



2024

IR Best Practice Insights & Trends

United Kingdom

For nearly a decade Extel has been collaborating with the UK Investor Relations Society to recognise and celebrate Best Practice in IR in the UK.

Each year, this successful collaboration yields significant results, including the Voted Awards and the IR Best Practice Insights and Trends report.

This report delves into emerging developments both within the UK and across Europe. The data presented is derived from the esteemed annual Developed Europe Executive Team Survey.

in partnership with



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A low-angle photograph of several modern skyscrapers with glass facades, reaching towards a clear blue sky. The buildings are illuminated from within, and the perspective is looking up, creating a sense of height and scale.

SURVEY METHODOLOGY

**2024 Developed Europe
Executive Team**

To determine the members of Extel’s 2024 Developed Europe Executive Team, we surveyed global buy-side analysts, money managers, and sell-side researchers at securities firms and financial institutions that cover the region, including those who cast and received votes in this year’s Europe Research Team survey. Survey results reflect the opinions of 1,765 investment professionals at 820 financial services firms – 1,302 buy-side professionals from 741 firms and 463 sell-side professionals from 79 firms. We asked the participants to rate companies in their coverage universe across the following voting areas and their underlying qualitative attributes and performance metrics:

IR & EXECUTIVE TEAM			
CEO	CFO	BOARD OF DIRECTORS	IR PROFESSIONAL
<ul style="list-style-type: none"> LEADERSHIP COMMUNICATION CREDIBILITY 	<ul style="list-style-type: none"> FINANCIAL STEWARDSHIP CAPITAL ALLOCATION COMMUNICATION 	<ul style="list-style-type: none"> DIVERSITY & COMPOSITION STEWARDSHIP & STRATEGY TENURE & BOARD REFRESHMENT 	overall category assessment
IR PROGRAM FUNCTIONS			
IR PROGRAM		ESG	INVESTOR/ANALYST DAY
<u>FINANCIAL DISCLOSURE</u> <ul style="list-style-type: none"> QUALITY & RELEVANCE GRANULARITY CONSISTENCY 	<u>SERVICES & COMMUNICATION</u> <ul style="list-style-type: none"> BUSINESS & MARKET KNOWLEDGE PRODUCTIVITY OF MEETINGS QUALITY OF EARNINGS CALLS IR CREDIBILITY & AUTHORITY RESPONSIVENESS 	<ul style="list-style-type: none"> MATERIAL DISCL METRICS ENGAGEMENT CORPORATE STRATEGY 	overall category assessment

Voting for the rankings of CEO, CFO, IR Professional, IR Program, ESG, Company Board, and Investor/Analyst Day is conducted using a weighted scoring system, where ratings range from five (excellent) to one (average). Votes from both buy-side and sell-side participants have equal weight and are aggregated to establish the overall rankings within each category.

For a company to qualify for inclusion in the 2024 Developed Europe Executive Team, it must be headquartered or maintain operational or executive headquarters in the region. Additionally, individuals must have held their roles for a minimum of 30 days prior to the commencement of the research cycle.

To maintain the integrity of the process, the identities of survey respondents are kept confidential, encouraging ongoing participation. Voters are required to meet specific eligibility criteria, and a minimum number of votes must be obtained for winners to be recognised. All submitted ballots undergo thorough review by our Research Operations Group to ensure validity and reliability.

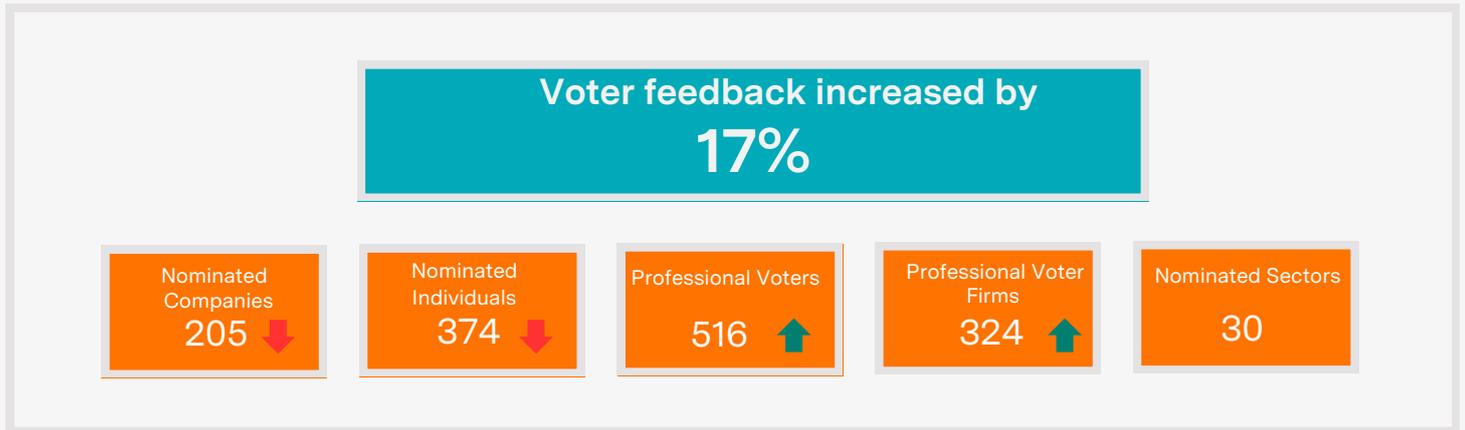
The background of the slide is a blue-tinted image of hands typing on a laptop keyboard. Overlaid on this are various network-related terms in a light blue, semi-transparent font, including 'VIRTUAL SWITCH CABLES', 'NODES ROUTER', 'PROTOCOL', and 'INTERFAC'. There are also faint line graphs and network diagrams visible.

SURVEY RESULTS STATS & TRENDS

**EUROPEAN BENCHMARK
FOCUS: UK**

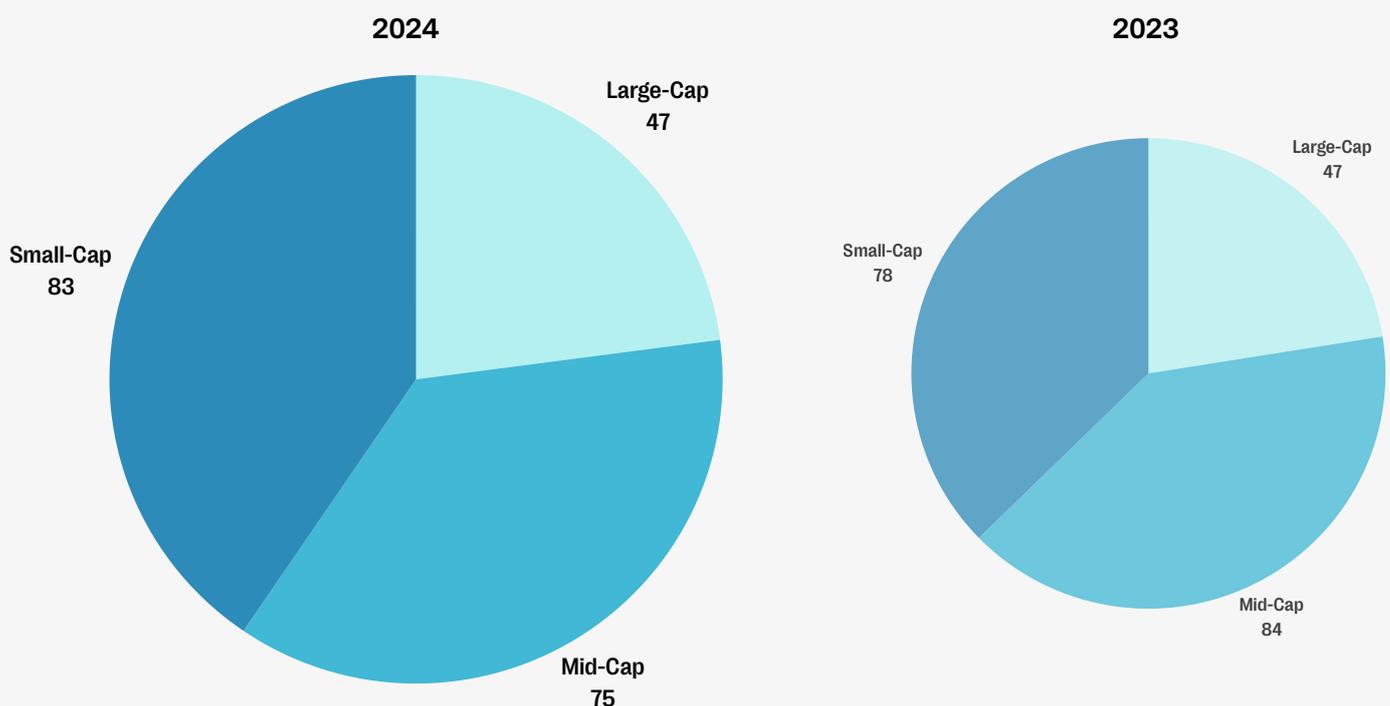
VOTER STATISTICS - UNITED KINGDOM

Survey participation has seen a year over year increase, with an 17% rise in votes from both buy side and sell side. This reflects a 13% growth in the number of participating individuals and an 11% increase in participating firms. However, there has been a slight decline in the number of nominated UK companies, down by 2%. Moreover, the number of nominated individuals has also dropped by 8%.



NOMINEE UNIVERSE BY MARKET CAP – UNITED KINGDOM

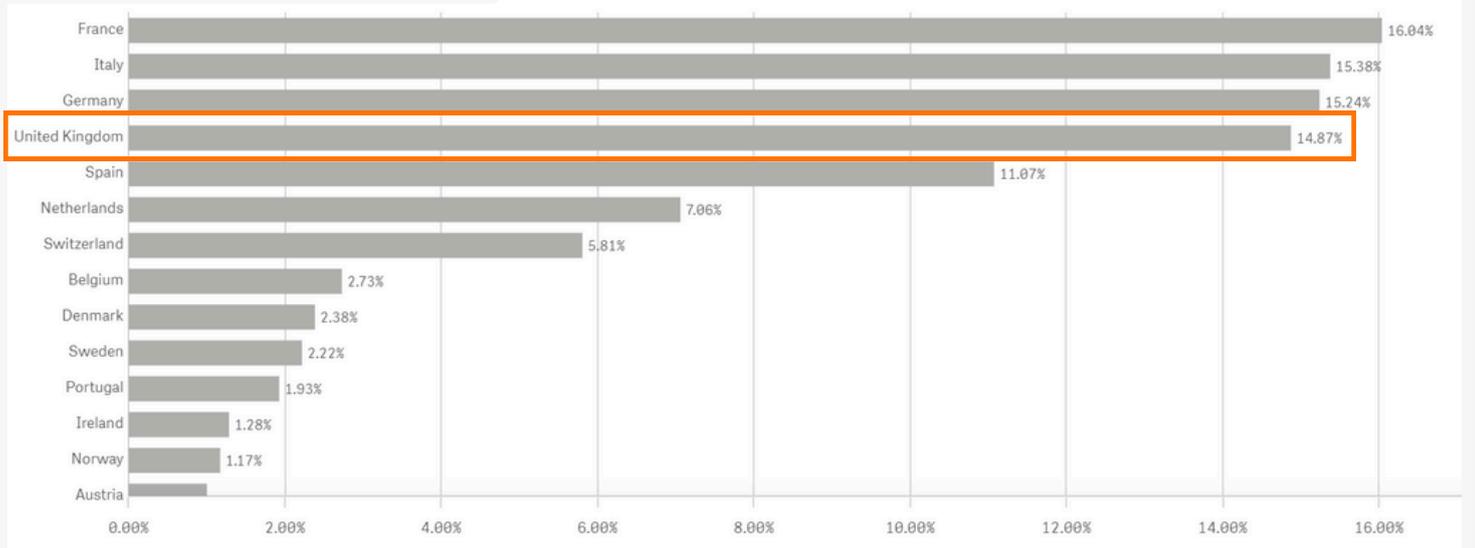
Nominated companies are categorised by market cap - Small Cap: below \$2 billion; Mid Cap: \$2 billion to \$10 billion; Large Cap: above \$10 billion. Out of 205 UK nominees, 200 are recognised in the IR Program category across these segments. There is an increase in Small-Cap companies, a decrease in Mid-Caps, and Large-Caps have remained consistent year over year.



