

WHITEPAPER

IR Website Best Practices

North America & Europe
February 2017



Q4

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INTRODUCTION

Your investor relations website is your primary storytelling vehicle. The most effective IR website is one that successfully tells your investment story, by providing investors with compelling and informative context that ultimately influences their decision to invest.

We live a significant part of our lives online, and investors are no exception. A great IR website is not about compliance; it's about creating a space investors can look to understand the qualitative aspects of your company's story. While providing financial data and reports is important, what separates the best sites in the world are those that focus on providing context on the company's strategy and clarity about the company's execution and vision.

A great IR website that keeps up with trends in technology has never been so essential to the success of an IR program. According to a 2016 Rivel Research Group survey of 353 buy-side professionals, 75% of the respondents say their interest in a company is diminished when the website is poorly designed.

With the current availability of online tools to build interactive, multimedia focused websites, it's now easier to leverage the power of online tools to enhance corporate communications and engage investors.

This whitepaper will discuss IR website best practices and dive into how each is an essential and effective communication tool for investors. The paper is divided into five sections:

1. **Intuitive use:** we will discuss the primary functions that enhance the user experience of your website.
2. **Mobile:** we will highlight the rise in mobile for consumption of online content and provide some examples of what makes a great mobile site.
3. **Company information and strategy:** we will outline three site features that effectively communicate your corporate story.
4. **Access to financial data:** we will highlight how to best archive past financial information.
5. **Corporate social responsibility (CSR):** we will highlight why CSR should now be an obvious part of your website to showcase your corporate narrative.

For each of the five sections, we will provide examples from leading North American and European public companies from all sectors and market caps.

A great website: More important than ever

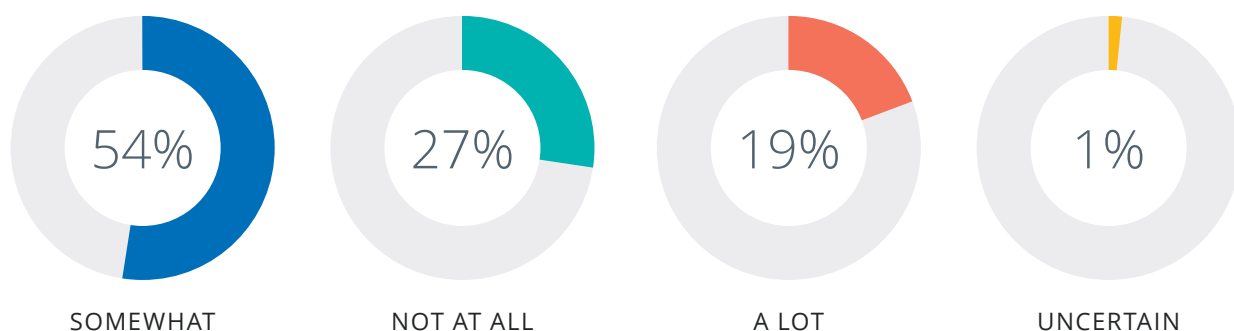
According to research compiled by New York-based digital agency Ironpaper in 2014, 48% of people cited a website's design as the number one factor in deciding the credibility of a business, while 94% of those surveyed referred to website design as the reason they mistrusted or rejected a company.

In June 2016, Rivel Research Group's study, "Insight on the Global Buy-side", found that 42% of the buy-side lists

ease of use as what makes a website best-in-class. Also, three quarters of the global buy-side says their interest in a company is at least somewhat diminished when a website is poorly designed.

The research also concluded that 64% of those surveyed said the quality of a company's website influences their attitude toward investing in that company.

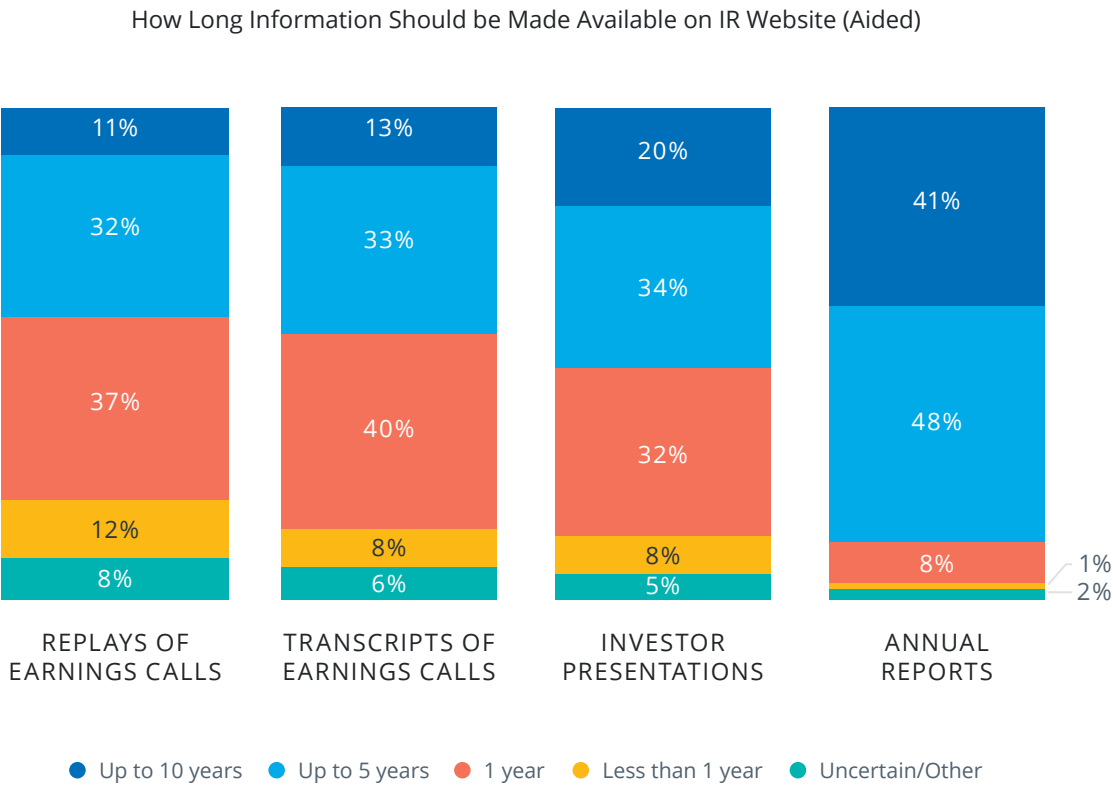
To what extent does the quality of a company's website influence your attitude towards that company as an investment?



Source: Rivel Research Group – June 2016 – Insight on the Global Buy-side: Use and impact of websites.

Rivel also outlines various elements that make for a best-in-class IR website. Recent investor presentations, earnings releases, annual report archives, and historical financial data were all high on their survey participants’ lists of required information that they must be able to access quickly. While most companies have this content present on their site, they need to ensure that it is easy to find, regularly updated, and formatted intuitively.

In an earlier survey, 54% of the buy-side professionals surveyed noted that a five-year supply of previous investor presentations would be the most valuable resource a company could provide on their IR website. The chart below, taken from a similar 2014 Rivel study, displays investors’ feedback on how long information should be made available on an IR website:

