



## 2018 - Best IPO IR Communications

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

### **IR Principles**

Please note that for all awards categories, companies need to emphasise how you have successfully addressed the following IR principles:

- Having an equity story and investment case that are clearly communicated
- Helping investors, analysts and others to understand the growth and value drivers of a company, such that there is a fair and orderly market in its shares
- Meeting or exceeding all regulatory requirements around disclosure

### **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.

## **Entry requirement**

The award is assessed on an equally weighted qualitative and quantitative basis. To be considered for the award you only need to provide a statement in relation to the qualitative element, so in 600 words or less write a short statement referring to the following:

### **Qualitative assessment**

#### **Objectives**

- Do you have a clear overview of the IPO process prior to the first day of trading?
- Is there a description of the equity strategy and how the investment case is being communicated?
- How were investors, analysts and other stakeholders helped to understand the growth and value drivers of the company?

#### **Communications strategy**

- How is the company clearly communicating on-going performance?
- What channels (annual report, website, presentations etc.) do you use to communicate your investment case?
- Is there consistency across both online and offline channels?

#### **Performance and outcomes**

- Is there analyst or media coverage evidencing the success of the floatation?
- What are the results / market valuation that supports the equity narrative communicated at the time of IPO? (*Supporting metrics can include, but are not limited to screen shots, data graphs, charts etc.*)

### **Guidance notes**

For the quantitative element, assessment criteria guidance includes:

#### **Planning, strategy and execution**

- An understanding of how rigorous and defined the pre-IPO IR planning process was
- Demonstration of how efficiently it was executed
- Evidence of when advisors (e.g. IR and Financial PR) and service support providers (e.g. print, digital and share register analysis) were appointed

#### **Communication of investment proposition**

- Demonstration of 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

#### **Communications strategy and tactical delivery**

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