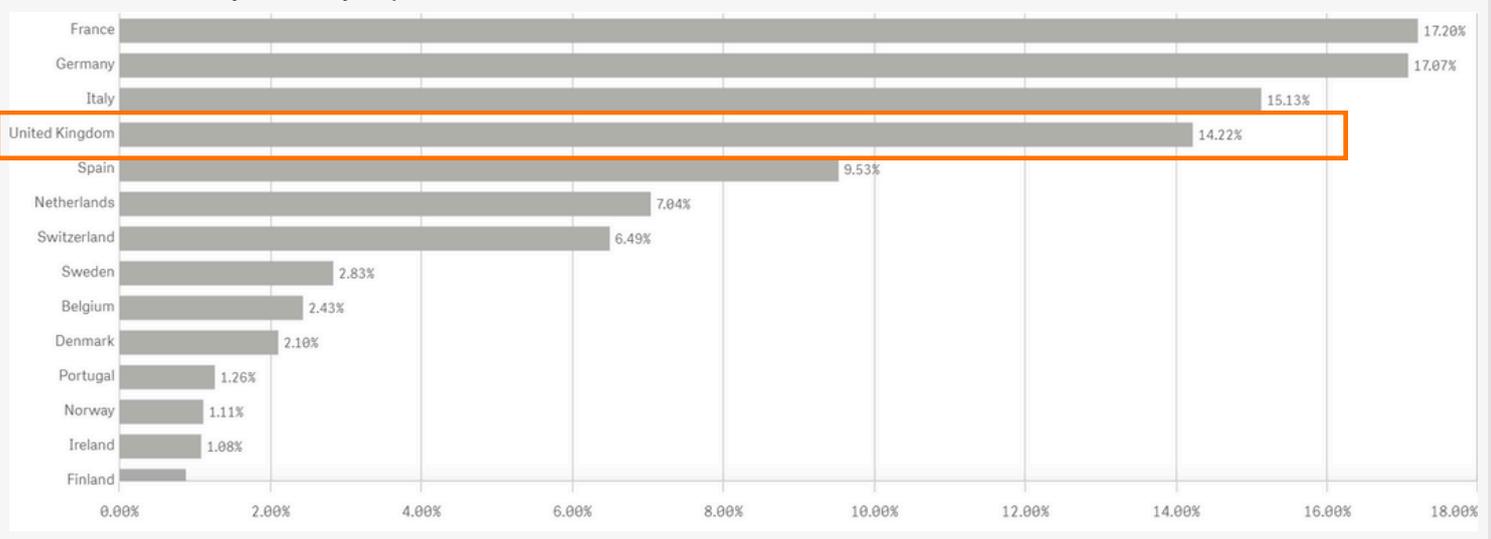
MARKET SHARE IN EUROPE – UNITED KINGDOM

This analysis outlines the 2023-2024 share of total votes cast by country, indicating which nations are gaining traction based on assessments from global professionals of Corporate IR and Executive Management. Higher voter share signifies better company performance and stakeholder outreach, with countries emphasising transparency and communication enjoying increased trust and investor interest. Successful firms leverage technology for effective collaboration and real-time information sharing, fostering an engaged market community. As the landscape evolves, companies must refine strategies to sustain growth and enhance demographic outreach, focusing on stakeholder engagement and transparency for lasting success. Although the UK nominee universe has slightly dropped year over year, the overall share of votes has slightly increased illustrating that UK companies benefited from receiving higher ratings.

Share of Points by Country HQ - 2024



Share of Points by Country HQ - 2023



HOW INVESTORS RATE UK COMPANIES

Buy-Side voter profile by Country

The chart analyses the market share of UK companies from 2022 to 2024, highlighting a strategic shift. In the United Kingdom, market share decreased from 38.0% to 34.5%, while in the United States, it increased from 28.1% to 30.8%. The rest of the world saw an increase from 20.0% to 24.4%, whereas Europe experienced a decline from 13.8% to 10.3%. This data suggests that UK companies are reshaping their focus, reducing their presence in the UK and Europe while expanding in the US and other international markets, likely as a response to post-Brexit challenges.

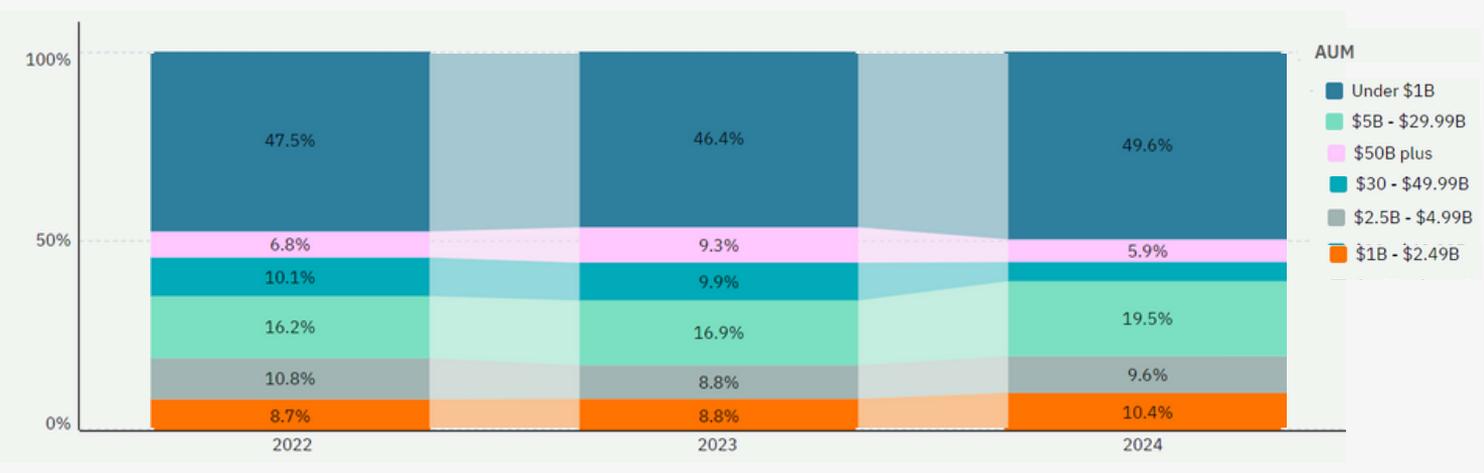
Vote Share Analysis by Voter Region - Year over Year



Buy-Side voter profile by AuM

The bar chart depicts the allocation of points to UK corporate issuers by buy-side firms across various AuM bands. Investors with AuM below \$1 billion represent the largest market share for UK companies, reflecting a year over year rise of just above 3 percentage points. The next largest AuM band, which encompasses institutions with AuM between \$5 billion and \$29.99 billion, has also seen an increase of 2.6 percentage points. Conversely, the \$30 billion to \$49.99 billion band has experienced the most notable decline over the past three years, while the largest AuM group has similarly followed this downward trend.

Vote Share Analysis by AuM - Year over Year

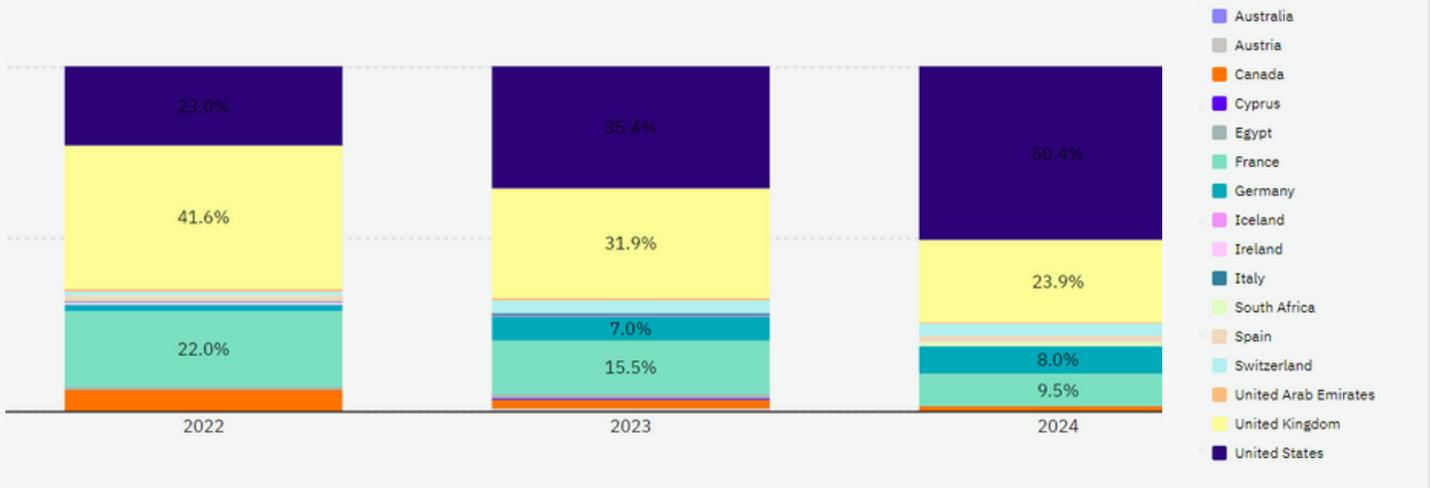




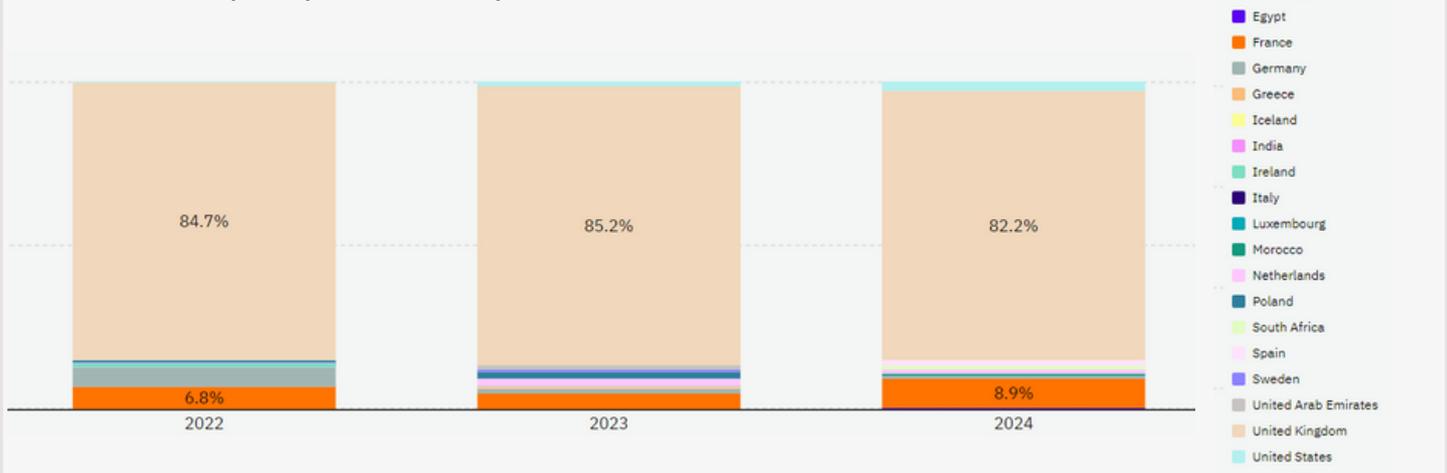
SELL-SIDE PROFILE BY COUNTRY

The two charts below illustrate how the proportion of sell-side analyst's perceive votes shares for UK equity assets. The first chart focuses on vote shares according to where the firms are headquartered, while the second highlights the locations of the analysts. In comparison to other markets, UK corporate entities appear to have a more diverse sell-side following. Support for UK issuers has risen among German and US equity research firms; however, domestic analyst backing has decreased, mirroring trends seen with analysts domiciled in France. UK analysts have slightly reduced their voting shares for UK companies.