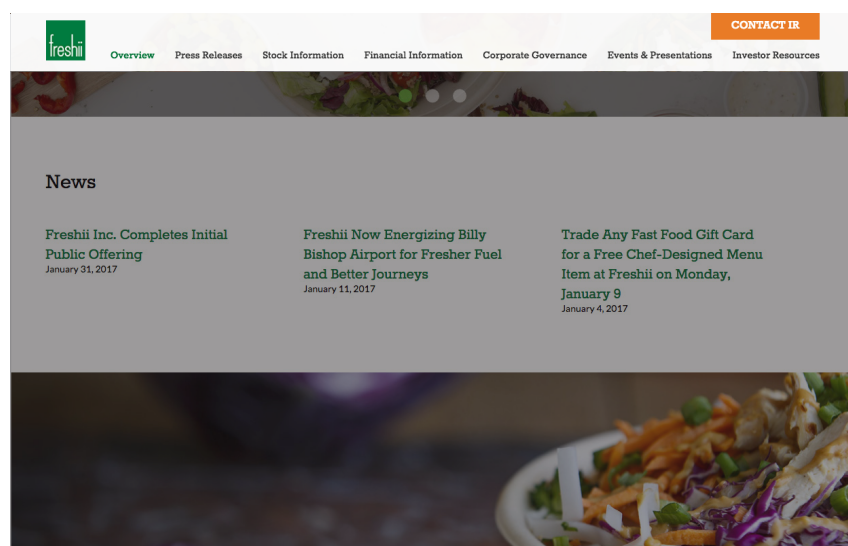
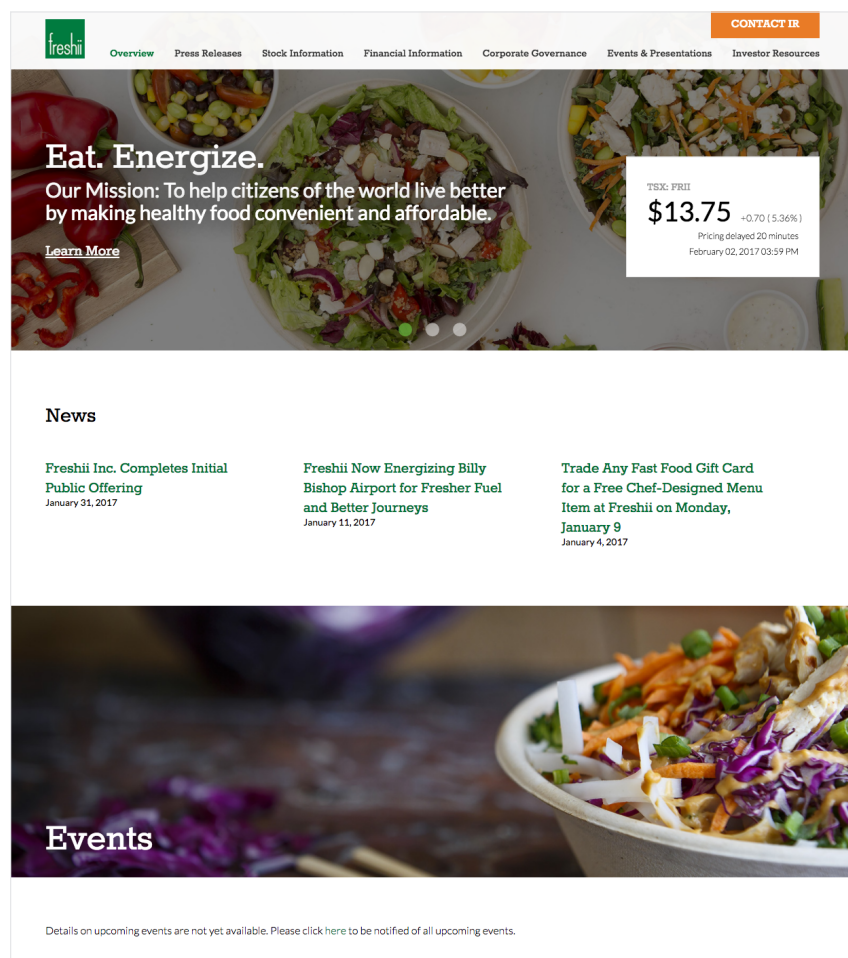


Intuitive use

An intuitive website tells a great story. Like a well-written book, your website should drive a compelling narrative that an investor will want to consume. The best websites are ones that funnel its users through a story without barriers to functionality – investors should be able to “flow” through your IR website so that they walk away knowing all essential elements of your corporate narrative, objectives, and vision.

Website user interface and experience are more important than ever. According to Econsultancy, the largest community of marketing and ecommerce professionals in the world, “88% of online consumers are less likely to return to a site after a bad experience.”

A website’s navigation should be seamless, allowing the user to easily move throughout the site and explore. Keys to creating great user flow require user interface designers, programmers, writers, and management teams -- all key contributors who understand trends and best practices in user experience. Your website provider will be able to do most of the heavy lifting, but a comprehensive understanding of your investor audience is the driving force behind the team of people creating a seamless user experience for your users.



ir.freshii.com/home/default.aspx

A. Navigation

Great navigation creates a great online environment for a corporate story. When executed properly, good user flow can lower your site's bounce rate (the rate at which people exit your site without visiting other pages) by allowing for a seamless transition from one web page to another. Elements of intuitive use include fewer menu options, less text, and more visuals that guide the user to calls to action.

Little things make a big difference. Your website navigation is a great example. According to Udemy, the world's largest destination for online courses, an intuitive website provides users with direction and flow, as they don't want to "think" about how to navigate a website.

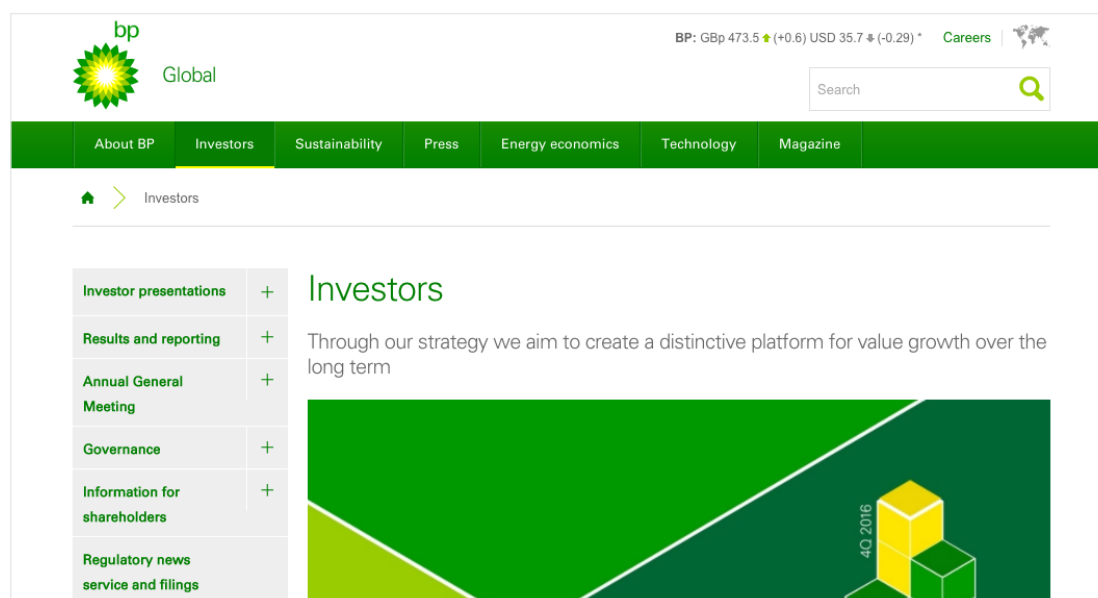
Freshii, a Canadian fast casual restaurant franchise that IPO'd in January 2016, understands the importance of visual design as a way to smooth out navigation. Freshii's IR website handles easy navigation in several ways. Their top navigation menu is clear and easy to access, while information below the fold highlights sections investors may be most interested in, including news, events, and latest financials.

As the user scrolls down, the top navigation remains with sticky navigation so the user can easily access the main menu no matter how far down they have scrolled on the page.

Spotlight on Europe

As a best practice, European IR websites may offer investors a more detailed, segmented online space for which to communicate their vision and corporate story. When any public company chooses to serve investors with more detail on their corporate narrative and strategic direction, navigation and user flow becomes even more important. The more a website grows, the more it can be difficult to maintain intuitive use.

For example, [BP](#), an oil and gas company based in the UK, includes two menus on their homepage: a top navigation menu with a drop-down for each section and an additional left navigation menu with further detail broken out for users. The additional menu directs the user to more granular information, making it easier for the investor to sort through which part of the corporate narrative he or she may be interested in.



