**2020 – Most Effective Overall Communication of Company Investment Proposition**

***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 deliver 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**

The investment proposition is a highly compelling narrative of a company’s competitive advantage and differentiators that results in heightened engagement with equity and debt investors. We are looking for evidence of clear, concise and consistent communication of an investment proposition, considering the channels used and the effectiveness of the messaging.

From a content perspective companies will make reference to a simple description of the investment proposition summarising the financial position of the firm, market opportunities, strategy and risks for example, supported by data that evidences the investment narrative.

Overall judges are looking for evidence that the company is presenting a consistent and differentiated approach to the communication of their investment proposition, and very importantly that the content provides clarity over what the investment proposition is, in a clear, consistent and actionable manner. Key to the communications highlighted will be demonstrating the innovative approaches which have been developed to effectively meet investor needs.

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| **Communication of the investment proposition will focus on a number of different channels, including but not limited to:** |
| Annual report | Investor factsheets |
| Investor presentations | Capital markets days |
| Corporate websites | Site visits |
| Moving image | Other supporting investor materials /data  |

**AWARD CRITERIA**

**Introduction**

We have simplified our award submission process this year by moving from an essay format to a Q&A format. Please provide concise but insightful answers to all questions below, keeping in mind the IR principles and individual awards description, and paying particular attention to what the judges are looking for. It would be helpful if you could highlight innovations, what you have done differently and most importantly any evidence of success.

**Overview**

1. What are your key objectives for clearly articulating your company’s investment proposition, and how have these evolved?

**Strategy & Approach**

1. What are the principal elements of your investment proposition, and how do they support the communication of your long-term value creation story to investors?
2. What channels do you use, and how do you achieve consistency of communication across your channels? (E.g. Annual Report, website, capital market days, presentations, site visits)
3. How does investor feedback influence the communication of your investment proposition?
4. How do you work within the company to achieve your objectives (e.g. Board, executive committee, strategy, finance, comms)?

 **Outcomes**

1. Please evidence how you measure the effectiveness of your investment communications and the integrity of your proposition narrative? This could be supported by quantifiable or anecdotal evidence, demonstrating the success of your strategy in achieving the initial objectives. (For example, have you seen an increase in investor engagement interest, sell side coverage, media coverage, new investors entering the register, or a change in investor feedback?)

*Alongside your submission, please include a hard copy of any material or link to any relevant material to support your entry.*