Vote Share Analysis by Voter Firm Domicile - Year over Year



Vote Share Analysis by Voter Country - Year over Year

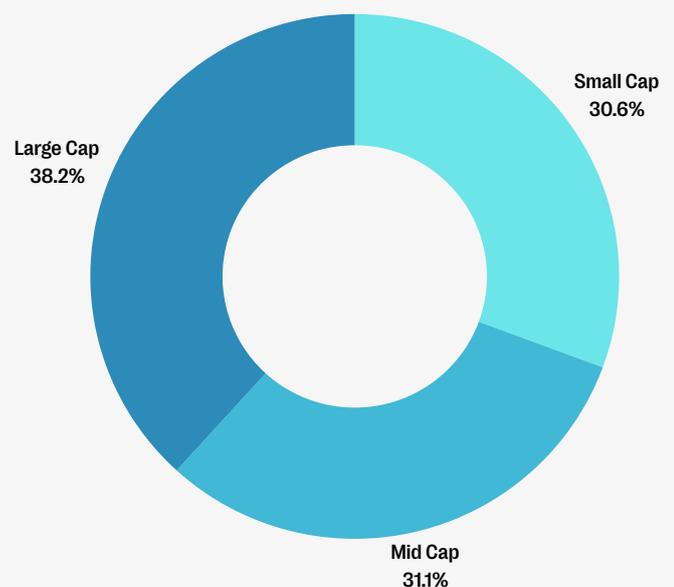
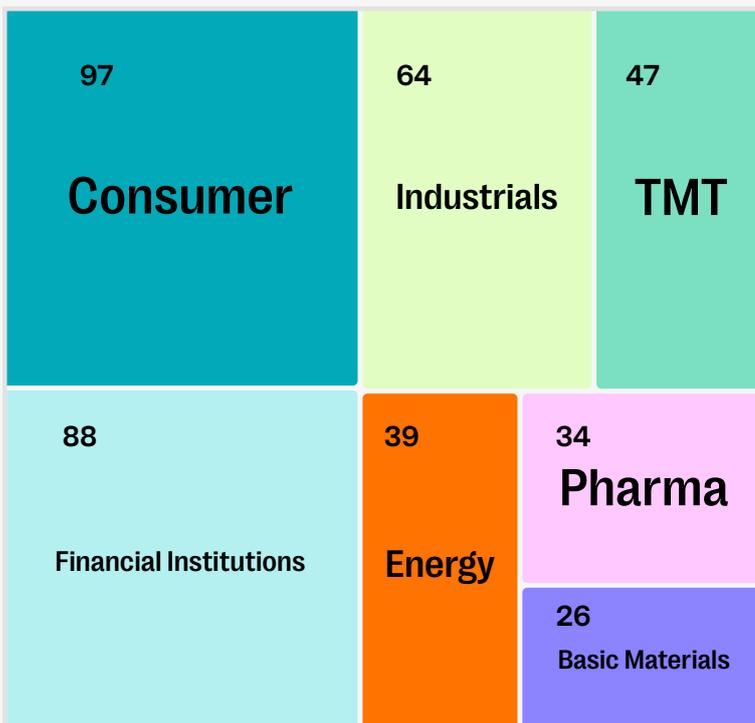
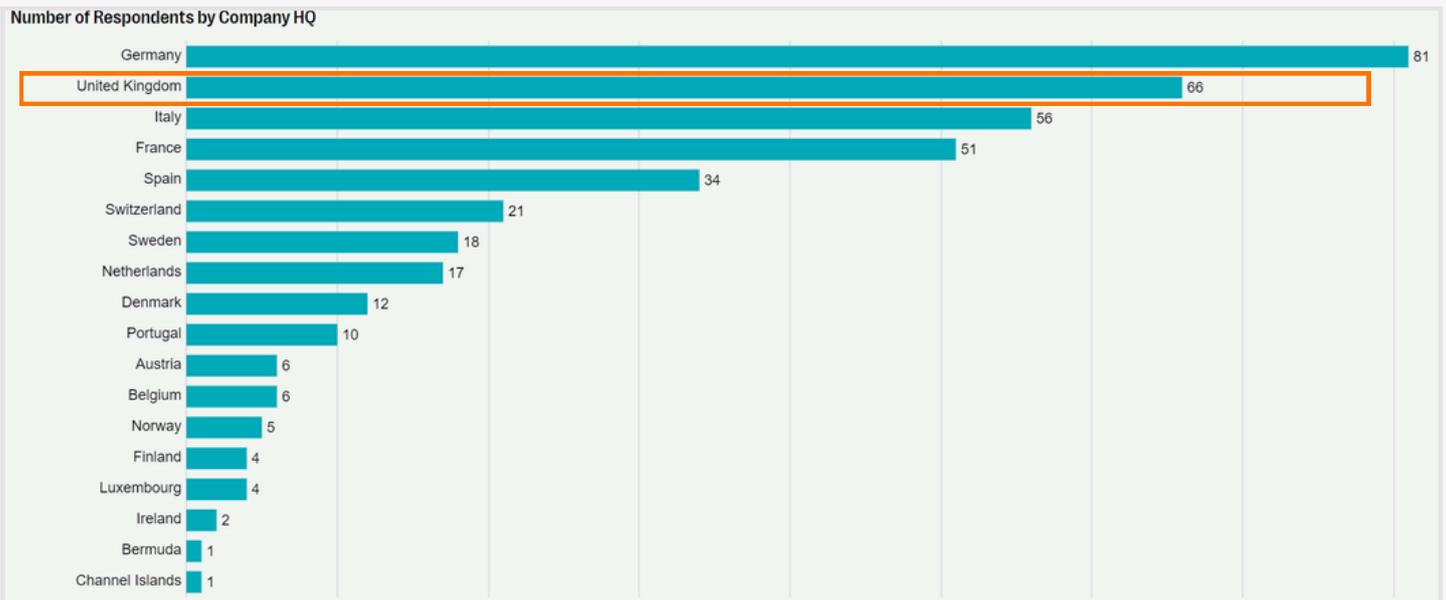


MARKET TRENDS

INVESTOR RELATIONS BENCHMARK: EUROPE



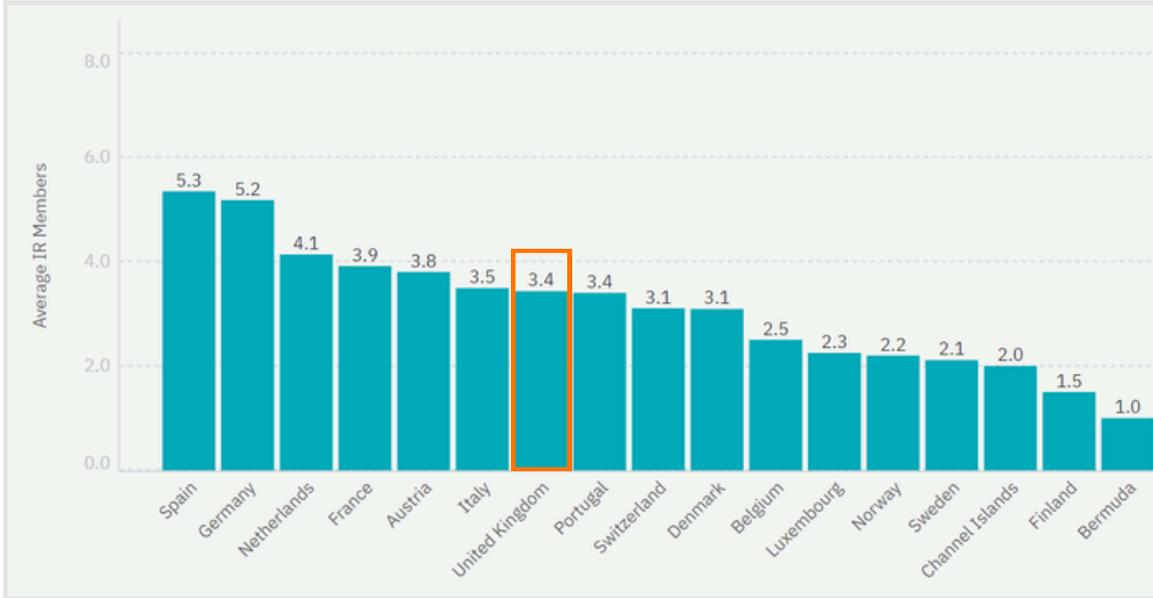
The **Corporate Insights Survey**, an essential element of the Developed Europe Executive Team, gathers insights from nearly 400 Corporate Heads of Investor Relations regarding various aspects of their outreach and engagement efforts. The feedback encompasses a wide range of topics, including remuneration, IR budgets, targeting strategies, preferred brokers, optimal investor engagements, ESG considerations, and the role of AI. Participants came from 31 different sectors, with a notable representation from Large-Cap companies. Germany had the highest number of participating companies, closely followed by the UK.



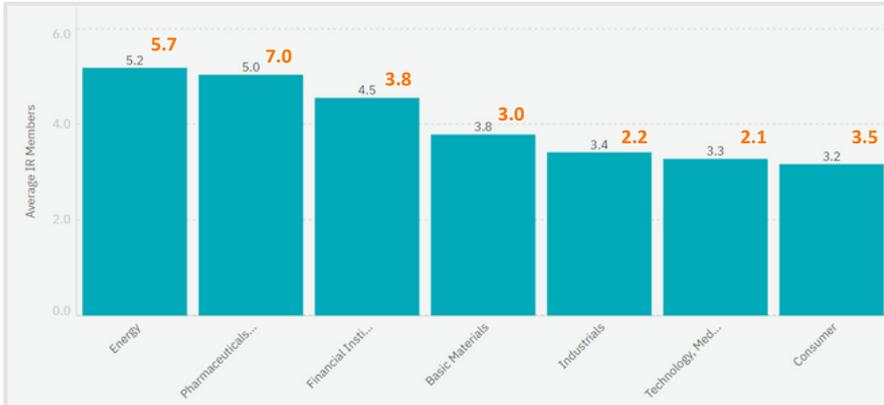
IR TEAM SIZE & REMUNERATION

While UK team sizes remain stable year over year, we have observed a 2% increase in IR team resources among German firms and a significant 10% surge among Spanish companies. The additional resources allocated to investor relations teams may lead to more proactive engagement strategies, improved transparency, and heightened investor confidence. Strengthening their IR capabilities, may allow these companies to become more adept at navigating the complexities of the global market and fostering sustainable growth.