bp.com/en/global/corporate/investors.html

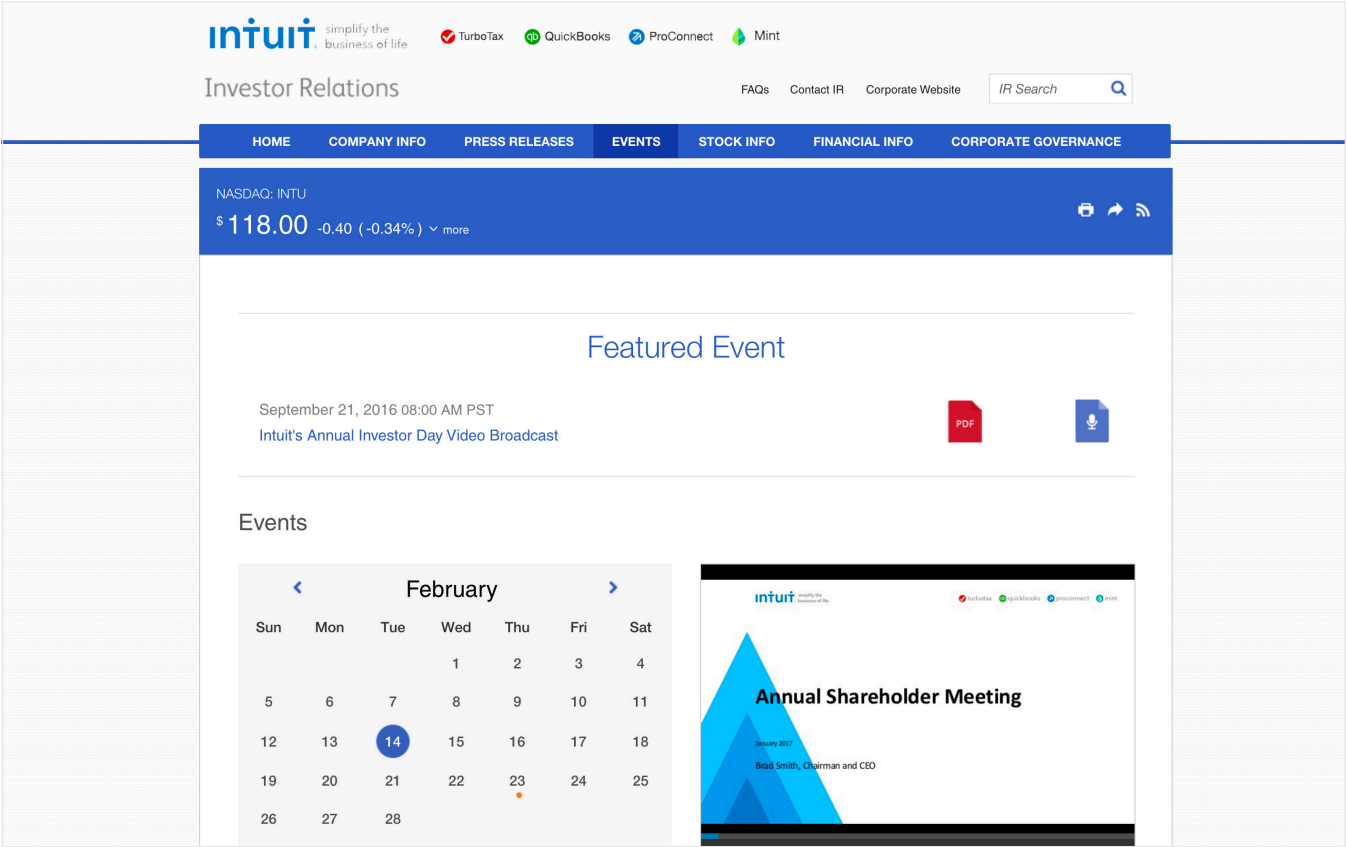
B. Easy access to presentations and events

Presentations and events are pertinent sources of information for investors and analysts, which underscores the importance of providing easy and intuitive access to this media on your website. As public companies build their roster of events and presentations,

it can be tempting to fragment these materials by category across several pages; however, it's important to instead group content in one place so that investors can find what they're looking for within a "one-stop shop".


Grouping related materials requires less clicks on the user’s end, which increases post-event engagement among investors. Your website is your opportunity to capture your events for those who weren’t able to attend, so it’s best to include as many interactive elements of your presentations as possible, including video, downloadable content, and interactive slideshares. The idea is to ensure your investor has access to as much of your event as possible, as they are a critical component of your corporate story and informing investors of your value as a company.

Intuit, a leader in tax preparation products in the U.S. that has been public since 1993, groups their calendar of events with presentations, past events, and most importantly, a featured event. When an investor searches for an event, they may only be interested in accessing an earnings webcast from a month ago – but they are presented with the opportunity to also engage with Intuit’s latest Investor Day video broadcast. This keeps the user on the website for longer periods of time, consuming more content.



investors.intuit.com


Many European IR websites pair their regulatory and financial news with their events or with their quarterly results, called a “financial calendar”. Unilever, for instance, lists their events alongside their financial results to provide easy access to types of information that investors may want to see in one place. Unilever’s website also reflects a European trend of showcasing their dividends section more prominently as a timetable.



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Financial calendar

Keep up to date with key investor events via our alerting service. Select an event from the list to download a .vcs file that can be added to your calendar along with a reminder at a time you specify.

You can also access the [dividend calendar](#) for more information on the 2016/2017 quarterly dividends payment timetable.

You are viewing

Future events

15/03/2017

Q4 2016 dividend payment

Remind me

5 minutes before event

ADD

[Download .vcs file for Q4 2016 dividend payment](#)

20/04/2017

Q1 2017 results

Remind me

5 minutes before event

ADD

[Download .vcs file for Q1 2017 results](#)

26/04/2017


Remind me

27/04/2017

Remind me

unilever.com/investor-relations

Many European IR websites pair their regulatory and financial news with their events or with their quarterly results, called a “financial calendar”. **Unilever**, for instance, lists their events alongside their financial results to provide easy access to types of information that investors may want to see in one place. Unilever’s website also reflects a European trend of showcasing their dividends section more prominently as a timetable.



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> UNILEVER DIVIDENDS

> Dividend calendar

> Unilever dividend direct

> Dividend history and reinvestment

Home > Investor Relations > Unilever dividends > Dividend calendar

Dividend calendar

The payment timetable for Unilever 2016 and 2017 quarterly dividends on ordinary shares for Unilever N.V., Unilever PLC, NV NY and PLC ADRs will be as follows:

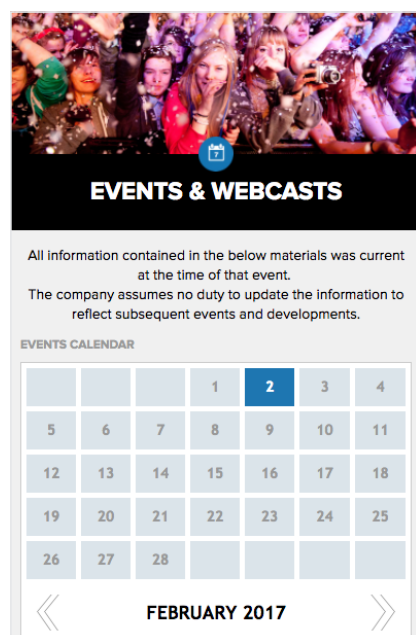
	Announced	NV NY & PLC ADR ex-dividend date	NV and PLC ex-dividend date	Record date	Payment date
Q3 2016 Dividend	13 October 2016	26 October 2016	27 October 2016	28 October 2016	7 December 2016
Q4 2016 Dividend	26 January 2017	8 February 2017	9 February 2017	10 February 2017	15 March 2017
Q1 2017 Dividend	20 April 2017	3 May 2017	4 May 2017	5 May 2017	7 June 2017
Q2 2017 Dividend	20 July 2017	2 August 2017	3 August 2017	4 August 2017	6 September 2017

Mobile

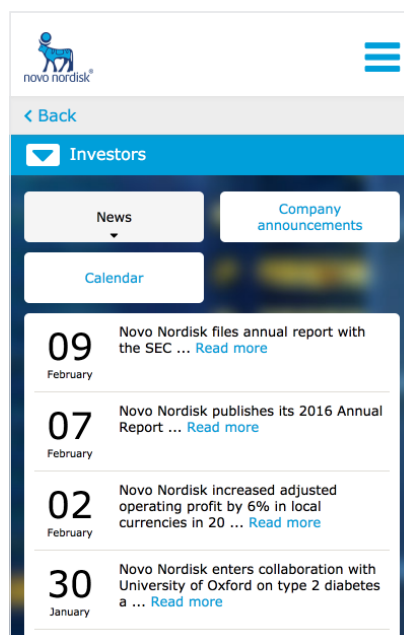
Mobile viewing has now surpassed desktop viewing overall, which means your mobile phone is now a critical storytelling medium. According to key findings from the latest KPCB mobile technology trends, in the U.S. in 2015, 51% of a user's online time was spent on mobile – which means time spent on mobile has now exceeded desktop time as the majority for online consumption.

As we continue to consume more content on our phones, the medium itself is changing the way we tell stories and engage with investors. New technology creates new expectations, meaning elements of your company story should be prioritized differently on mobile versus desktop.

