

BEST PRACTICE AWARDS 2025

THE INVESTOR RELATIONS SOCIETY



A magical night for the Society

At a sparkling evening in the Royal Lancaster Hotel, London, in late November, 450 members and guests of The Investor Relations Society celebrated the winners of the 2025 Best Practice Awards. These awards recognised those companies and IR professionals who had been judged the best at communication of corporate messages to the financial markets, investment institutions and other stakeholders.

Guests were welcomed at a drinks reception, sponsored by Workiva, before sitting down to listen to an introduction from the Society's chairman Douglas Radcliffe. He spoke about the Society's progress in 2025, the ambitions for the year ahead and the importance of IR to the financial industry.

After the wining and dining, the magician and comedian Ben Hanlin conducted some amazing card and

number tricks on the audience with the aid of some volunteers and a steady stream of jokes – some of the City's finest brains were left baffled!

Hanlin then hosted the awards presentations, inviting the winners to the stage together with each award's sponsor. Self-entry award-winners had been determined by a judging panel of IR and financial professionals, led by Will Pomroy, director of impact engagement and sustainability at Federated Hermes. In addition, there were four categories in the voted section, which is run in partnership with Extel and solicits the views of the buy side and sell side.

There were bursts of music to greet each announcement, plus cheering from the winner's supporters and other guests. After the formalities were over and a winner's photo taken on stage (above), networking continued as another successful evening concluded. ■



Douglas Radcliffe and Ben Hanlin.



Celebrating 25 YEARS of the

The identification of Best Practice and its dissemination across our membership is a fundamental part of the Investor Relations Society's raison d'être, and our annual best practice awards are a vital part of this process.

The awards began back in 2001 and have been continually evolving ever since. Since then the event has welcomed around 10,000 guests, taken place in six venues

and been presided over by a range of the great and the good from politicians to stand-up comedians and magicians!

In the early days, the awards were incorporated into the same day as our annual conference, and just how the executive team at the time were able to manage this is a mystery! The timing of the awards has changed through the years, and it was fixed to its current end of

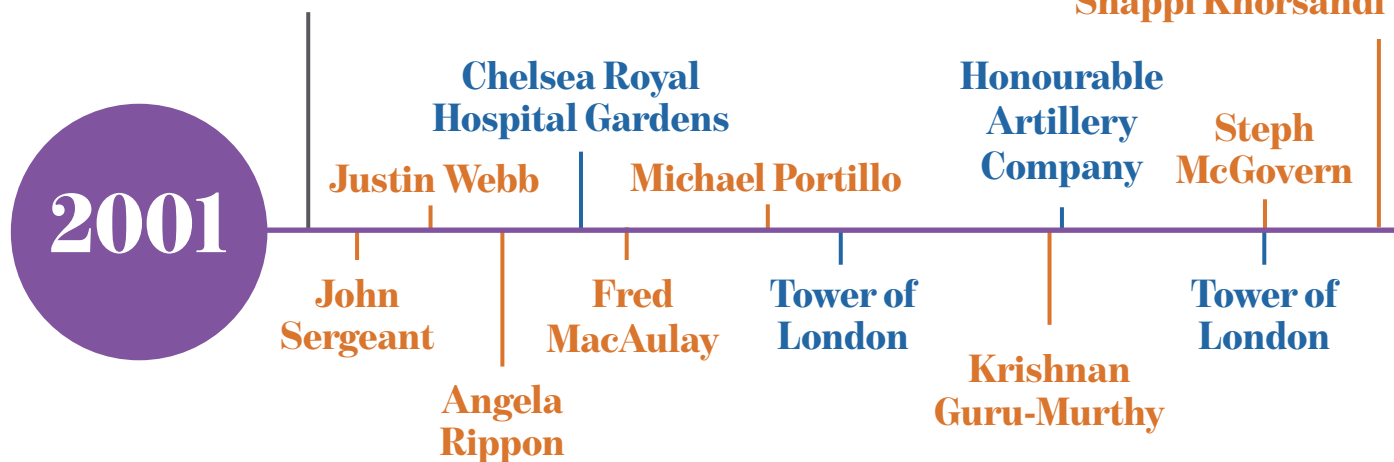
November date following the expansion of the awards programme in 2008 to incorporate printed annual reports, to allow March and December year-ends to submit their work in these categories.

