



Best IPO IR Communications

Award Description

The judges are looking for evidence that an effective IR strategy was employed leading up to, during and post IPO – both online and offline. The judges are looking for companies that successfully planned and engaged with investors, media and analysts; evidencing how each were engaged with throughout the transition from a private to public company.

Categories: FTSE100, FTSE250, Small Cap & AIM, and International

Entry requirement

Qualitative assessment 50%

In 500 words or less write a statement providing:

- A clear overview of the IPO process prior to the first day of trading
- A description of the equity strategy and how the investment case is being communicated
- How investors, analysts and other stakeholders were helped to understand the growth and value drivers of the company
- How the company is clearly communicating on-going performance

Quantitative assessment 50%

What we look for:

1. Pre IPO IR Planning and Execution (highly recommended to provide visual timeline of execution points*) (20%)**

- An understanding of how rigorous and defined the planning process was
- How efficiently it was executed
- When advisors (eg IR and Financial PR) and service support providers (eg print, digital and share register analysis) were appointed

2. Communication of investment proposition (20%)

- Clear and consistent communication of the investment proposition across all collateral and channels
- Evidence of the use of clear linkages between strategy, business model, financial performance, KPIs and risk
- Signposting and integration of relevant material non-financial information

3. Tactical Delivery (20%)

- An overview of how the investment proposition was communicated at IPO
- What initiatives have been undertaken to develop content across channels and collateral post floatation

4. Disclosure (20%)

- Confirmation that filings are made in a timely and transparent manner
- An understanding of what measures are in place to ensure disclosure requirements are adhered to

5. Performance and Supporting Metrics (20%)

**Supporting metrics can include, but are not limited to screen shots, data graphs, charts etc.*

- Analyst or media coverage evidencing the success of the floatation
- Results / market valuation that supports the equity narrative communicated at the time of IPO