For instance, you may prioritize events on your mobile site over reports, since you know based on website analytics that your users view your calendar on mobile, but they aren't so keen to view a PDF. As with your desktop website, your main goal with mobile is to ensure your investors have walked away knowing more about your company – so it's essential to know what types of information your audience is gravitating towards on mobile.



investors.livenationentertainment.com/investor-relations



novonordisk.com/investors.html



investor.chrobinson.com/Home/default.aspx

[Live Nation](#), an American global entertainment company, demonstrates responsive web design best practices for mobile optimization. The layout and general experience of their IR website when viewed on either a desktop or mobile device is virtually indistinguishable. The layout is consistent with the content optimized to fit the screen of whatever device is accessing it. This includes complex content such as their events calendar and stock chart.

In November 2016, Google made an important announcement about its search engine optimization (SEO) algorithms: mobile-first indexing. According to Google, “our algorithms will eventually primarily use the mobile version of a site’s content to rank pages from that site, to understand structured data, and to show snippets from those pages in our results.”

With mobile traffic increasing at rapidly growing rates year over year, the importance of a fast and well-designed mobile site can’t be overstated. Earlier this year Google and Twitter also announced Accelerated Mobile Pages, which will strip down HTML on mobile sites to allow for very fast loading. The faster a page loads, the more likely someone will remain on your website – so make sure to include a review of your IR website’s mobile strategy.

[Novo Nordisk](#) in Denmark has built their mobile website as primarily a mobile long scrolling site, with the option to access an extended menu at the top-right corner of their page. Their mobile site allows you to flip back and forth from their calendar of events, company announcements, and news within one space, allowing for a fast mobile experience that does not require long loading times between pages.

It’s no longer necessary for websites to showcase their most important content “above the fold”. The use of smaller screens hinders how much information can fit above the fold, and long scrolling has swept in to replace this best practice for content consumption. That said, the flow of content is key. It’s important to be concise with messaging, and create a visual hierarchy that will help a user flow through content quickly. [C.H Robinson](#), one of the world’s largest third party logistics (3PL) providers, for example, uses eye-catching graphics to make its website aesthetically appealing and easy to navigate.

C.H Robinson complements their site with anchored tabs that can easily and more quickly bring you back or forward a few scrolls, and a sticky navigation that gives access to the main menu no matter where the user is on the site.

Company information and strategy

Your company information and strategy sections make up the narrative of your corporate story. Potential investors look to this content to gain a sense of your company's strategy, values, goals, and accomplishments. You may want to be more creative with these sections than others, and ensure you're showcasing your company brand and story with text and visual elements. The key is to keep your story engaging and concise, so that your investors can get a sense of who you are at a quick glance.

A. About Us

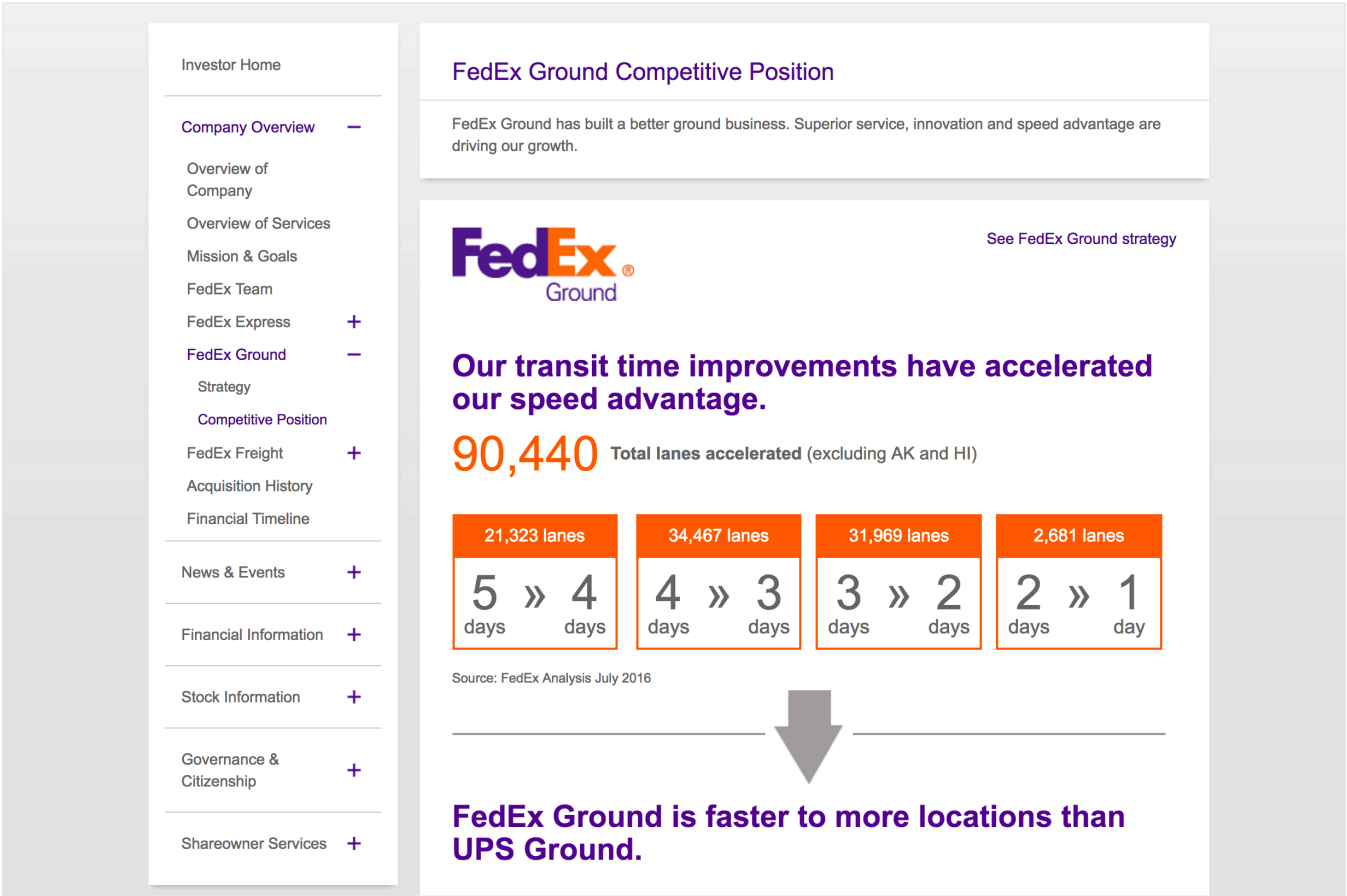
While the majority of corporate sites have detailed About Us sections, an investor relations About Us section should focus on the financial and investment angle of your company. Your About Us section provides you with the opportunity to let investors know why you're a good long-term investment so they don't short your stock.

In addition to telling investors who you are, About Us pages (also known as "Company Overview" or "Why Invest" pages) play a part in a website's Google ranking in search results. Google's TrustRank algorithm favours robust About Us pages because they combat filters that may mark your site as spam. According to Brian Dean, SEO thought leader and owner of SEO strategy firm Backlinko, "Real brands have massive about pages that talk about their company, mission statement, etc. Make an epic about us page that tells your story." (Source: Brian Dean, "Why Google Hates Your Site", January 10, 2017: <http://backlinko.com/google-trustrank>)

FedEx, for example, builds out multiple pages as subsections to their “Company Overview” page, with details on their services, goals, strategy, and competitive position for each division of the company. They use infographics to communicate their goals, strategy, and accomplishments throughout the year, with information specifically tailored to an investor audience. They also include acquisition history and a financial timeline for those wanting to know more about the history of the company, as previous

performance influences investor decision making when taking a position in a company’s stock.

It’s also important to strike a balance between building out an About Us page that will differentiate you versus providing so much information that investors will be unable to digest it. Investors have only a limited amount of time to consume your content, and it’s important to showcase impactful and descriptive content that does not require too much time to consume.