Continuously evolving

Several things have remained the same though. The awards categories are subject to an in-depth review each year to



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BEST PRACTICE AWARDS

ensure that the broad categories and the specific criteria are still relevant and fit for purpose, given the fast-evolving nature of the IR profession. This is done in consultation with our members and with the enormous contribution of our Best Practice Committee.

The entries are assessed against the Society's best practice guidelines and specific awards criteria to produce the

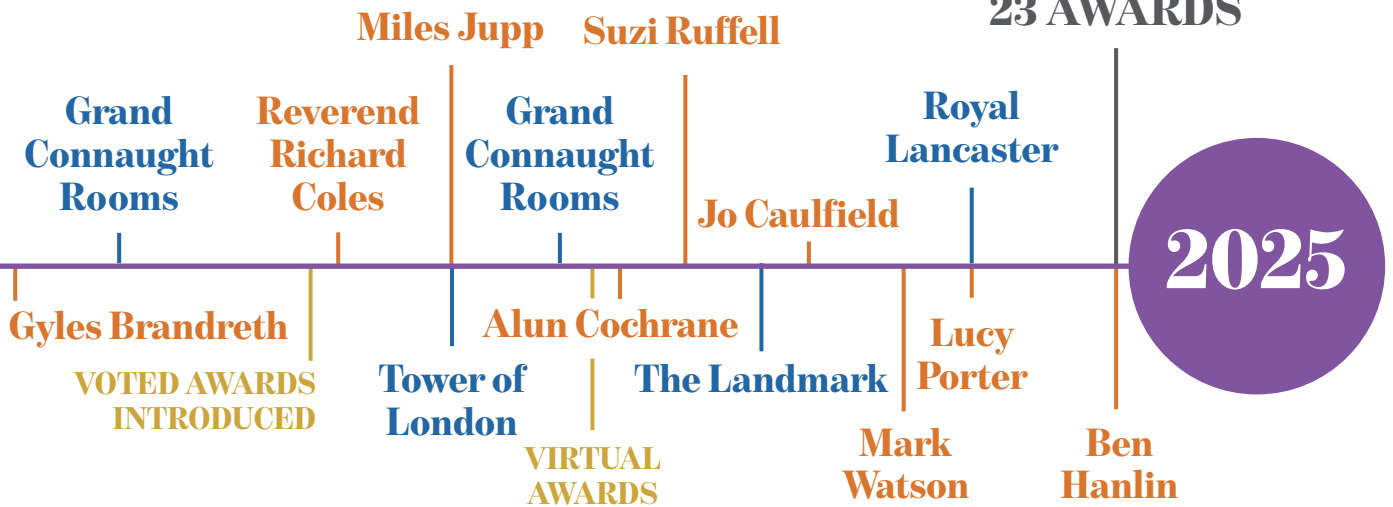
shortlists. In some cases, for example the annual report awards, these shortlists are independently reviewed by the Business Schools at Lancaster and Manchester Universities, to ensure that they are accurate.

The shortlists are then reviewed by a panel of independent judges with specific expertise in the areas being assessed. The whole process is extremely rigorous as

credibility is essential to the value and success of any awards programme. We are privileged to be at the centre of an industry composed of a community of extremely collaborative professionals, for whom the sharing of best practice is as much as a priority as it is for the Society, so thank you all for your continued support of the awards programme. We can't wait to see what the next 25 years will bring! ■

















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Best communication of sustainability

For this award we are looking for evidence of year-round continued communications with investors and stakeholders that set out the way the company approaches the identification, assessment and management of sustainability-related opportunities, risks and performance, and ultimately – effective communication to stakeholders around how this underpins the company’s long-term resilience and sustainable growth.

Small cap nominees	Mid cap nominees	Large cap nominees
 	 	 
 	 	 
		 

Small cap award winner: Essentra



Sophie Keeley from Master Investor, Claire Goodman from Essentra and Ben Hanlin.

ESSENTRA

Essentra demonstrated clear focus areas, with a wide range of data disclosed. They included detailed action points from their board, with year-on-year improvements clear and honesty about the challenges they have faced. Their ESG targets felt achievable, tangible and relevant to them as a business.