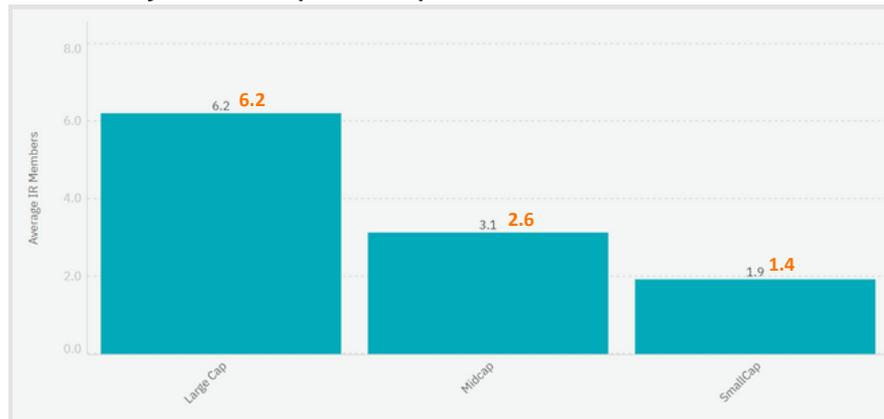
IR Team size by country in Europe



IR Teams size by sector category in Europe vs UK



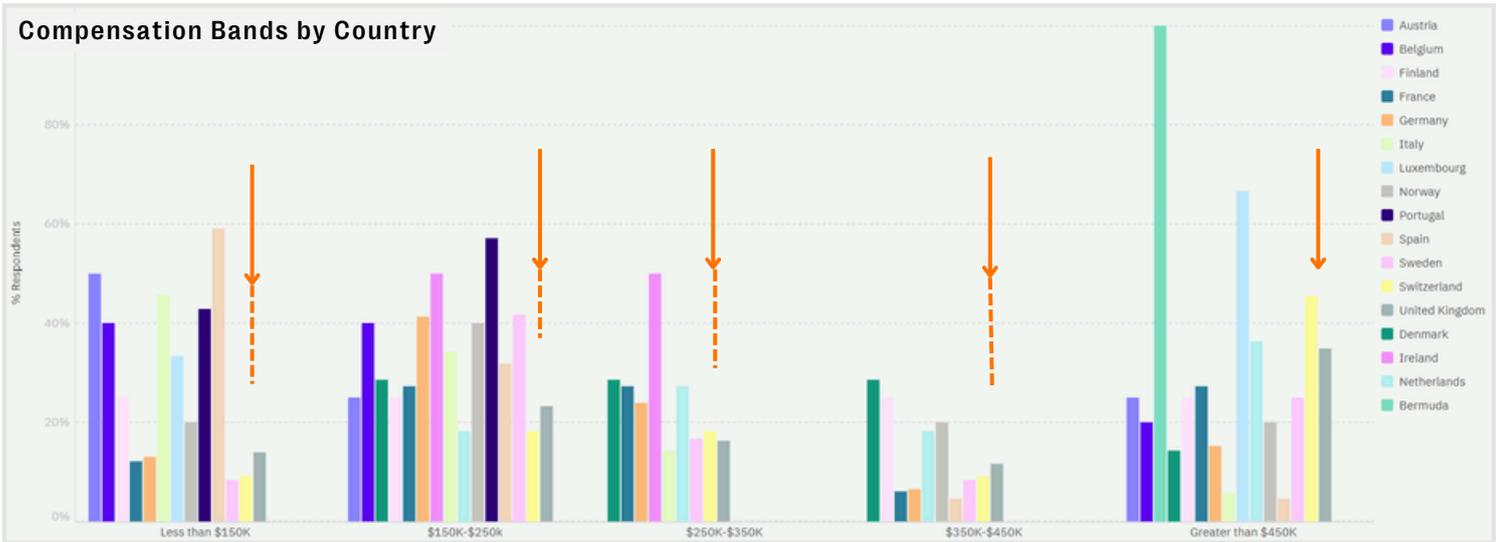
IR Teams by market cap in Europe vs UK



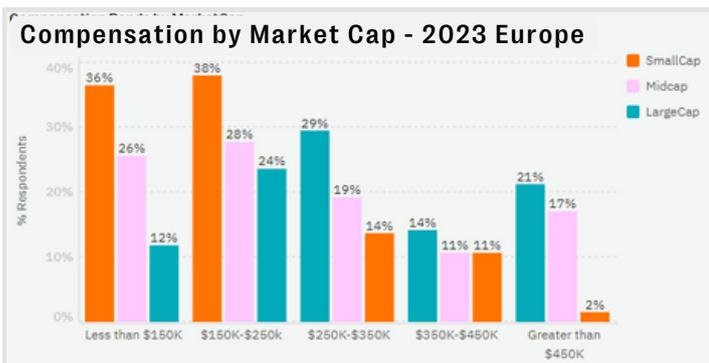
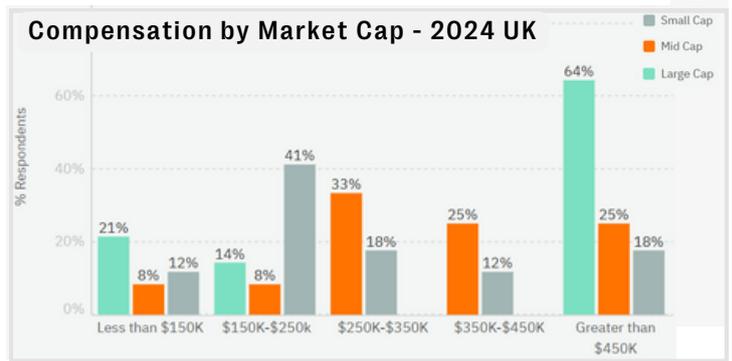
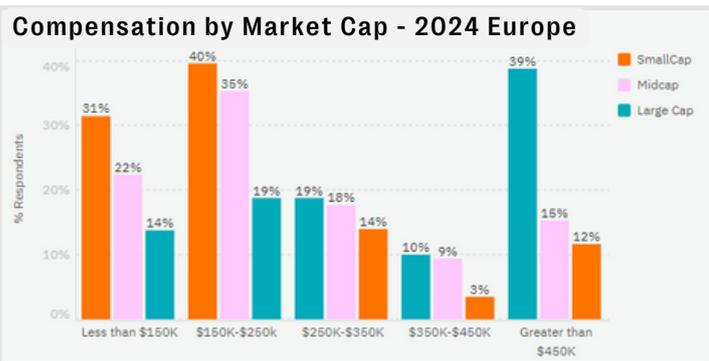
The energy, pharmaceuticals and financial sectors have the largest investor relations teams, while industrials, TMT and consumer companies typically allocate fewer resources to this area. Resource allocation may vary by sector due to differing complexities and regulatory demands: energy and pharmaceuticals face strict regulations and market volatility, necessitating robust communication strategies to build investor confidence, while financial firms must maintain continuous engagement due to complex products and market dynamics. In contrast, industrials, TMT, and consumer sectors often depend on operational performance and market reputation, focusing on innovation and customer engagement for organic investor interest.

IR COMPENSATION (INCLUDING BASE SALARY AND LONG-TERM INCENTIVE)

Companies recognise the importance of effective investor relations professionals for transparency, investor confidence, and reputation, leading to competitive salaries. The demand for these specialists has surged due to global market complexities and increased expectations for corporate accountability. The role has expanded beyond financial reporting to include strategic communications, crisis management, and stakeholder engagement, contributing to the competitive salary landscape. As companies prioritise strong investor relations, salaries in this field are expected to remain high, reflecting their critical role in corporate success. The UK has a unique compensation distribution, featuring a polarised structure with low representation in the lowest compensation band, while strong presence in the highest tier compared to other European countries.

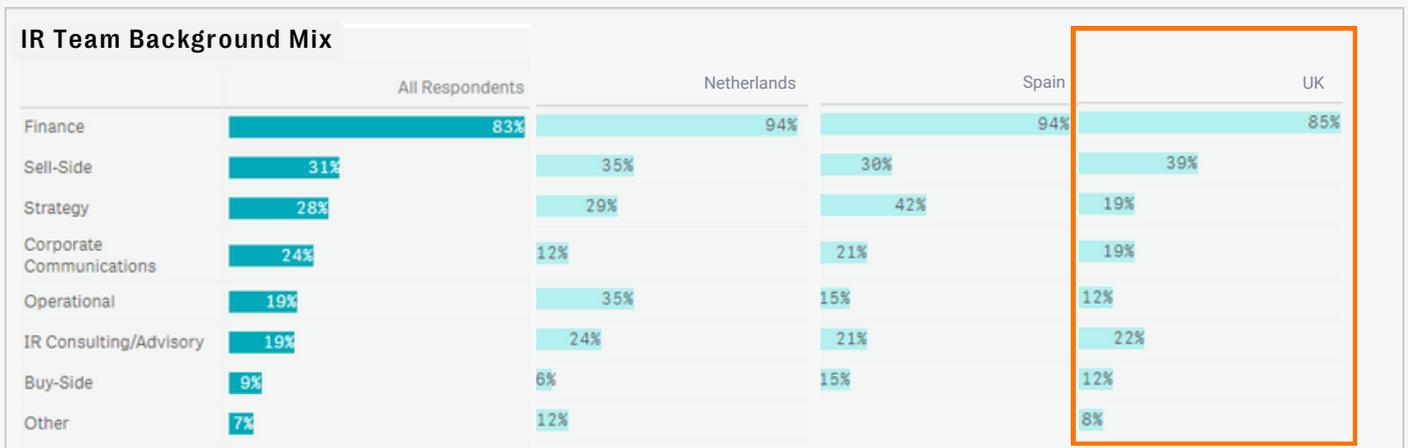
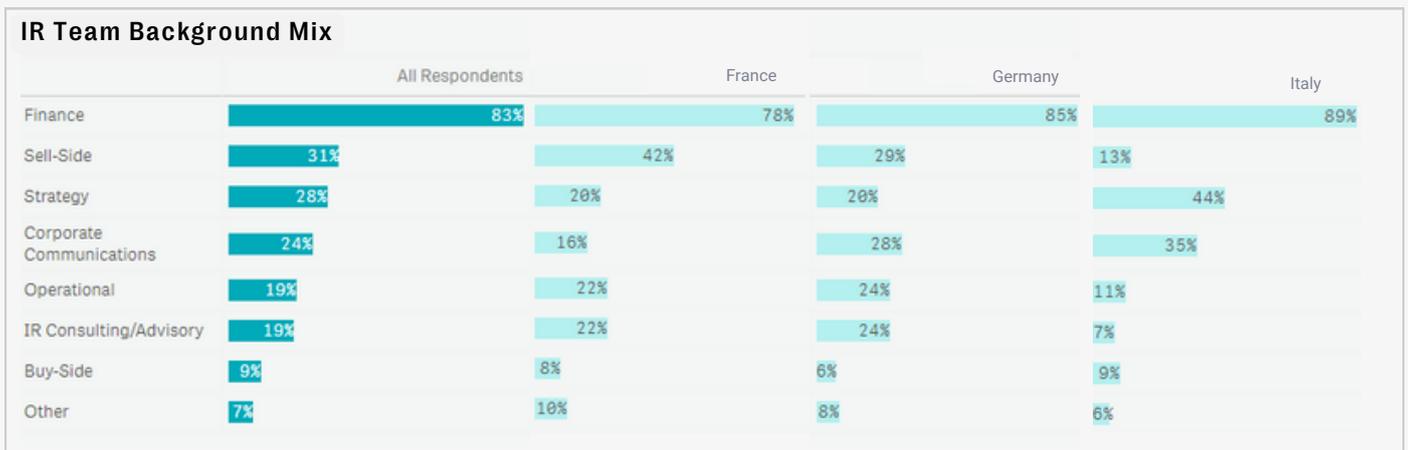


Analysing IR team salaries for 2023 vs. 2024 shows significant growth in small-cap companies in Europe, indicating a greater recognition of IR importance in attracting and retaining investors. This trend enhances career prospects for IR professionals as small-cap firms develop. In contrast, mid-cap salaries are stable, and large-cap companies have increased their presence in the highest salary bracket.

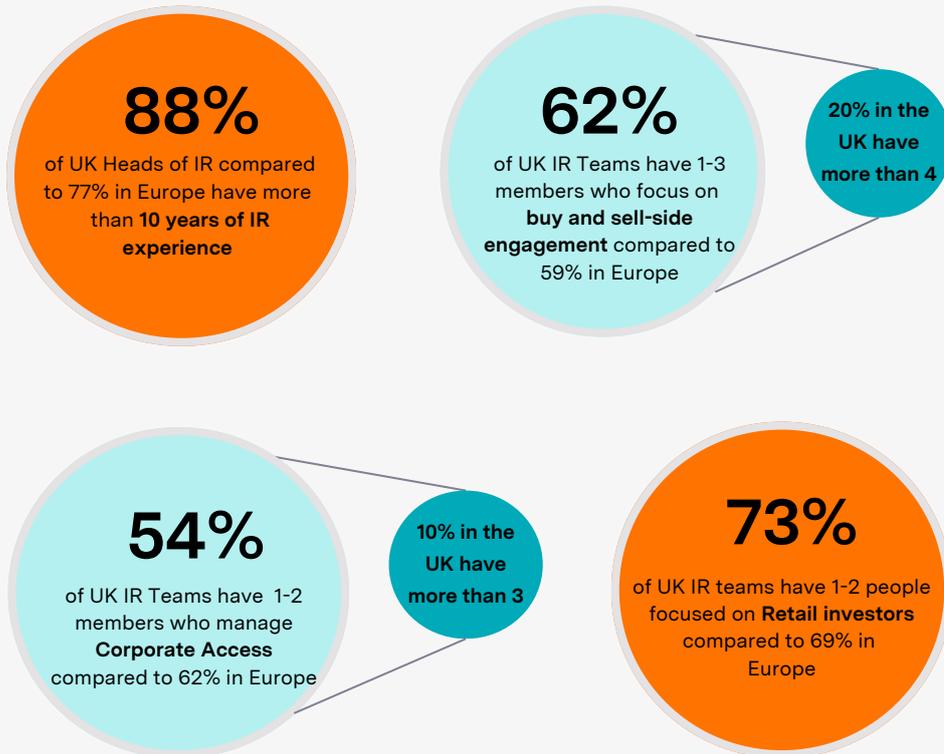


IR TEAM BACKGROUND MIX

Creating a high-caliber IR team presents a continual challenge as the field evolves. Studies of successful teams indicate that diversity in backgrounds and expertise boosts innovation and enhances problem-solving capabilities. Clearly defined roles enable team members to capitalize on their strengths in areas such as data analysis and communication. Ongoing training is crucial as IR progresses, while promoting collaboration enhances the effectiveness of strategies. By studying successful teams from around Europe, organizations can adopt best practices customized to their specific needs, ensuring their IR team remains both effective and adaptable.



