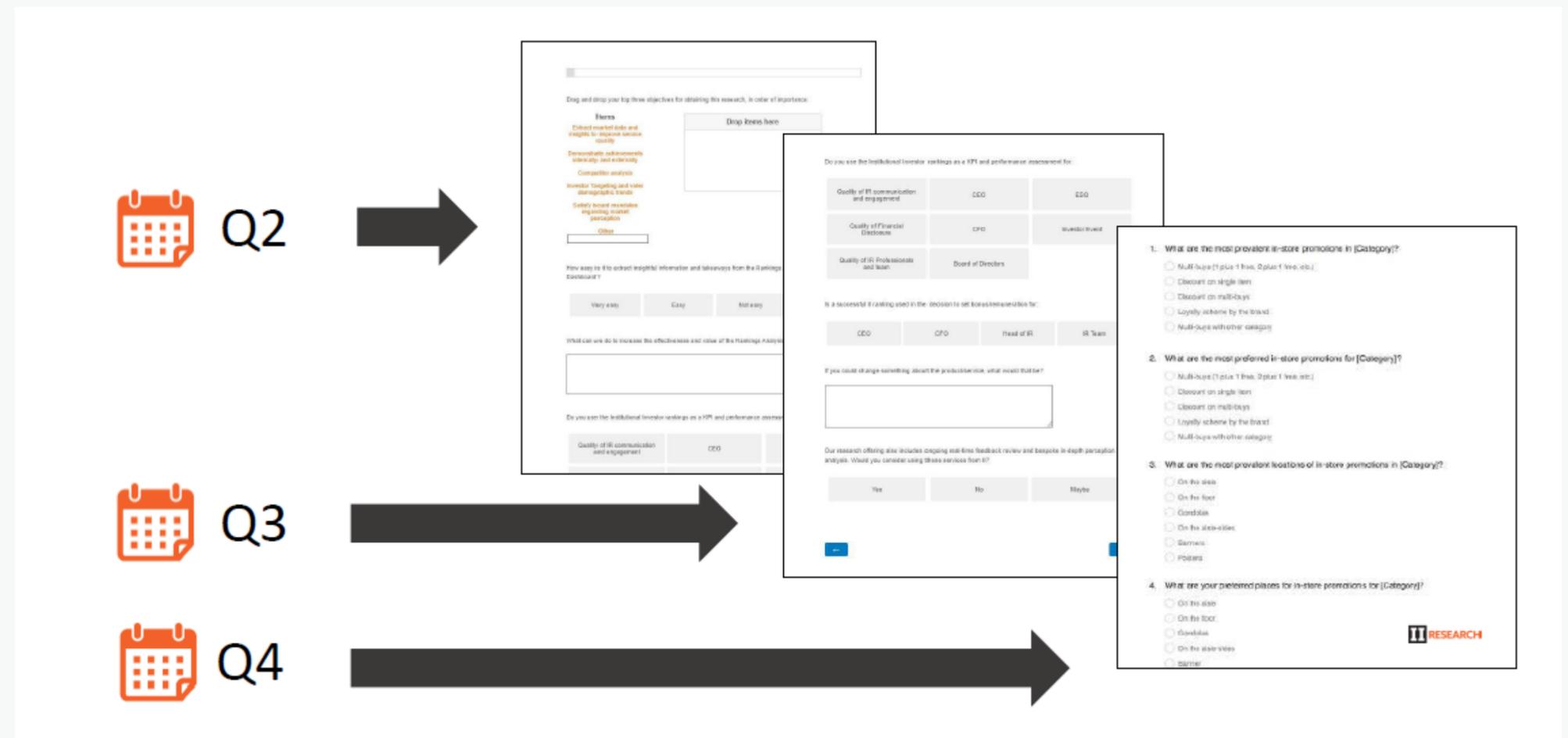


Independent annual survey-based performance research and perception intelligence.