Highly commended: Norcros

NORCROS

Judges liked Norcros’s sustainable product framework. This was their first standalone sustainability report, which showed strong ambitions and linked governance and sustainability well.

Award sponsor: Small Cap Network



Mid cap award winner: Bodycote

Bodycote

This was an easy-to-read report with good use of graphics and frameworks. Bodycote’s strategy was well defined, with accreditation shown and year-on-year disclosures provided. The judges liked that their ESG measures were linked to strategy, and their CMD including their CEO was impressive. Judges thought the training that their CSO provided to the team on sustainability activities through a two-day conference was very impressive.

Award sponsor: Invicomm



Mark Garraway from Invicomm, Lily Heinemann and Rebecca Elliot from Bodycote and Ben Hanlin.

Large cap award winner: Schneider Electric

Schneider Electric

Judges were impressed with Schneider Electric’s partnership with a university, which makes a positive impact on education as well as good business opportunities following on from onboarding great students into the business. The report provided a useful dashboard, with their long-term incentive plan well linked and including employees. There were strong metrics, a strong communications strategy and credible reporting.

Award sponsor: Black Sun Global





Richard Dixon from Black Sun Global, Kira Popper and Graham Phillips from Schneider Electric and Ben Hanlin.

Best innovation in IR

With this category, the Society is seeking specific examples of innovation and / or transformation which have taken place over the last 12 months. This might include (but is not limited to) the use of new resources such as AI and digital communications and strategic IR tools; pioneering out-reach techniques; or novel formats for meetings, events, reports and stakeholder management and targeting.

The judges are keen to see evidence of impact, whether measurable or anecdotal, that enables judgement of how innovation is positively impacting either processes, perceptions or outcomes, and ultimately better IR practice.

Small cap nominees	Mid cap nominees	Large cap nominees
  	 	   

Small cap award winner: Gamania Digital Entertainment



Matt Sayer from Modular Finance, Robert Dann from The Investor Relations Society on behalf of Gamania Digital Entertainment and Ben Hanlin.



Gamania Digital Entertainment’s submission provided a lot of information. They seem to have more resources than some others. The IR charts were impressive for anyone to put in their own numbers, makes it personalised.

Highly commended: Roquefort Therapeutics



The judges were impressed with Roquefort Therapeutics AI website assistant tool and new podcasts, particularly for a company of their size.

Award sponsor: Modular Finance



Mid cap award winner: ZIGUP



ZIGUP showed an innovative use of AI tool on their website. A good, interactive annual report also on website, with embedded videos which judges found impressive. The AI tools work well and are still leading the way with the use of AI in IR.

Award sponsor: *Quantifire*



Christian Kerrigan from Quantifire, Jason Hadden from Emperor, Ross Hawley from ZIGUP and Ben Hanlin.



Large cap award winner: Informa



Judges were impressed by Informa's bespoke AI agent, which works well and provided good responses when questioned. The annual report animations were also good. Some evaluation was shown, and the 20 year data set was really useful. All companies should be doing this – showing best practice.



Highly commended: *Prosus*

Prosus's new IR model over the last 12 months has clearly transformed the delivery of their equity story using AI, videos, interactive events and immersive storytelling. A good evaluation was shown.

Award sponsor: *Computershare*



Michael Hufton from ingage IR/Computershare, Terence Church from Informa, Lucy Smail from Luminous and Ben Hanlin.

Best corporate website

A company's website should be the definitive source of information for investors and this award honours those companies which go the extra mile in meeting the many different needs of the global financial community. The design, usability, functionality, accessibility and above all else, the content of the website and related materials will be the main areas of focus for the judges.

Small cap nominees	Mid cap nominees	Large cap nominees
 NORCROS  Volex	  	     

Small cap award winner: Volex



Judges were impressed with Volex's modern website which was not overloaded with photos. The familiar feel made it easy to navigate, and it was clear to see statistics and strategic feedback, which is always helpful.

Award sponsor: Open Exchange



Christian Bones from OpenExchange, Jo Westacott and Vibha Patil from Volex and Ben Hanlin.

Mid cap award winner: ZIGUP

ZIGUP

ZIGUP have an AI tool which no one else does. Although not much change noted since last year, it is still at the front of innovation, with the IR voice coming through strongly throughout the website.

