



2019 – Best IR relating to a corporate transaction

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 across all stakeholders and delivers long-term value creation
- 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 and focusing on greater transparency of information both internally and externally

Award Description

For this award we are looking for evidence of effective and successful investor relations activity relating to a corporate transaction.

A transaction will be defined as one of the following:

- IPO
- Merger
- Significant sale or acquisition of a business
- Rights issue
- Defence

Overall, judges will be looking for evidence of the effective and successful investor relations activity. In addition to the entry statement, entrants should include supporting materials where they feel they support their entry.

Some basic supporting materials, but are not limited to:
Initial transaction press release and/or presentation (where relevant)
Reference to any other relevant communications, across all channels
Sell-side coverage commenting specifically on the transaction
Relevant financial media coverage
Evidence of other relevant stakeholder feedback (particularly buy-side) - specific feedback can obviously be redacted

Entry requirement

The award is assessed on an equally weighted qualitative and quantitative basis. To stand the best chance of winning you need to provide a statement in relation to the qualitative element, so in 600 words or less write a short statement demonstrating evidence of:

Qualitative assessment

- The transaction's role in the overall business strategy/capital allocation plans
- Seeking and understanding perceptions and concerns of the relevant stakeholders
- A structured consistent communications plan
- Contingency planning
- Disclosure & Transparency
- Key metrics to measure success & provide regular updates on progress
- Integration plans
- Logistics of transaction
- Overall success of the transaction
- The significance of the IR's role in the overall success

Quantitative Assessment - Guidance Notes

For the **quantitative element**, judges will consider the following criteria as guidance for assessment:

- The transaction's role in the overall business strategy/capital allocation plans – please provide wider context demonstrating how your capital deployment rationale was integrated into your overall strategy messaging.
- Seeking and understanding perceptions and concerns of the relevant stakeholders, specifically shareholders, but also other important stakeholders internally and externally in advance of the transaction.
- A structured consistent communications plan - Who did you communicate with? How did you communicate with them and how regular? (pre/during/post the transaction – Board of Directors/management team/shareholders/employees/customers/regulators/others)
- Contingency planning – what contingency planning to did you do/have in place?
- Examples of providing transparency throughout (pre/during/post the transaction) - what guidance did you provide on what investors should expect? What rationale did you provide?
- Key metrics to measure success & provide regular updates on progress – what were the metrics, how did you decide on them and how often did you provide updates on these metrics?
- Integration plans - please provide evidence of your integrations plans and the time line associated with these plans.
- Logistics of the transaction (press release/conference call/individual calls/internal communications/webcast/investor event etc)
- Overall success of the transaction – how did you measure success?
- The significance of the IR's role in the overall success - how did you measure the impact of IR's role in the success of the transaction?