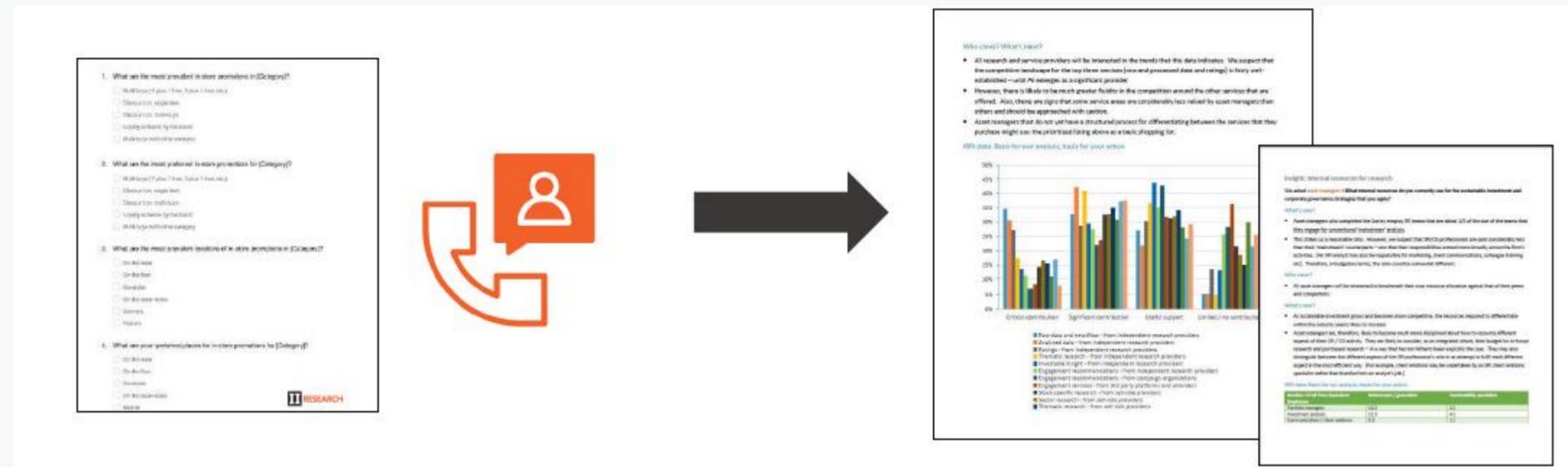
- Monitors quality and effectiveness of IR engagement, disclosure, communication and corporate access (20+ metrics) across specific stakeholder demographics and geographies. Year-on-year comparative company and peer benchmark analysis.
- 3+ year historical trend data. Top performing Sell-Side Research & Corporate Access Teams.
- IR Best Practices –sector, country, market-cap, region etc.
- Other survey regions available as part of advanced package.
- Multi-year options, depending on # of licenses and scope of modules



- Regular, short survey-based performance reviews (5-7 questions).
- Approximately 2–4-week project.
- Available throughout the year.



- Survey and Interview Based (or combination of both).
- Fully customized, in collaboration with the client-devised questionnaire and target list.
- 6–8-week project.
- Available throughout the year.
- Quantitative data visualization and qualitative summary report with access to full data sets.
- Full presentation of outcome to IR, executive management teams and/or boards.



## COMPLETE PERCEPTION ANALYSIS:

### Sector Rankings

- Buy-side, sell-side and combined buy- and sell-side sector rankings and scores for Best Investor Relations, across ten performance attributes
- Buy-side, sell-side and combined buy- and sell-side sector rankings and scores for Best CEO's, CFO's and IR Professionals

### Sector Voter Breakouts

- Buy-side and sell-side ranks provided by location, domicile, asset size, voter function, institution type and Research Team across all four ranking categories.

### Insights from IR Directors

- Advice and practices from IR Directors

### Historical Sector Rankings

- Two years of historical rankings for Best Investor Relations, CEOs, CFOs and IR Professionals

### Voter Commentary

- Buy-side and sell-side sector commentary for Best Investor Relations, Best CEO, CFO and IR Professional

## MARKETING LICENSE:

### The use of Institutional Investor Research and Rankings information:

Institutional Investor owns the copyright to all survey and awards logos. To acquire access to the Institutional Investor award or survey logo for use in client pitch books, annual reports, websites, email signatures, local advertising, social media etc., please contact [marketing@iiresearch.com](mailto:marketing@iiresearch.com)

### A symbol of success for your company's trophy cabinet:

We offer 4 types of display items (plaque, crystal, framed print, and poster) for an additional fee.

## ADDITIONAL ANALYSES\*

### High Level Global Summary Sector Report

Summary of best practice of global peers in your sector and suggested actionable and ideas

### Custom Peer Group Analysis

Tailored Report that compares a list of specific companies, regardless of sector, with your own

### Developed Europe & Emerging EMEA Sector Report (Complete Version)

Complete list of the best sell-side analysts by sector, as voted from the buy-side, including voter breakouts and history



## Questions

For enquiries concerning the methodology and detailed reports, please contact:

**Amani Korayeim**  
Director, EMEA  
amani.korayeim@iiresearch.com  
+44 20 7779 8535

## Marketing

[marketing@iiresearch.com](mailto:marketing@iiresearch.com)

Website: [www.iiresearch.com](http://www.iiresearch.com)  
LinkedIn: [Institutional Investor Research](#)