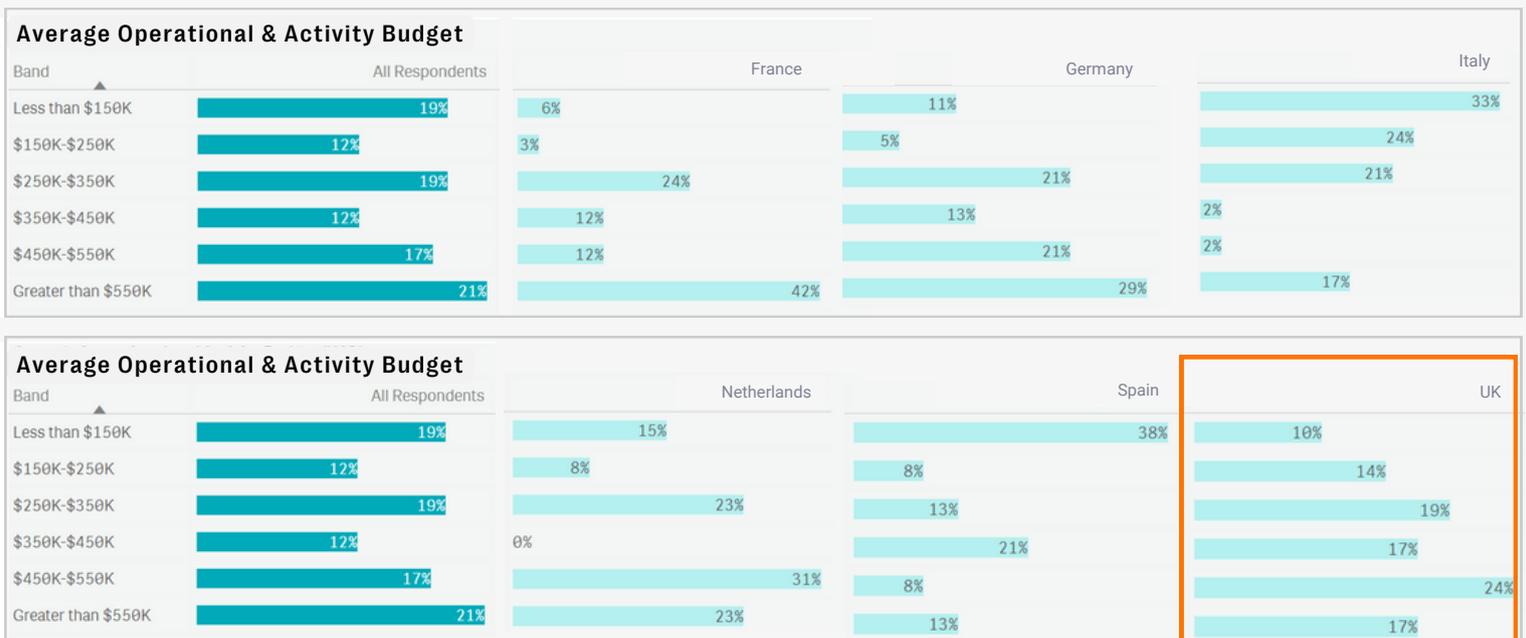
IR TEAM RESPONSIBILITIES



Heads of IR typically possess extensive experience in the field, often with a strong finance background. Currently, 59% of IR teams consist of up to three market-facing members, engaging with both Buy-Side and Sell-side, while over 22% have more than four, including 14% with five team members. Additionally, Corporate Access has grown in importance within the IR team, evolving into a dedicated function that plays a key role in driving strategic value through a more targeted outreach program.

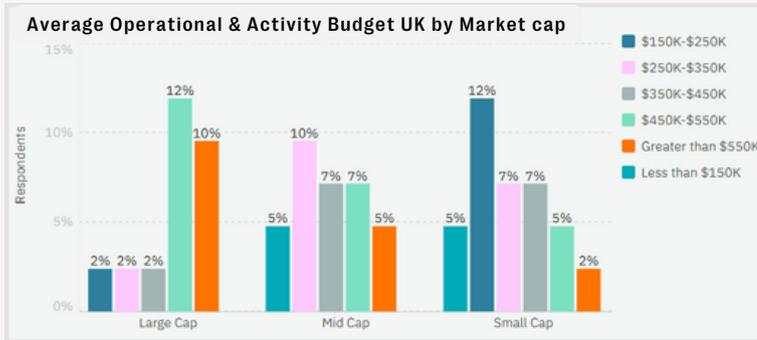
In certain companies, retail investor engagement has traditionally been a core aspect of the IR team; however, we are now witnessing a broader level of integration across the board.

OPERATIONAL & ACTIVITY BUDGET (USD)



It is noteworthy that 59% of Spanish companies and 78% of Italian businesses operate with annual budgets below \$350,000. In contrast, a significant proportion of firms in France, Germany, and the Netherlands — 42%, 29%, and 23%, respectively — manage budgets exceeding \$550,000. Additionally, 24% of UK companies possess budgets that approach, yet fall just short of the \$550,000 mark.

The chart illustrates that market capitalization affects budget allocation, but larger companies do not always have larger budgets. Clustering occurs in specific ranges, particularly \$250K-\$350K. UK companies show varied patterns:



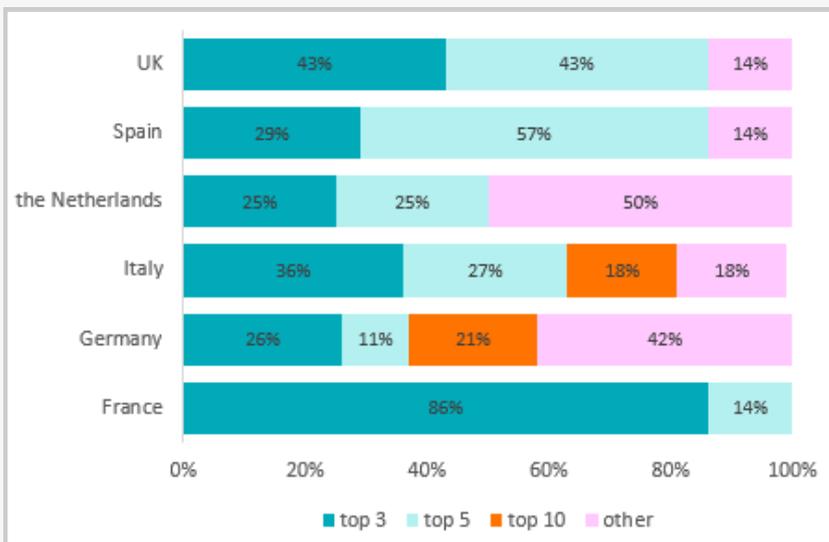
- Large Cap firms prefer mid-range (12% at \$450K-\$550K) and high-end budgets (10% over \$550K), with only 2% on minimal budgets.
- Mid Cap companies distribute budgets more evenly, with 7% in both \$350K-\$450K and \$450K-\$550K ranges.
- Small Cap companies focus on the \$150K-\$250K range (12%) but have only 2% in the highest category.

MEASURING IR EFFECTIVENESS

Share price performance is a common metric for evaluating IR, but it is heavily influenced by external factors, making a long-term perspective essential for true assessment. Effective IR requires quantifiable metrics like trading volume and shareholder engagement, while qualitative evaluation poses challenges, highlighting the need for external validation and market sentiment analysis.

This chart illustrates how companies across different European countries leverage the Extel ranking as a critical gauge for measuring IR and executive management success, revealing distinct national approaches to this prestigious benchmark. France demonstrates exceptional commitment to Extel excellence, French companies have set ambitious targets, with over 86% striving for a top 3 ranking; this is followed by their UK and Italian counterparts, with 43% and 36% respectively. In contrast, Spanish companies have opted for a more modest goal, with 57% aiming for a top 5 result.

European companies utilise Extel ranking analysis to evaluate their IR effectiveness.



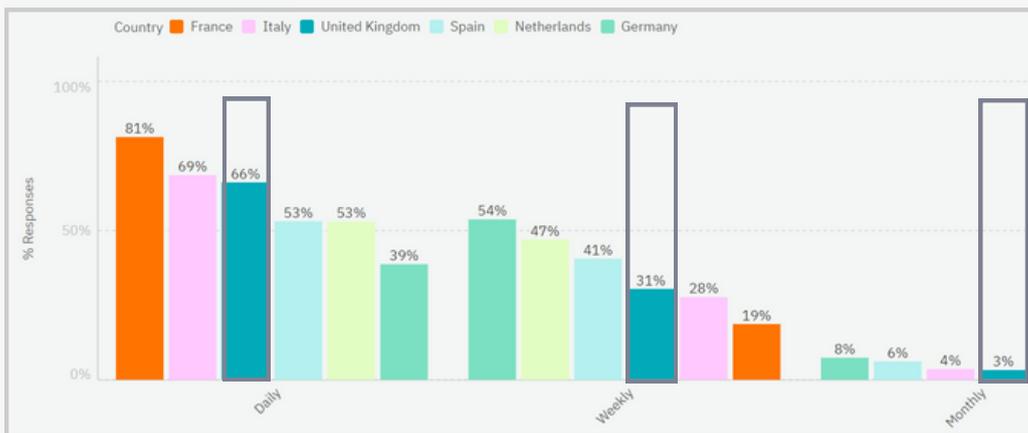
Notably, in Germany and the Netherlands, a substantial proportion of companies—42% and 50%, respectively—express contentment with mere nominations, given that voters spontaneously identify companies. Nevertheless, 58% of German companies and 50% of Dutch companies still aspire to secure a top 10 and top 5 ranking, respectively. These varying approaches highlight how the Extel ranking functions as an influential industry standard across Europe, with its importance as a performance measure driving strategic IR decisions and resource allocation at the highest corporate levels.

INTERNAL STAKEHOLDER ENGAGEMENT

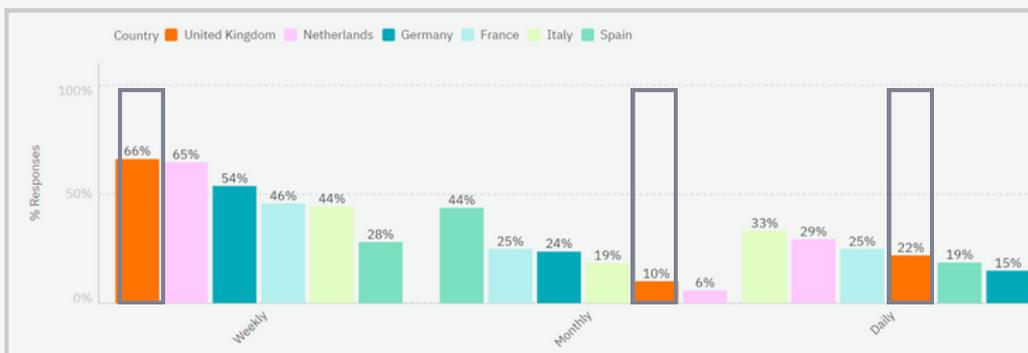
Engaging internal stakeholders in IR is crucial for fostering dialogue with CFOs and CEOs who provide valuable insights. For example, 81% of French companies meet with their CFOs daily, and many Italian, UK, Spanish, and Dutch companies do the same. In Germany, most firms meet their CFOs weekly. Additionally, 66% of UK companies and comparable numbers of Dutch firms interact weekly with their CEOs (with over a fifth of UK IROs interacting daily), while German companies split their time evenly between CEO and CFO. German firms also lead in weekly board engagements, while many other companies, particularly those in the UK and the Netherlands, focus on quarterly or monthly interactions, with 46% of UK firms and 47% of Dutch firms engaging monthly. Spanish and Italian companies show the lowest engagement rates.

