



2019 – 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 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

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.

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

Overall Judges are looking for evidence that the company's 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.

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 referring to the following:

Qualitative assessment

Objectives

- What were the key objectives for clearly articulating your investment proposition?
- How has the importance of the investment proposition evolved in the context of your communications strategy?
- What attributes of the investment narrative are you trying to elevate (financial, operational etc)?

Communications

- What is your strategy to the communication of the investment proposition and what channels (including but not limited to the Annual Report, website, presentations, Capital Market Days, site visits etc) do you use and why?
- What are the principle elements of the investment narrative?
- How do you create consistency across various channels?
- How has investor feedback influenced the communication of the investment proposition?

Outcomes

- How do you measure the effectiveness of your investment communications and the integrity of your proposition narrative?
- Do you have any quantifiable or anecdotal evidence which demonstrate the effectiveness of this and of achieving your initial objectives?

Quantitative Assessment - Guidance Notes

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

Content considerations

- Provides clarity of what the investment proposition is, in a clear and consistent manner.
- Communicates a true reflection of the strategy, business model and risk, while clearly drawing out the key competitive advantages and differentiators of the business
- Provides clear linkages to strategy, business model, financial performance and KPIs, stakeholders and risk from the investment proposition consistently across all communications

Communications strategy, design and tactical delivery

- Demonstrates an effective use of all communication channels to present the investment proposition in an engaging, accessible and open way

Ongoing development and effectiveness

- Demonstrates that clear communication of investor proposition is improving understanding, engagement and enabling better investor decisions