Award sponsor: Nasdaq



Maya Aweida from Nasdaq, Ross Hawley from ZIGUP and Ben Hanlin.

Large cap award winner: Diageo

DIAGEO

Judges liked that Diageo’s website was clean, clear and had good animations. The investment case was easy to see. The website leads you through well and tells a story. Works well on mobile.

prosus

Highly commended: Prosus

Prosus has an easy to navigate website with a mobile version which worked well. Judges liked the interactive digital tools with a strategic focus.

Award sponsor: Deutsche Bank



James Eves from Deutsche Bank Depository Receipts, Grace Murphy from Diageo, Simon Gittings from IDX, Florence Mayo from Diageo and Ben Hanlin.

Best annual report

In this category judges are looking for evidence of an innovative and effective annual report that plays an integral part in the communication of the strategy and investment proposition of a company. It should provide a sense of the purpose, culture and identity of your organisation. Judges will also be looking for evidence of clear and concise communications, consideration of key stakeholders’ needs and how these are met through both your report and the digital expression of it.

Small cap nominees	Mid cap nominees	Large cap nominees
 	 	 
 	 	 
 	 	 
		

Small cap award winner: Norcros



Matthew Hall from The Investor Relations Society, Lindsey Hall from Norcros and Ben Hanlin.



Norcros’s annual report was visually appealing and provided all of the information needed. It was great to see that the management team had all been there for the long-term. The KPIs were well linked with good case studies and a strong summary on sustainability.

Highly commended: International Personal Finance



A compelling and very strong equity story throughout the annual report. It was clear and easy to read, with a good mix of visual and narrative depth.

Award presenter: The Investor Relations Society



Mid cap award winner: Tate & Lyle



Tate & Lyle’s report stood out above the rest. It was well set out and easy to read, with lots of white space. The report was well linked, particularly to their investor hub and included a strong Q&A. The judges liked the personal statement from the chair and the strategic analysis.

Highly commended: Dr. Martens



Judges liked the communications at the start of the report, in particular the CEO section at the start. Strategic analysis was strong, and the month-by-month analysis on what the board are doing was really useful and quite unique.



Award sponsor: Berenberg



Ben Wright from Berenberg, Emma King from Conran Design Group on behalf of Tate & Lyle and Ben Hanlin.

Large cap award winner: SSE



Judges thought SSE’s report design was very strong, straightforward, and clear for the reader. The metrics were described and well linked.

Highly commended: Taylor Wimpey



The judges liked the ‘what the board did this year’ section, the case studies provided, and their overview of their net zero plan.

Award sponsor: Jones and Palmer



Jim Robinson from Jones and Palmer, Emma King from Conran Design Group, Sana Nabi from SSE and Ben Hanlin.

Best IR programme

Judges are looking for effective implementation of an IR strategy and programme, that both reflects and supports the company's purpose, vision and overall strategy.

Small cap nominees



Mid cap nominees



Large cap nominees



Small cap award winner: Kenmare Resources



This was a well written and well linked submission. It was clear that Kenmare Resources are seeking to improve on surveys and dialogue, there was a good sense of momentum and a good story showing before and after. Retail shareholders well thought of, which hooked the reader.

Award sponsor: S&P Global Market Intelligence

S&P Global
Market Intelligence

Loren Dufton from S&P Global, David Weeks and Katharine Sutton from Kenmare Resources and Ben Hanlin.



Mid cap award winner: Currys



Currys used every opportunity to deliver full updates involving background figures. Overall, they have come across as highly proactive with strong levels of transparency.

Highly commended:
Foresight Solar Fund Ltd



Judges felt that their IR programme was clear, with well-articulated objectives. They have a great story which made for an interesting read.

Award sponsor: Q&A Cloud



Sandy Jayaraj from QnA Cloud, Dan Homan and Carla Fabiano from Currys and Ben Hanlin.

Large cap award winner: Unilever



A great submission using data and feedback which stood out against the others. Unilever highlighted the management of their leadership transition, and included stats on their activities. They clearly mirror the excellence of their company brand, with IR reflecting this.

Highly commended: Entain



They have a clear rationale on IR outreach, and the UK/US updates were good. They soundboard IR materials with the board.