Collaborating with in-house experts boosts IR credibility, stakeholder trust, and transparency, allowing teams to create compelling narratives for investors. This collaboration enhances market understanding and positions the organization as a sector leader. By leveraging executive insights, IR aligns strategies with company goals and addresses market trends proactively, transforming IR into a strategic partner. This shift strengthens investor relationships, enhances brand reputation, and supports long-term value creation, helping the organization navigate market complexities effectively.

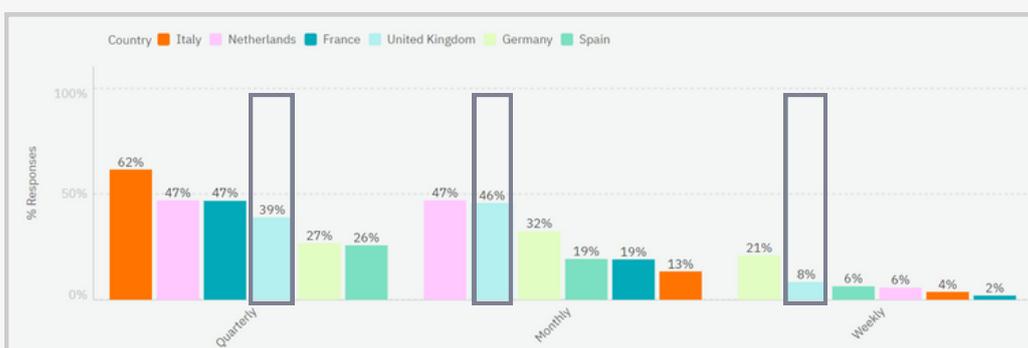
IR Interactions with the CFO



IR Interactions with the CEO



IR Interactions with the Board

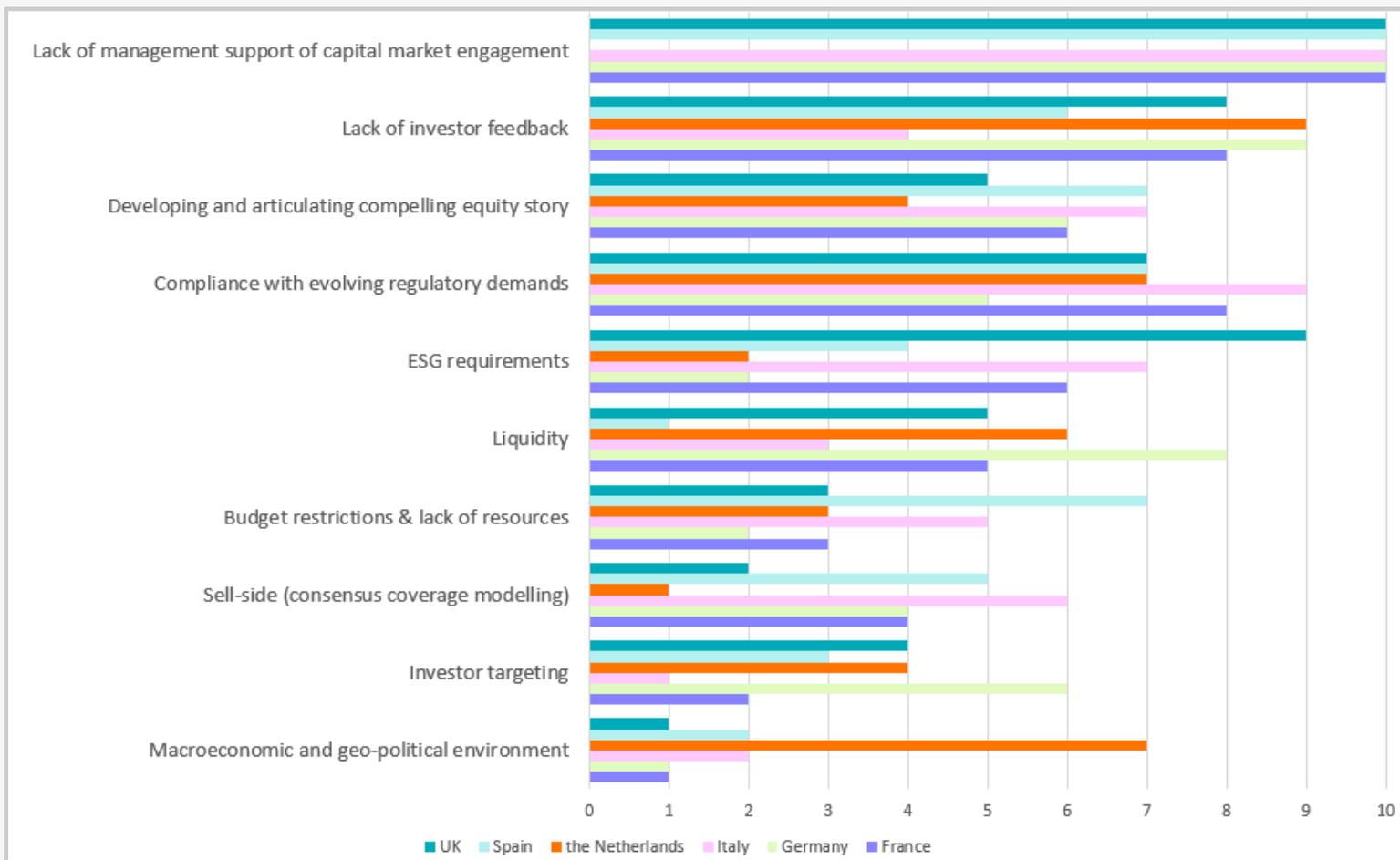


CHALLENGES AND PRIORITIES FOR IR

The efficacy of the IR function is fundamentally linked to the management's readiness to engage with the capital markets. It is reassuring to note that, across the six surveyed countries, all companies consistently regard the lack of management support for capital market engagement as a minimal concern. In contrast, a more diverse array of feedback has emerged regarding pressing challenges. Specifically, issuers in France, Germany, and the UK identify the macroeconomic and geopolitical environment as the most significant influence on their operations with UK also finding sell side – next most- challenging, followed by budget/resources, targeting, liquidity, compelling equity story, regulatory requirements, feedback and finally ESG. In contrast, Italian companies emphasize difficulties related to investor targeting, while Dutch firms grapple with issues concerning sell-side consensus, modeling, and coverage. Spanish companies, on the other hand, are contending with decreased liquidity.

In conclusion, the macroeconomic and geopolitical landscape, along with capabilities in investor targeting, consistently rank among the top five challenges identified by these European issuers.

What are the biggest challenges impacting your IR work?



1:biggest challenge, 10: least challenge

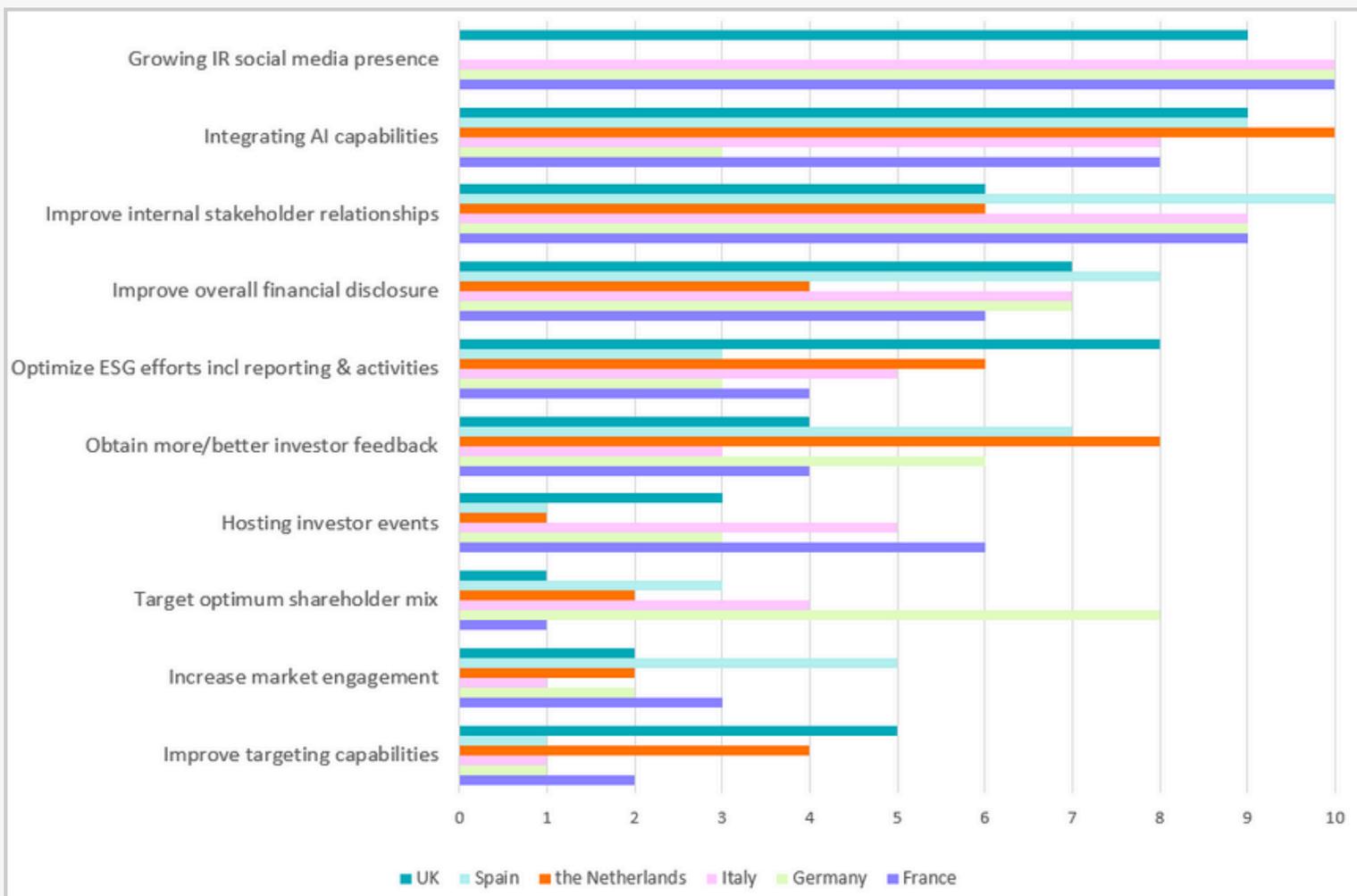
Aligned with the findings from Extel research that identifies the enhancement of investor targeting capabilities as a critical challenge in IR, this objective emerges as one of the top three priorities for IR teams in France, Germany, Italy, and Spain.

In the Netherlands and the UK, it ranks as a top five priority. Additionally, there is a consistent emphasis among firms in these countries on increasing market engagement. For UK, increased market engagement is 2nd biggest priority, followed by hosting investor events and obtaining more/better feedback. Plus in UK, optimising ESG reporting/activities is low priority for issuers.

Specifically, both France and the UK have identified achieving an optimal shareholder mix as their foremost priority. Meanwhile, the Netherlands and Spain are directing their efforts towards organizing and hosting investor events to bolster engagement.

Conversely, certain areas are receiving less attention, including increased efforts in social media utilization, which has garnered minimal focus. Furthermore, there is a notable lack of emphasis on integrating artificial intelligence capabilities, except in Germany, where it ranks among the top three priorities.

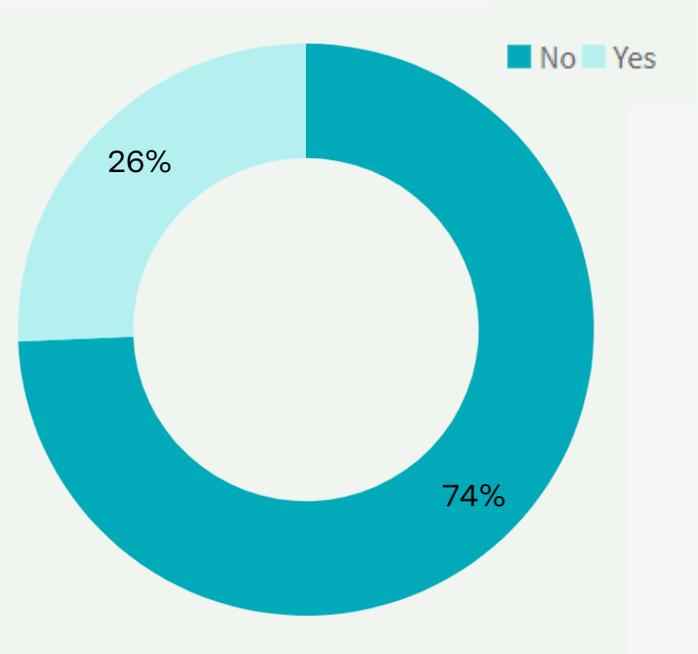
What are your main priorities to improve your IR work?