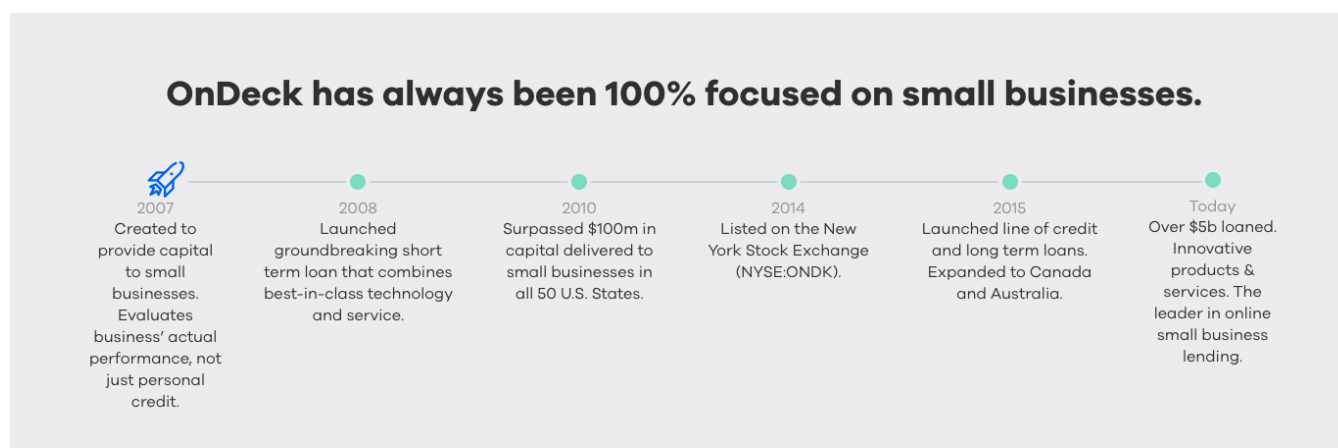


investors.fedex.com/investor-home/default.aspx

Visual information can help tell your corporate story with a lot of information presented in engaging and digestible ways. **OnDeck**, a non-bank small business lender, uses visuals to highlight their corporate identity and achievements in their “About Us” section. Their timeline from company launch to latest achievements and how much money they have loaned to small businesses tells a short, visual, and compelling narrative that grabs existing and potential investors in seconds.

Next, OnDeck shares a simple impact statement that says, “From our first \$3 billion loaned, we’ve created an \$11 billion impact on the economy and 74,000 jobs nationwide.” This sentence then leads to calls to action.

In a small amount of space, almost entirely through visuals, OnDeck has communicated its growth and the high standard of their business practices. This information delivers OnDeck’s corporate story and is meaningful and relevant to an investor during their research process.



investors.ondeck.com/investor-overview/overview/default.aspx

Spotlight on Europe

European websites tend to include more detailed information about their company. The Who We Are, Why Invest, and/or Strategy sections provide more detail for current and potential investors – which highlights the need for ease of navigation and functionality. Detail can work well for an IR website when users can easily navigate through various pages with ease.

BASF, winner of many IR Europe awards, incorporates multi-level navigation for their At a Glance section, which allows for easy navigation based on a user’s desire to consume specific types of information.

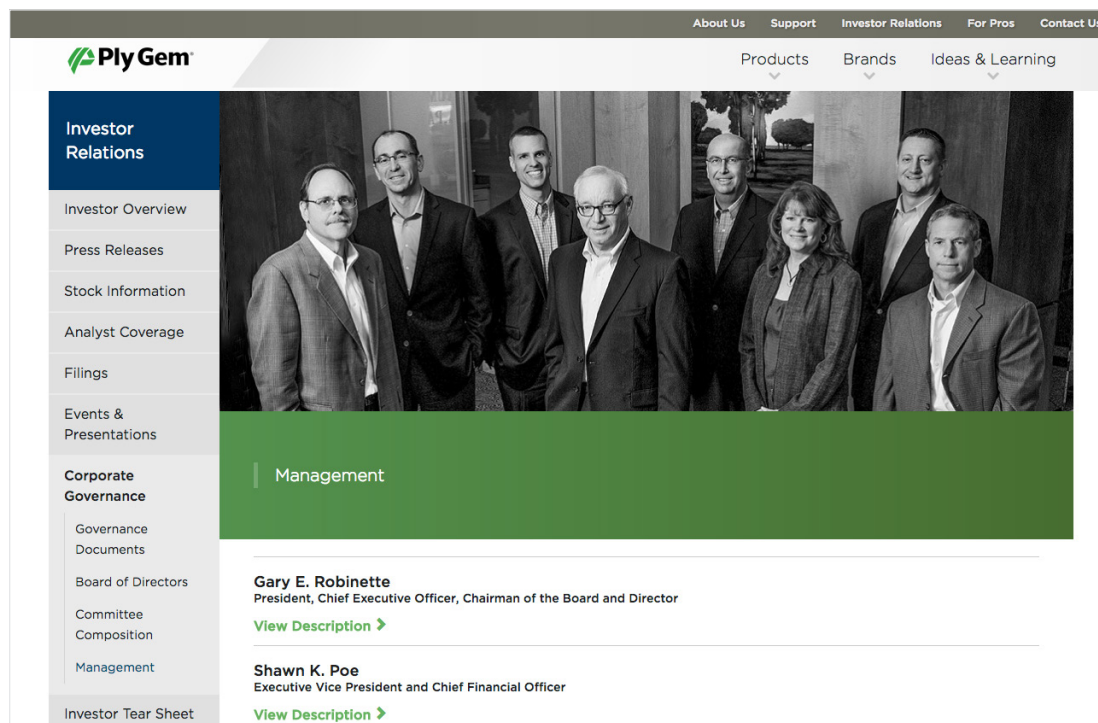
The screenshot shows the BASF Investor Relations page. At the top, there's a navigation bar with 'Company', 'Products & Industries', and 'We create chemistry'. Below this, a large banner features a photo of two people working together, with the text 'Reporting 3rd Quarter 2016' and a 'Read more' button. The 'Investor Relations' section includes links for 'BASF at a Glance', 'Calendar and Publications', 'Share and ADPs', 'Creditor Relations', 'Sustainable Investments', and 'Contact'. A main heading reads 'At BASF, we create chemistry for a sustainable future.' Below this, there's a paragraph about BASF's commitment to environmental protection and social responsibility, followed by a 'BASF Share' section showing a line graph of stock performance.

basf.com/en/company/investor-relations.html

i. Meet our team

Investors want to know the people behind your company's vision. A great IR website will tell investors who you are as a company, but it's important to remember that people drive your strategy and corporate narrative. When you feature your team and tell investors who they are on your website, you're personalizing your story, adding credibility to your brand, and letting investors know more about those who are executing your future goals.

Ply Gem, a leader in exterior building products, understands that adding a face to the name enhances their credibility with their IR audience, encouraging them to further explore their IR website. Adding a "Meet the Team" section on your IR website with images of your team will make them more accessible.



ir.plygem.com/investor-relations/default.aspx

ii. Letter from the CEO

A letter from your company's CEO on your IR website adds a personal touch and brings attention to your leadership. When a potential investor views a letter from the CEO, they immediately know more about the

company's leadership and mission. As a result, your investor and analyst audience can easily access pertinent information without having to dig through annual reports to locate the letter.

B. Investment proposition

Apart from your overall brand image, an investment proposition is an integral element to your IR website – it communicates the nature of your business to your prospective investors, stating your market position or your company's future plans for advancing in the market. Your investment proposition answers the "Why invest?" question, which is the one question every investor researching your company has in common.

TD Ameritrade demonstrates their investment proposition in the "By the Numbers" section on their IR website.

The section highlights the growth of their business, including number of full-time associates; number of branches; the total number of client assets; the total number of funded client accounts; and the number of independent RIA clients.

All the information is displayed through easy-to-understand numbers and corresponding images. Nothing communicates a strong investment opportunity like business growth does. By laying this out in a clear, eye-catching manner, AMTD is ensuring that no one misses the message.



amtd.com/investor-relations

C. Video and infographics

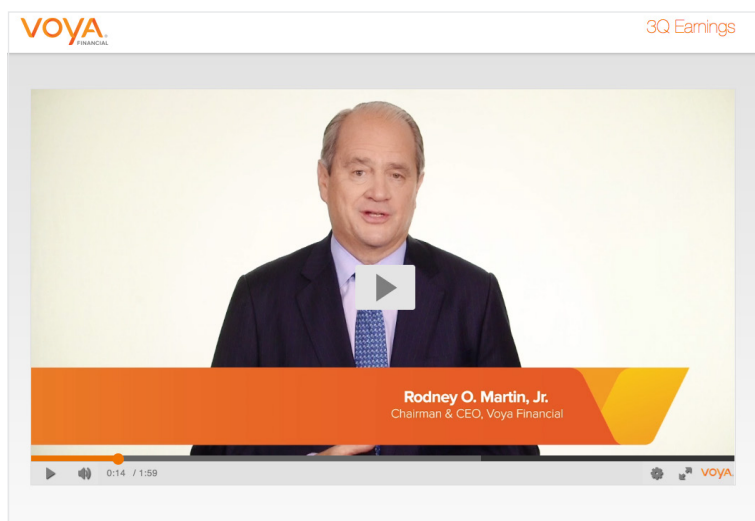
Video saves time, and will compel current and potential investors to learn about who you are as a company. According to Hubspot, 59% of executives say they would rather watch video than read text content, and 92% of mobile video consumers share videos with others.