Award sponsor: RMS Partners



Robert Irvin from RMS Partners, Michael Prince from Unilever and Ben Hanlin.

VOTED AWARDS



The voted awards, run in partnership with Extel, generally address a large buy- and sell-side audience who vote for their preferred companies/IROs under each category. The winner for each category is determined by the most number of votes. For more information and the methodology please visit: www.extelinsights.com

Best investor engagement

This award is decided by company IROs voting for the investor/buy-side firm that they believe represents the best in investor engagement with companies.

Nominees



Artemis Investment Management



Columbia Threadneedle



J.O. Hambro Capital Management



Norges Bank Investment Management

Schroders

Schroder Investment Management

Voted award winner: Artemis Investment Management LLP



Award sponsor: Extel



Amani Korayeim from Extel, Lawrence Gosling from Artemis Investment Management and Ben Hanlin.

Best newcomer to IR

This is an award for an individual who has entered the IR profession (either in-house or in a service provider) within the last 18 months.

Nominees



Tyler Broda
Anglo American



Andrew Gwynn
Tesco



Georgios Ierodionou
Vodafone Group



Fraser Jamieson
Centrica

Voted award winner: Andrew Gwynn



Andrew Gwynn
Tesco



Julian Smith from BRR Media, Andrew Gwynn from Tesco and Ben Hanlin.

Award sponsor: BRR Media



Best investor relations officer

The award for best IRO honours one preeminent investor IR professional in a small, mid and large cap company.

Small cap nominees



Bethany Barnes
Dr. Martens



Stephen Burrows
Great Portland Estates



Dan Homan
Currys



Paul Measday
Ashmore Group



Louise Turner-Smith
Breedon Group



Matt Worster
Travis Perkins

Mid cap nominees



Ian Brown
Tritax Big Box
REIT



Christopher Hunt
Intermediate
Capital Group



Chris Laybutt
United Utilities
Group



Maj Nazir
JD Sports Fashion
(formerly Kingfisher)



Silvia Rios
Allfunds Group



Katherine Tonks
Subsea 7



Lauren Wu Leng
Burberry Group

Large cap nominees



Andrew Barnett
AstraZeneca



Christer Guvris
AstraZeneca



Claire Mogford
SEGO



Rakesh Patel
Haleon



Colin Tennant
RELX



Chris Turner
London Stock
Exchange Group



Emma White
(formerly Haleon)

Voted award small cap winner: Dan Homan



James Devon from LSEG, Dan Homan from Currys and Ben Hanlin.



Dan Homan
Tesco

Award sponsor: London Stock
Exchange Issuer Services



**LONDON
STOCK
EXCHANGE**

Voted award mid cap winner: Silvia Rios



Silvia Rios
Allfunds Group

Award sponsor: J.P. Morgan



Matt Smith from J.P. Morgan, Silvia Rios from Allfunds Group and Ben Hanlin.

Voted award large cap winner: Rakesh Patel



Rakesh Patel
Haleon

Award sponsor: MUFG



Gustav Pegers from MUFG Corporate Markets, Joanne Russell from Haleon on behalf of Rakesh Patel, and Ben Hanlin.



Best overall company IR

These awards are for the companies that have the best overall IR programme, so it will include the contributions made by the IR department themselves and the executive team including the CEO, CFO and Chairman. This is not an award for the company whose share price has performed best, but rather the company that has communicated most effectively with its stakeholders during the year, whether this has been good or bad news.

Small cap nominees	Mid cap nominees	Large cap nominees
 	 	 
 	 	 
		

Voted award small cap winner: Currys



Award sponsor: QnA Cloud



Chris Lowe (QnA Cloud), Dan Homan (Currys), Carla Fabiano (Currys), Ben Hanlin.



Voted award mid cap winner: Tritax Big Box REIT



Award sponsor: Broadridge



Maria Siano (Broadridge), Ian Brown (Tritax Big Box REIT) and Charles Chalkly (Tritax Big Box REIT), Ben Hanlin.

Voted award large cap winner: AstraZeneca



Award sponsor: EQ RD:IR



Ian Smith (EQ RD:IR), Christer Gruvris (AstraZeneca), Ben Hanlin.