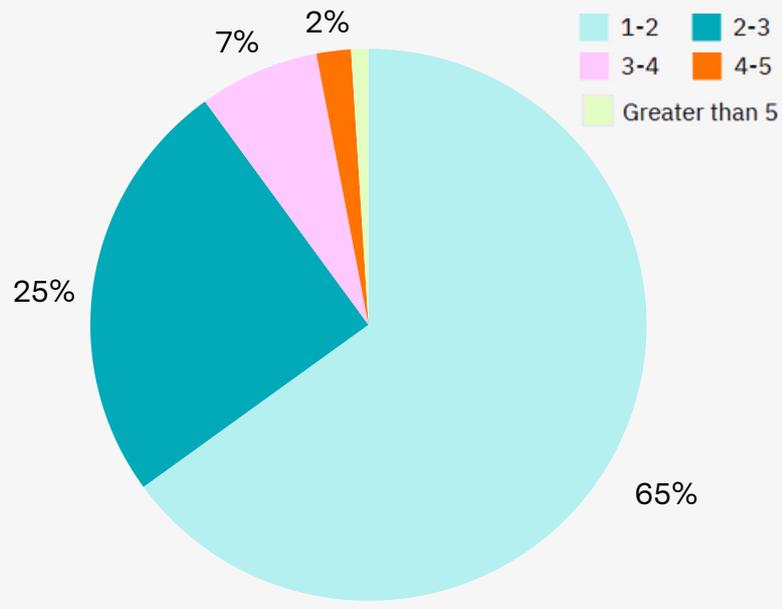
1: most important priority, 10: least important priority

ESG RESOURCING IN IR

Have you had to add more IR staff to address growing ESG demands?



How many IR team members focus on ESG?



On average, 26% of companies have expanded their IR teams to meet the growing demand for ESG initiatives. Many IR teams work closely with their ESG, CSR, and Sustainability teams to gain the nuanced understanding required is essential for crafting a consistent narrative that incorporates sustainability.

In Germany, 30% of companies have increased their workforce to fulfill ESG obligations, whereas only 7% of French companies felt the need to enhance their IR functions for ESG purposes. Spain leads in resource increase for ESG, with 41% of companies augmenting their staff. The Netherlands and Italy align with the average, while the UK falls below with 21% citing increasing ESG resources.

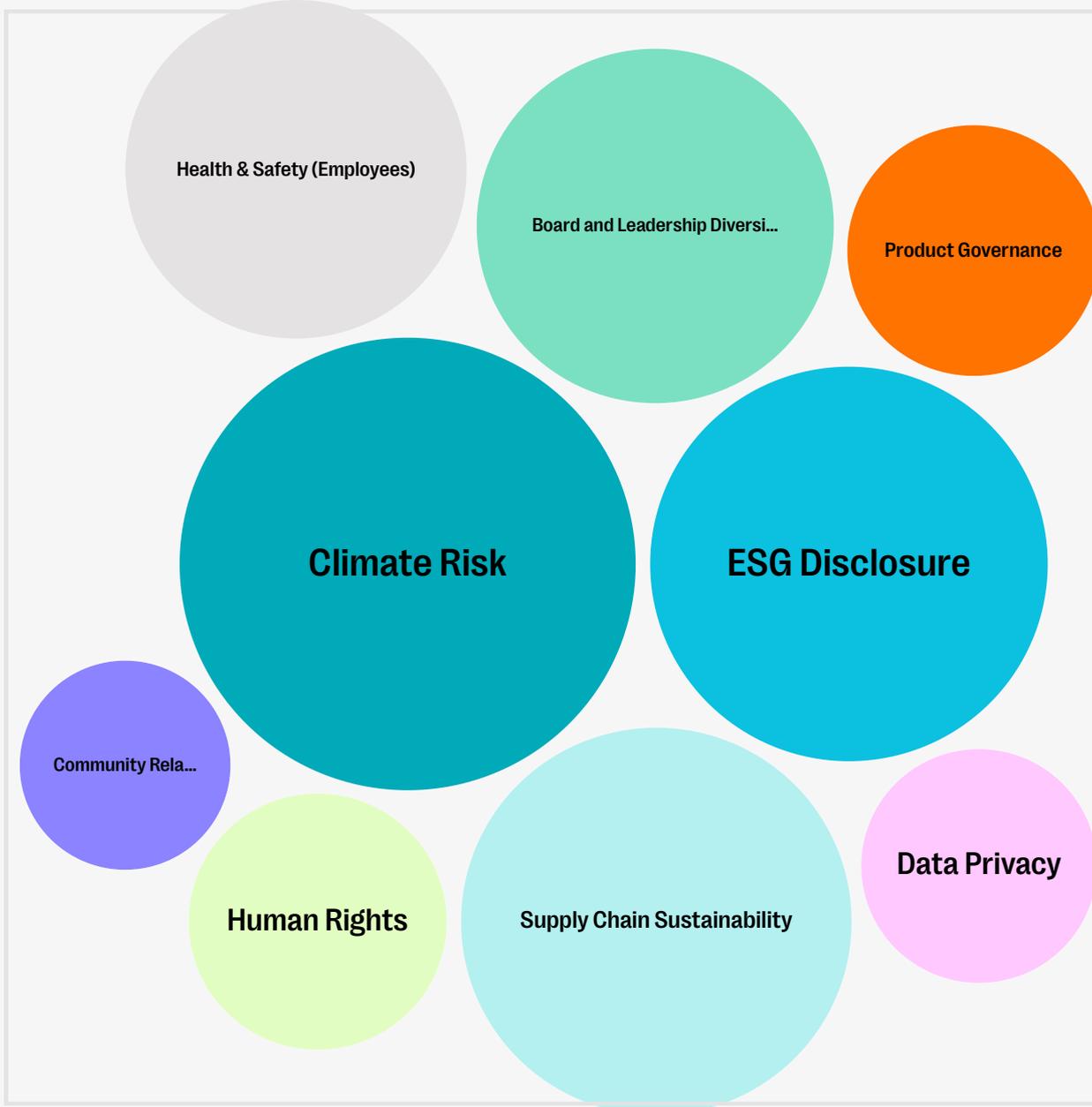
These varied strategies for allocating resources to ESG across countries are also evident in the professional backgrounds of those taking on ESG roles within IR teams. Although most individuals come have financial or traditional IR backgrounds, the percentages of IR personnel with a technical ESG background are low: 8% in France, 2% in Germany, and 6% in Italy. In contrast, the Netherlands and Spain show slightly higher ESG expertise in their IR teams, with 12% and 9%, respectively, while the UK only has 4%.

IMPORTANT ESG TOPICS AND CHALLENGES

A discernible polarisation in the most pressing ESG topics emerges across the six surveyed countries concerning the strategic priorities and areas of paramount interest for IR. Our research indicates that, despite a decline in significance—from 5th to 8th place—since 2022, ESG considerations continue to preoccupy many IR teams alongside their ESG/CSR counterparts.

Notably, climate risk has been identified as the foremost pressing issue for both Corporate IR teams. In stark contrast, community relations are perceived as the least critical matter. While the top three issues—climate risk, ESG disclosures, and supply chain sustainability—consistently resonate among the surveyed countries, certain notable divergences are present. In Italy and the Netherlands, the health and safety of employees ranks as the secondmost important topic to address. In Spain, risk management emerges as a significant concern, whereas in the UK, issues pertaining to board and leadership diversity take precedence.

Most pressing ESG topics



Looking at the chart through the correct lens (where higher numbers indicate lower challenge levels), the data reveals a distinctly different story:

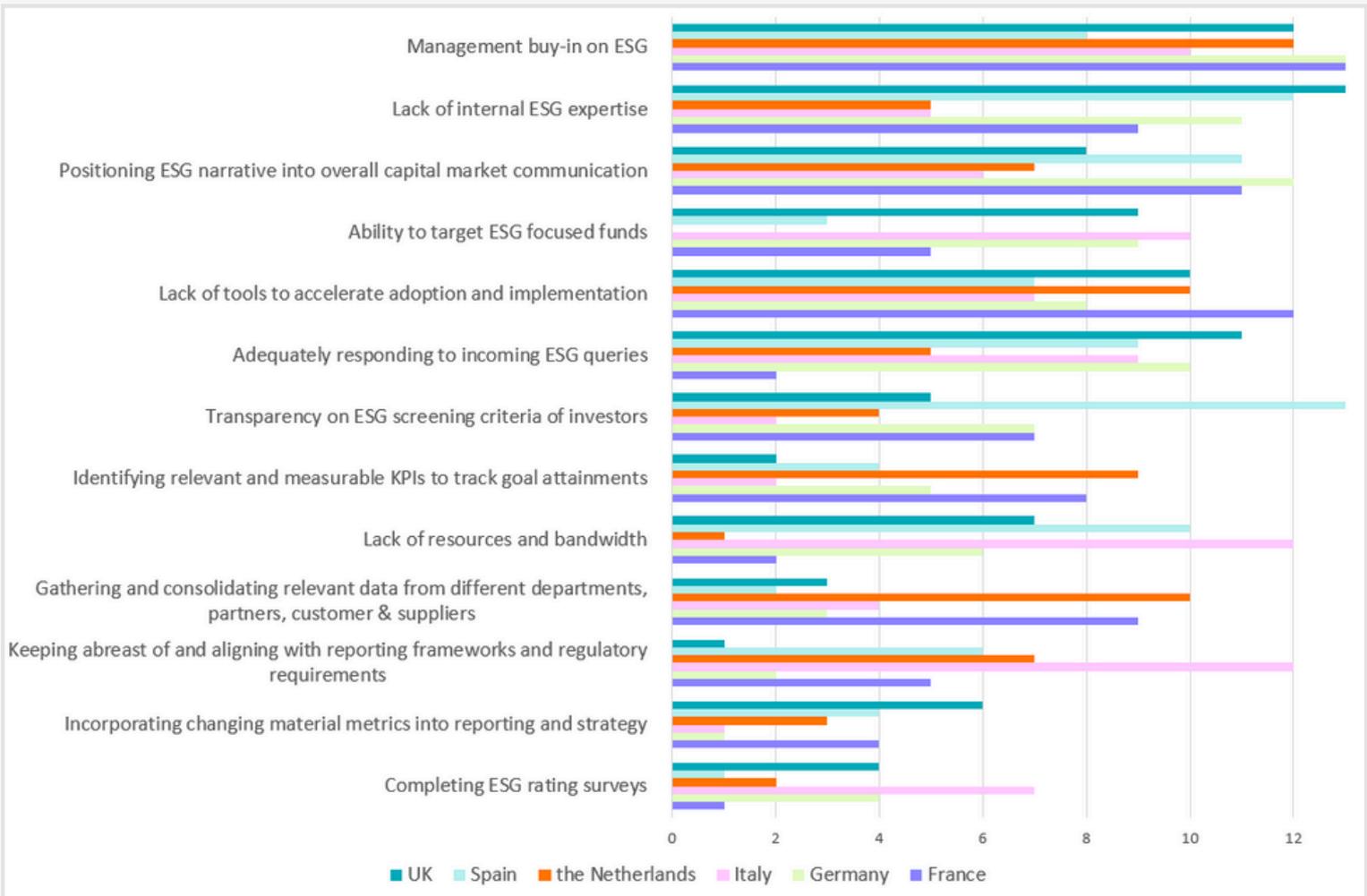
Management buy-in is actually ranked as the least challenging aspect of ESG work across most countries, particularly in France, UK, Netherlands and Germany. This suggests executives are generally supportive of ESG initiatives throughout Europe.