A powerful way to communicate complex information is to move away from traditional reporting like presentations and reports and focus on a more visual experience. Video and infographics help you stand out amongst your peers.

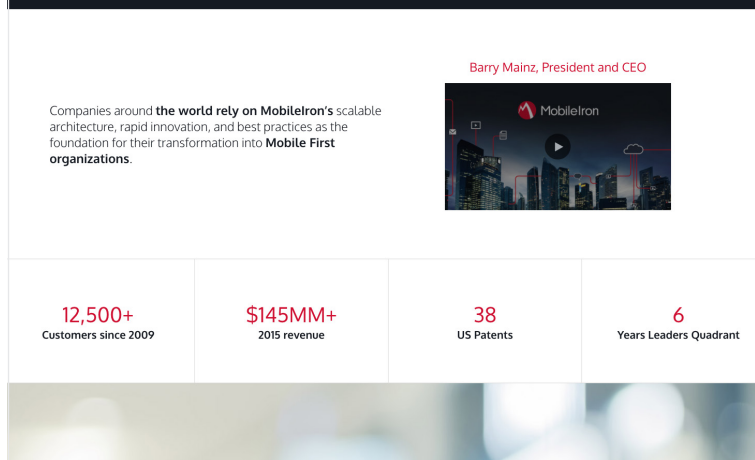
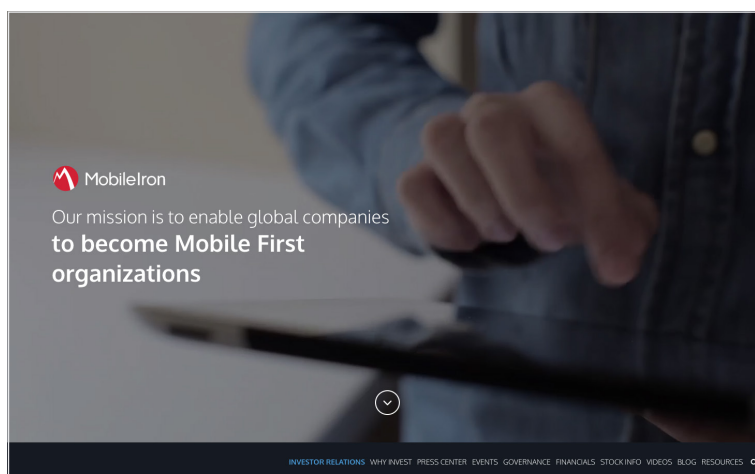
Voya, an American financial, retirement, investment and insurance company, does this well by featuring a video of its CEO highlighting quarterly results in a three and a half minute video. The video is more engaging than a traditional letter, as people connect more with the CEO as a person rather than as a representation of the company as an institution. Showcasing executive personalities is a way to personalize your brand and show investors a human face that is driving your corporate strategy and narrative.

Corporate videos aren't the only way to make use of video. A popular trend that remains strong is background video, which uses looping video segments to highlight specific sections of the website.

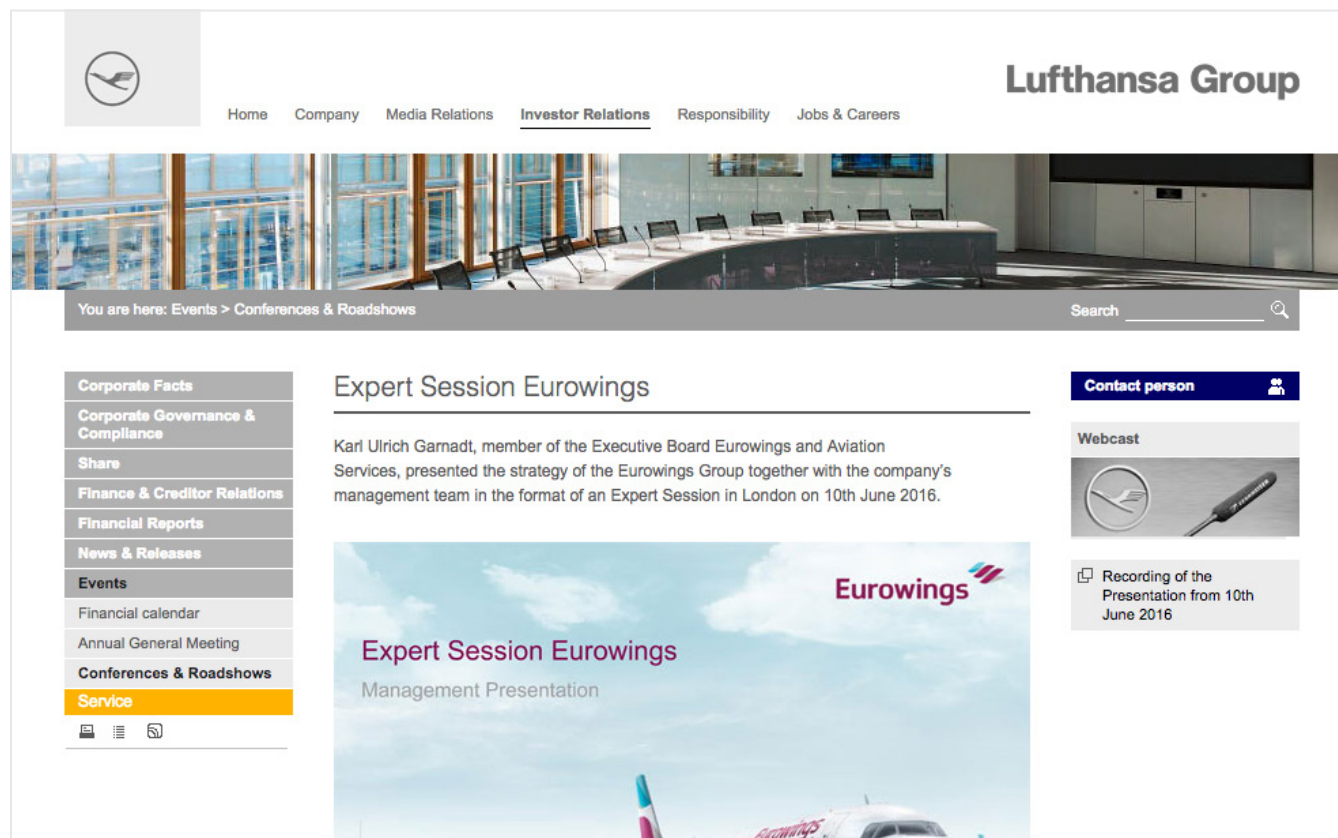
Mobile Iron uses this tactic on its homepage of its IR website. The user sees it as soon as they access the homepage. Placing the video at the top of the page engages the visitor as soon as they enter the site, giving them immediate information on the brand and message.



investors.voya.com



investors.mobileiron.com

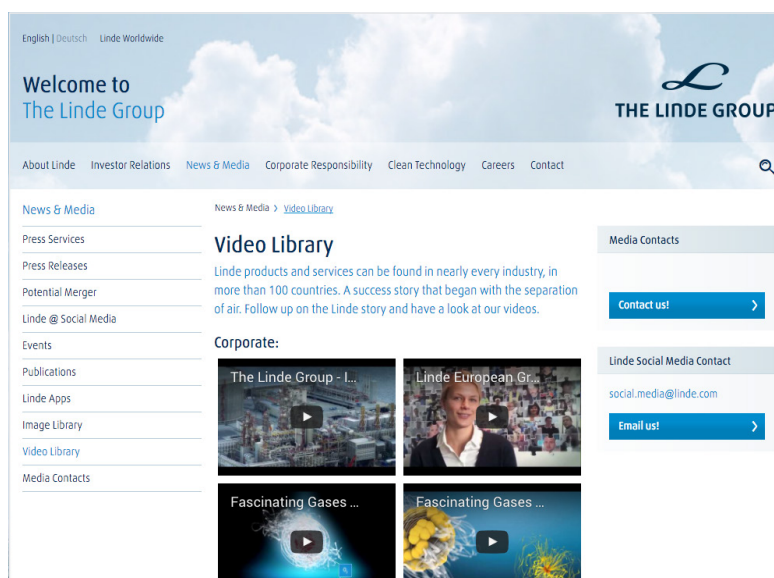


The screenshot shows the Lufthansa Group website's Investor Relations section. The top navigation bar includes links for Home, Company, Media Relations, **Investor Relations**, Responsibility, and Jobs & Careers. The main header features the Lufthansa Group logo and a large image of a modern office interior. Below the header, a breadcrumb trail reads "You are here: Events > Conferences & Roadshows". A search bar is located on the right. On the left, a sidebar menu lists various corporate information categories, with "Conferences & Roadshows" highlighted. The main content area is titled "Expert Session Eurowings" and contains a text block stating that Karl Ulrich Garnadt, a member of the Executive Board of Eurowings and Aviation Services, presented the company's strategy in London on June 10, 2016. Below this text is a video player showing the "Expert Session Eurowings Management Presentation". To the right of the video, there is a "Contact person" section and a "Webcast" section with a recording of the presentation from June 10, 2016.

investor-relations.lufthansagroup.com/en.html

Spotlight on Europe

A fast-growing trend in Europe is the use of video for webcasts, conferences, and presentations. **Eurowings**, a member of Lufthansa Airlines group, broadcasts their strategy with the company's management team via video and slideshare for a more engaging experience for investors. In general, video is utilized more in Europe for corporate storytelling. **The Linde Group** houses an extensive video library on their IR website, with several videos that explain each of the company's various divisions.