The most significant challenges (scoring lowest on the chart) appear to be:

1. Completing ESG rating surveys (especially difficult for Netherlands, Spain, and France)
2. Incorporating changing material metrics into reporting
3. Identifying relevant KPIs (particularly challenging for the UK and Italy)
4. Transparency on ESG screening criteria

Data gathering and consolidation represents a significant challenge for most countries except the Netherlands, which surprisingly finds this relatively manageable compared to other markets. The variation between countries is notable, with the UK struggling more with technical implementation aspects while Continental European countries appear to have more confidence in their measurement capabilities but face different hurdles in execution. This suggests ESG implementation has matured beyond securing executive support to more practical challenges of measurement, reporting, and integration into business strategies.

What are the biggest challenges impacting your ESG work

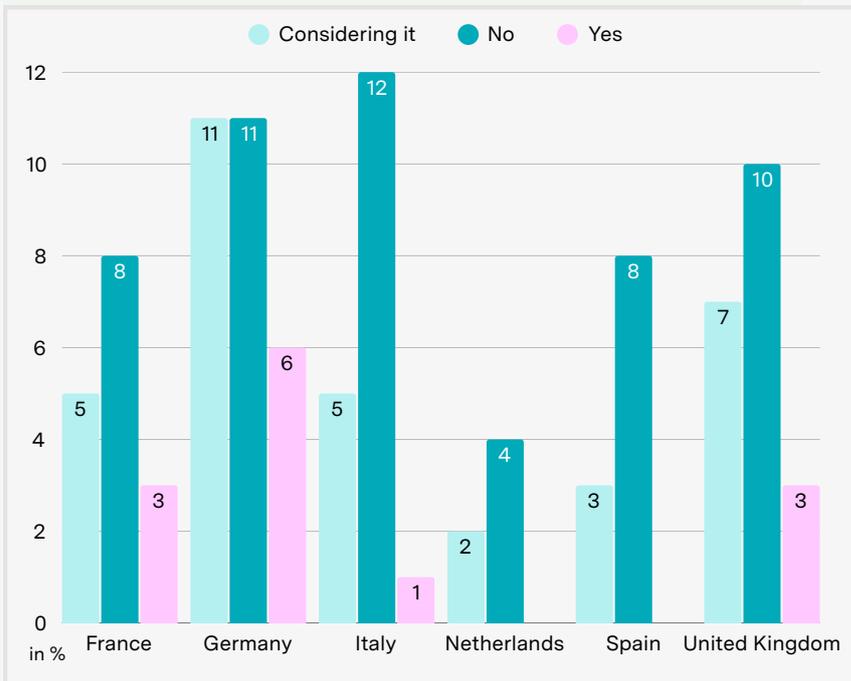


1:biggest challenge, 10: least challenge

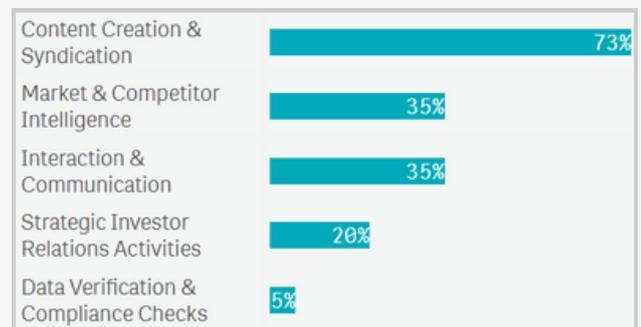
ARTIFICIAL INTELLIGENCE IN IR

The importance of AI is clear due to extensive media attention, yet many IR teams have not adopted it. Over 30% are considering its integration, focusing on policy and security. The primary use of AI, at 73%, is for content creation and syndication, enhancing efficiency in investor communications. Market intelligence and stakeholder interaction are also key priorities for 35% of respondents, showing that firms value AI's analytical capabilities. Strategic IR activities are growing at 26%, indicating AI's influence on high-level planning. However, compliance and data verification have low adoption at 8%, reflecting caution in areas where accuracy is critical. Overall, European IR professionals prefer AI for content and analysis while ensuring human oversight for compliance.

Are you using generative Artificial Intelligence (AI) to help with your IR activities?



What IR activities have you used generative AI for?



Italy shows the highest resistance to AI adoption, with 12% firmly opposed and only 1% currently using it. Germany has a polarized stance, with equal percentages (11%) considering and rejecting AI, while 6% have adopted it, the highest among surveyed countries. The UK exhibits strong resistance at 10% rejecting AI, but matches France and Spain with a 3% adoption rate. France has a balanced view, with 5% considering, 8% rejecting, and 3% using AI. Spain shows moderate resistance with 8% rejecting AI.

Overall, significant national differences in AI readiness reflect varying regulatory environments and industry concerns. The UK presents a mixed picture, with a cautious approach among many organizations but a small segment embracing AI. It has a lower percentage (7%) of organizations considering AI compared to Germany (11%). While the UK lags behind Germany in current adoption (3% vs. 6%), it outpaces Italy and the Netherlands. The data suggests a potential bifurcation in the UK market, with some companies hesitant while others advance in AI implementation.

BEST PRACTICE AWARDS - VOTED AWARDS



The **Best Practice IR Society Voted Awards**, a distinguished collaboration with Extel, is poised to celebrate its 19th iteration. The esteemed winners of these awards are derived from the results of the annual Developed Europe Executive Team Survey, conducted over a comprehensive four-week period in April.

The **Best Investor Engagement** award category is determined by an independent ranking of asset managers conducted by Corporate IR professionals in the UK. The winner in this category is selected using a reverse scoring system: 5 points are awarded for each first-place rank, 4 points for second place, and so on. Additionally, only one voter from each IR team is permitted to cast a vote.

The **Best Newcomer in IR category** considers IR professionals who have joined the investor relations function at most 18 months prior to the commencement of the survey process.

The award categories for **Best Overall Company IR** and **Best IR Officer** recognises winners across Small-, Mid-, and Large-Cap. Small Cap: below \$2 billion; Mid Cap: \$2 billion to \$10 billion; Large Cap: above \$10 billion. The market cap information is taken on the last day of polling 26th April 2024.

In the category for **Best IR Officer**, voters from both the buy-side and sell-side are tasked with independently nominating and rating Investor Relations Professionals on a scale of 1 to 5, where 1 denotes average performance and 5 signifies excellence. Notably, voters are not provided with a pre-selected list; rather, they exercise their judgment freely based on the experience and engagement with their equity assets. Importantly, if they opt to vote for multiple Investor Relations Officers (IROs) within a single team, each rating must be uniquely assigned to avoid duplication.

For the **Best Company in IR** category, participants assess a set of eight critical IR metrics, which encompass key areas such as Financial Disclosure, Quality of Meetings, Credibility and Authority, Responsiveness, Earnings Calls, and additional factors pivotal to effective investor communication.

THE TOP 10 - 2024 UK BEST PRACTICE IR VOTED AWARD WINNERS

BEST IR OFFICER

Large Cap

Company	Individual	Rank
Haleon	Sonya Ghobrial	1
London Stock Exchange Group	Chris Turner	2
SEGRO	Claire Mogford	3
Haleon	Rakesh Patel	4
Haleon	Emma White	5
AstraZeneca	Andrew Barnett	6
Rolls-Royce Holdings	Jeremy Bragg	7
3i Group	Silvia Santoro	8
Barclays	Adam Strachan	9
London Stock Exchange Group	Tom Ferguson	10

Mid Cap

Company	Individual	Rank
Rotork	Andrew Carter	1
Burberry Group	Julian Easthope	2
Intermediate Capital Group	Christopher Hunt	3
Man Group	Karan Shirgaokar	4
Tritax Big Box REIT	Ian Brown	5
Allfunds Group	Silvia Rios	5
IG Group	Martin Price	7
J.Sainsbury	James Collins	8
Subsea 7	Katherine Tonks	8
Kingfisher	Maj Nazir	10
Severn Trent	Rachel Martin	10

Small Cap

Company	Individual	Rank
Ashmore Group	Paul Measday	1
Quilter	John-Paul Crutchley	2
Paragon Banking Group	Deborah Bateman	3
IntegraFin Holdings	Luke Carrivick	3
John Wood Group	Simon McGough	3
Great Porland Estates	Simon Burrows	3
Lancashire Holdings	Jelena Bjelanovic	7
International Personal Finance	Rachel Moran	8

THE TOP 10 - 2024 UK BEST PRACTICE IR VOTED AWARDS

BEST OVERALL COMPANY IN IR

Large Cap

Company Name	Rank
AstraZeneca	1
Haleon	2
Barclays	3
London Stock Exchange Group	4
HSBC Holdings	5
Compass Group	6
GlaxoSmithKline	6
Rolls-Royce Holdings	8
SEGRO	9
BP	10

Mid Cap

Company Name	Rank
Rotork	1
Severn Trent	2
Tritax Big Box REIT	3
Burberry Group	4
Howden Joinery Group	5
IMI	6
Intermediate Capital Group	7
Kingfisher	8
J. Sainsbury	9
Intertek Group	10

Small Cap

CompanyName	Rank
Quilter	1
Helios Tower	2
Great Portland Estates	3
ITM Power	4
PageGroup	5
AJ Bell	6
Hays	7
Paragon Banking Group	7
Tullow Oil	7
Urban Logistics REIT	7

THE TOP 10 - 2024 UK BEST PRACTICE IR VOTED AWARD WINNERS

BEST NEWCOMER IN IR

Company	Individual	Rank
IG Group Holdings	Martin Price	1
Barclays	Marina Shchukina	2
AstraZeneca	Isabel Gibson	3
HSBC Holdings	Yafei Tian	4
United Utilities Group	Chris Laybutt	4
BP	Amy Wong	5

BEST INVESTOR ENGAGEMENT

Company	Best Active Engagement to Support & Encourage Long-term Business Plans
Artemis Investment Management LLP	1
Norges Bank Investment Management	2
J.O. Hambro Capital Management Ltd.	3
Dodge & Cox	3
Columbia Threadneedle	5
Wellington Management	6
Aberforth Partners LLP	6
Lombard Odier	6
Baillie Gifford & Co.	6
Schroder Investment Management	10

Corporate Insights Dashboard

Transform your Investor Relations strategy with the market's most comprehensive and objective perception analytics platform, delivering insights that drive impactful decision-making.

9

Global surveys covering Equities and Fixed Income, gathering insights from the Buy-Side, Sell-Side and Corporations

2024 Surveys Global Stats

23,000*
Buy Side Voters

2,350
Sell Side Voters

1,531
Corporate Voters



Key Benefits:

- Gain unparalleled access to unsolicited investor feedback, ensuring unbiased and authentic insights into your company's perception
- Make data-driven decisions with confidence using our comprehensive suite of visualization tools
- Leverage advanced customization features to create tailored analytics, helping you benchmark against peers and identify strategic opportunities
- Streamline your IR efforts, identifying strengths and improvement areas across 20+ IR-related firm and individual level attribute performance metrics

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THE INVESTOR RELATIONS SOCIETY

The Investor Relations Society is a membership organisation that exists to promote best practice investor relations in the UK and beyond. It is run by IR professionals for IR professionals.

Established in 1980, the IR Society's mission is to promote best practice in investor relations; to support the professional development of its members; to represent their views to regulatory bodies, the investment community and government; and to act as a forum for issuers and the investment community.

The Society has around 800 members from the UK, Europe and beyond, including representatives from most of the FTSE 100, a large number of FTSE 250 companies and a number of AIM and smaller companies as well as IR advisors and service providers. For more information visit irsociety.org.uk or connect with us on [LinkedIn](#).

EXTEL

For 54 years, Institutional Investor's highly recognised survey-based research has produced an independent evaluation of quality across key markets and stakeholder groups – with rankings for top global sell-side research teams and corporate executives setting the industry standard, with a global presence spanning Europe, Emerging EMEA, Asia Pacific, North America and Latin America.

Extel conducts independent research surveys with global investment and sell-side professionals who evaluate and determine the best performing CEOs, CFOs, IROs and IR Programs across these regions. The survey results provide an independent performance validation of IR activities and Executives relative to specific sector and country peers based on multiple assessment criteria and metrics. The market intelligence identifies best practices and empowers greater productivity and efficiency through targeted IR team collaboration and directional guidance for C-Suite investor outreach.

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