The screenshot shows The Linde Group's Investor Relations website. The top navigation bar includes links for About Linde, Investor Relations, **News & Media**, Corporate Responsibility, Clean Technology, Careers, and Contact. The main header features the Linde logo and the text "Welcome to The Linde Group". Below the header, a sidebar menu lists various corporate information categories, with "News & Media" highlighted. The main content area is titled "Video Library" and contains a text block stating that Linde products and services can be found in nearly every industry, in more than 100 countries. Below this text, there is a "Corporate:" section with four video thumbnails: "The Linde Group - I...", "Linde European Gr...", "Fascinating Gases ...", and "Fascinating Gases ...". To the right of the video library, there is a "Media Contacts" section with a "Contact us!" button and a "Linde Social Media Contact" section with a "social.media@linde.com" email address and an "Email us!" button.

the-linde-group.com/en/investor_relations/index.html

Infographics are used to convey large portions of complex information in visually engaging ways. Infographics are a great way to report on information like increased sales, territory expansion or any kind of company growth.

Everyday Health includes an infographic on their website's homepage that outlines their business – looking specifically at the service they provide and the customers they service. Providing this information in an easy-to-view infographic is far more effective than communicating it through a lengthy text-based description. Visitors are much more likely to get the full scope of your message and leave with a lasting impression.



corporate.everydayhealth.com/about-us/default.aspx

Access to financial data

While compliance requires the inclusion of regulatory filings and some governance information, providing access to financial information is more than just about remaining compliant. Your financial information provides investors with vital context that will help them make decisions about investing in your company. While your corporate narrative is more than just about the numbers, your financials – and the tools you use to feed investors with quantitative information – are important drivers with which you can map out your achievements, goals, and challenges.

Easy access to financial data is also about lowering workload for IROs. Different types of financial data will be important for different audiences: analysts, for example, may want access to simple, raw data, while an investor

audience may want access to data that has been carefully curated, designed, and formatted for interactivity. You will want to make sure to cater to all audiences, while organizing information in such a way that it's accessible and engaging.

Financial information also saves time for investor relations teams; the more information provided on an IR website, the more information investors have at their fingertips rather than contacting the IR team with questions.

The following are best practices that serve to tell your past and present corporate story, while enhancing communication with investors:

- Supplemental earnings materials (webcasts, presentations, etc.)
- Financial press releases
- Annual reports and commentary
- Historical stock data (5+ years)
- Detailed share price
- Total return calculator
- Historical price lookup
- Interactive analysts centre
- Analyst forecast data
- Corporate profile and strategy
- Regulatory filings
- Corporate governance charters and documents

Financial information may be considered another valuable communication touchpoint with your investors, which is why it's important to go above and beyond with interactive and easily accessible information.

A. Archived financial reports

Cisco's IR site has their financial reports categorized, making it easy for the user to navigate. As you can see below, they include their quarterly reports, annual reports, annual meeting, SEC filings, interactive financials, and analyst coverage in one accessible table. Cisco also has the financial information archived, dating back from the year 2004. For investors in particular, the ability to access archived financial reports is integral as they can make comparisons between past and present company performances. In a study conducted by IR Magazine, 17% of those surveyed in the U.S. wanted to see improvements in online archived financial information, including past presentations.

The screenshot displays the Cisco Investor Relations website. The top navigation bar includes links for Overview, Events & News, Financial Info (selected), Stock Info, Corporate Governance, Resources & FAQs, and Video Gallery. A search bar is located on the right. Below the navigation bar, the breadcrumb trail reads: Home > Investor Relations > Financial Info. The main heading is "Financial Info", with sub-links for Financial Results, SEC Filings, Interactive Financials, and Analyst Coverage. The "Financial Results" section is active, showing "Fiscal 2017 Financial Results". Under "First Quarter 2017 Earnings", there is a link to the "Q1 Press Release". A table lists various financial documents with their sizes:

Document	Size
Q1FY17 Balance Sheets	297 KB
Q1FY17 Gross Margin by Segment	57 KB
Q1FY17 Income Statements and GAAP Reconciliation	174 KB
Q1FY17 Revenue by Geographic Segment	62 KB
Q1FY17 Revenue by Product Category & Service	486 KB
Q1FY17 Statements of Cash Flow and Recon CF from Op to FCF	333 KB
Q1FY17 Supplemental Financial Details	310 KB

Below the table is the "Annual Archives" section, which lists fiscal years from 2016 down to 2011, each with a dropdown arrow. On the right side of the page, there is a dark grey box displaying the current stock price: "NASDAQ: CSCO \$31.15 +00.85 +2.15%". Below this, it shows "Volume: 16,453,638" and "Market Cap 156.39B". At the bottom right, there is an "Email Alerts" section with a note about receiving financial information by email and a list of checkboxes for selecting alert types: Press Releases, Events, All SEC Filings, 10-K, 10-Q, 8-K, Proxy Materials, Insider Transactions (3,4,5), and All Other SEC Filings.

investor.cisco.com/investor-relations/overview/default.aspx

B. SEC filings (U.S.) / SEDAR (Canada) / Regulatory News (Europe)


Providing your past filing information for your investor audience is key. It provides a fuller background so they can get a sense of the changes that have shaped your corporation as a public company. While the SEC keeps all past filings in their records permanently, IR website best practices recommend keeping records posted on a website backdated five to seven years.
























For Canadian websites, it's recommended to link directly to SEDAR records in order to remain current. And finally in Europe, it's required that websites keep their financial information on their website dating back five years.

This information can get complicated and difficult to sort through, so it is important to add filtering and sorting tools to improve user experience. [Nike Inc.](#) does a fantastic job with an easy-to-filter list that allows users to drill down further by date and filing type (including separating out Section 16 filings).

2017 ▾

ALL ▾

 RSS FEED

DATE	FILING	DESCRIPTION	DOWNLOAD
  	01/31/2017	4	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP
  	01/31/2017	4	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP
  	01/25/2017	SC 13G/A	AMENDED STATEMENT OF OWNERSHIP
  	01/05/2017	4	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP
  	01/05/2017	4	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP
  	01/05/2017	S-8	SECURITIES REGISTRATION: EMPLOYEE BENEFIT PLAN
    	01/05/2017	10-Q	QUARTERLY REPORT

investors.nike.com/Home/default.aspx

C. Online annual reports

Online annual reports have enhanced our ability to tell our company story to investors. As digital tools continue to become more sophisticated and accessible, public companies are looking to new technology solutions to help create a fulsome online experience using video, interactive charts and graphs, and better UI – all tools that provide investors with a full and customizable understanding of a company's performance, vision, and future strategy.

According to Rivel Research, digital annual reporting may lead to savings of tens of thousands of dollars over a printed report, depending on the digital features chosen.

An online annual report may be as static or as interactive as you would like, depending on the resources for the project. Some ways to create a better online experience for your investors include:

Responsive design. Ensure your report is easy to digest on all platforms, including desktop, mobile, and tablet.

Thoughtful story layout. Share thought leadership pieces as separate “stories” to give investors the control to choose what they read first.

Downloadable data. Complement the online experience by including downloadable spreadsheets or PDFs throughout your report, so that investors can take information from the digital experience.



investor.salesforce.com/about-us/investor/overview/default.aspx

Salesforce produced an online version of their annual report on its IR website for the year 2014. As you can see here, once the user is on the company's IR website they can click the “Financials” tab, scroll down, and the report can be instantly accessed. Users are then prompted to a new window that takes them to the full report. Salesforce's report includes a one-page infographic titled “FY14 Highlights,” which represents the company's accomplishments throughout the year, such as percentage in revenue growth, average number of transactions per business day, number of employees, etc.

Corporate social responsibility

Corporate social responsibility (CSR) initiatives are fast becoming a standard for public companies globally and across all sectors. Also known as environmental, social, and governance (ESG) initiatives or sustainable, responsible and impact investing (SRI), CSR has moved beyond a “nice to have” item within a public company’s corporate narrative.

According to the US SIF Foundation’s 2016 Report on Sustainable and Responsible Investing Trends in the United States, “as of year-end 2015, more than one out of every five dollars under professional management in the United States—\$8.72 trillion or more—was invested according to SRI strategies” (US SIF Foundation, 2016, <http://www.ussif.org/trends>).

In recent years there has been an increasing expectation among clients and consumers that public companies have a positive societal or environmental impact, beyond

their corporate business objectives. For investors, these consumer expectations translate to key drivers of revenue, which ultimately influence their investment decisions. CSR, like other elements of your corporate story, demonstrates your company’s core values, goals, and position within your market – all elements that investors consider when assessing your company’s future revenue potential.

Facebook, for example, includes a “Sustainability” button on their IR website homepage as part of an “Investor Education Centre”, which takes users to a landing page that provides details on Facebook’s mission to make the world “more open and connected.” The page includes details on the company’s efforts to create sustainable workspaces, increase the energy efficiency of their data centres, and share best practices on creating an environmentally sustainable business model.

Investor Education Center



Facebook for
Business



Facebook Ads
Guide



Facebook for
Developers

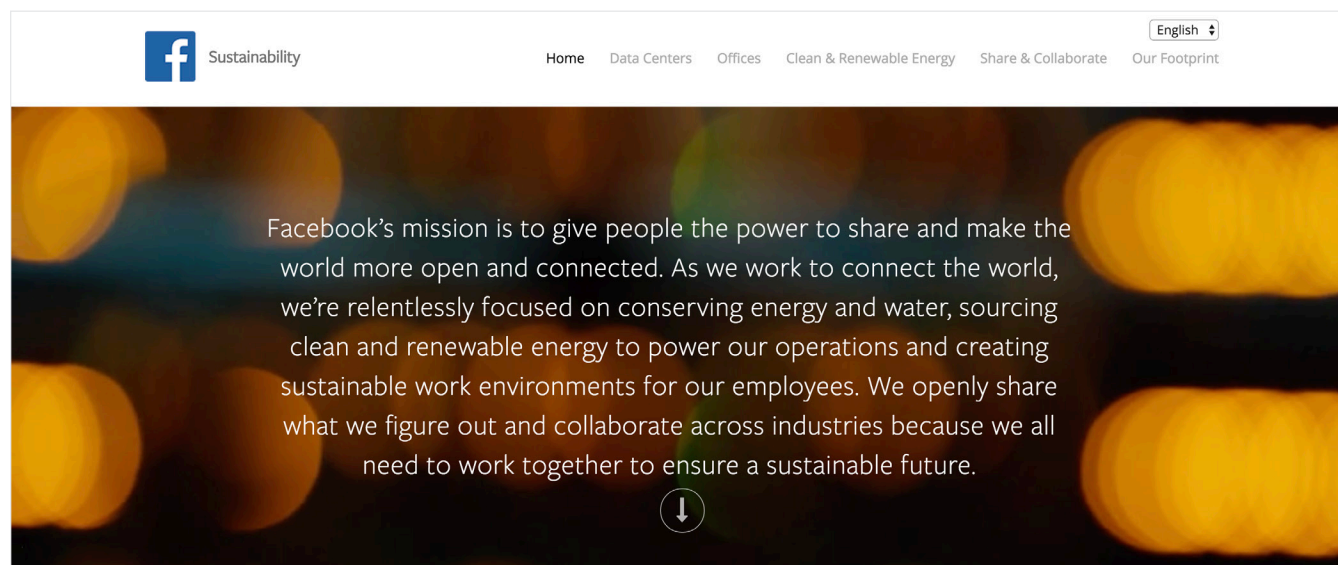


Facebook
Success Stories



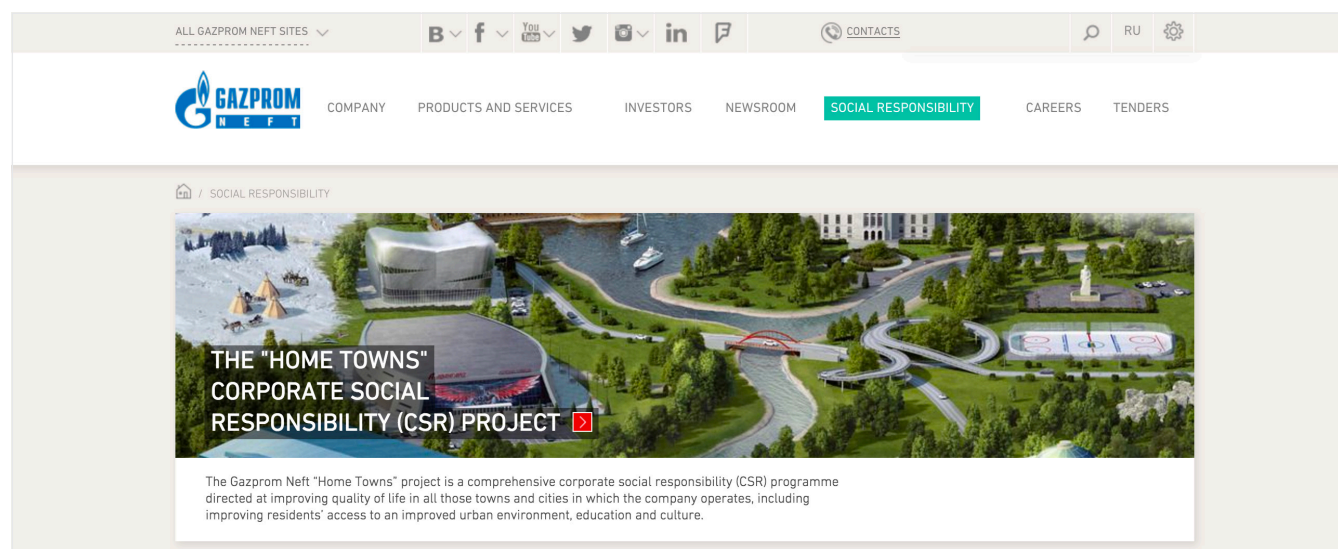
Sustainability

investor.fb.com/home/default.aspx



sustainability.fb.com

Winner of the 2016 Web Award for Best Investor Relations Website Gazprom Neft, based in Russia, devotes a tab to their corporate social responsibility initiatives, to show investors their involvement in sustainable development, employee engagement, and support of professional sports.



ir.gazprom-neft.com

Remember: your IR website's main function is to show investors who you are. Think of CSR as a key revenue driving metric that also drives public relations, talent recruitment, and brand awareness. Your CSR initiatives highlight your company's position as an influencer who can effect change, which ultimately speaks to a future vision that investors will want to know about – and hopefully be a part of.

CONCLUSION

Technology and storytelling have never been so intertwined. As your primary storytelling vehicle, your IR website is most effective when investors are able to consume content in ways that are intuitive, multi-channel, visual, and meaningful. The best practices in this whitepaper represent the latest trends in communicating your company's vision with investors: intuitive use, mobile, company information and strategy, access to financial information, and corporate social responsibility initiatives are all pillars that feed into a robust, compelling corporate narrative.

When you follow these best practices, you will ensure your IR website's place as the primary source of information for your investor and analyst audiences.



Q4

ABOUT Q4 INC.

Q4 is a global leader in cloud-based investor relations and capital market solutions. Thousands of brands around the world use Q4 website, webcasting, CRM, analytics and surveillance solutions to better connect with their investors and understand the capital markets. In June 2016, Q4 launched Q4 Desktop, the industry's first fully integrated investor relations platform, which integrates communications tools, surveillance and analytics into a fully featured IR workflow and CRM application. Q4 has offices in New York, Chicago, Toronto, Copenhagen, and London. Visit www.q4inc.com to learn more.

Email sales@q4inc.com Follow [!\[\]\(99f58673407353e96a019fbca558fd72_img.jpg\)](#) [!\[\]\(2113e5cba4d11862fa536c379e9b61cd_img.jpg\)](#) Visit q4blog.com