

FTSE 100 Financial Results Reporting

How do you rate?



How do you rate?

FTSE 100 Financial Results Reporting

At The Edge Picture Company we wanted to take a look at how the FTSE 100 presents itself around financial results. It occurred to us that in the 15 years leading up to the outbreak of COVID, nothing had really changed in the way that companies presented their financial results to their investors. The typical formula seemed to be, the CEO and CFO hosting a presentation, at a bank with a Q&A that was webcast with video or just audio. The alternative seemed to be the same format, but all done remotely on a conference call.

However, COVID-19 facilitated a paradigm shift, compelling companies to adopt remote methods. This transition, initially seen as a challenge, opened up new perspectives for companies and investors, highlighting the potential benefits of remote engagements. Despite this, many companies continued to rely on the traditional format in a virtual environment, while others seized the opportunity to innovate.

As we navigate the post-COVID landscape, the approach to financial reporting is now marked by a diverse range of styles. Yet, a consistent observation stands out: only a handful of companies excel in this arena. This raises several questions: Which companies are leading the way? What sets them apart? How can others elevate their presentations to make the most of these critical moments in the spotlight? To understand this better, let's delve into the statistics:



74 have a live presentation



21 do a pre-recorded presentation



58 do a video presentation



37 do an audio presentation



36 are hybrid events



59 are fully virtual events



05 companies either do not broadcast their results or have websites with broken links

EVEN AFTER COVID-19, IT'S INTERESTING THAT FULLY VIRTUAL EVENTS HAVE MAINTAINED THEIR POPULARITY, WITH BOTH ANALYSTS AND MANAGEMENT TEAMS APPRECIATING THEIR CONVENIENCE.

A notable trend is the increasing number of companies opting for pre-recorded presentations, followed by a live Q&A session or conducting it as a separate component altogether. This approach to pre-recording allows for enhanced production quality and the integration of advanced graphics, moving beyond traditional PowerPoint presentations.

In our analysis of the FTSE 100, we have categorised the companies based on their proficiency in presenting financial results. Twenty companies have achieved a 'Gold' rating, showcasing exceptional presentation skills. Thirty-seven companies fall into the 'Silver' category, indicating a creative approach but with room for improvement in execution. The remaining thirty-eight are rated as 'Bronze', either due to their reliance on basic methods or a lack of refinement in their chosen approach.



20

**Companies
Rated as Gold**



37

**Companies
Rated as Silver**



38

**Companies
Rated as Bronze**

The assessment we've conducted is inherently subjective, as the multitude of variables involved makes it challenging to apply a data-driven, objective measurement system. Our focus has not been on the skill of the presenters or the content of their presentations. Instead, we've concentrated on the mode of communication: the format, execution, and creativity involved. In this analysis, we opt not to highlight underperformers. Rather, we'll delve into the characteristics of the Top 20 companies that earn them the 'Gold' status, exploring what sets them apart in our view.



**THE TOP 20 COMPANIES IN ALPHABETICAL ORDER
RATED AS GOLD
.... AND WHAT WE THINK MAKES THEM ‘GOOD’**



High-quality pre-recorded presentation featuring the CEO and CFO, enhanced with impressive graphics. The main presentation follows a conventional video webcast format, leading to the question: given the excellence of the pre-recorded segments, why opt for a live format for the entire presentation?



An exceptionally well-produced pre-recorded segment with the CEO, utilising professional lighting and production for a live video webcast. Aviva makes excellent use of their impressive auditorium, clearly investing significant effort into ensuring the presentation’s visual appeal and overall quality.



The expertly crafted video webcast incorporates filmed segments that effectively showcase the company’s dynamics. Additionally, the Q&A session features a diverse range of management voices, adding depth and perspective to the presentation.



A skillfully executed video webcast, albeit conducted in a noticeably empty auditorium. The production quality is high, and the CEO’s summary film stands out for its excellent use of graphics and overall presentation.



They’ve cleverly utilised Zoom to facilitate the presentation, successfully incorporating analysts into the visual aspect of the Q&A, which adds a thoughtful element. While the presentation may not be the most sophisticated, it’s evident that considerable thought has gone into this cost-effective approach.



The pre-recorded presentation was outstanding, with excellent filming and editing. However, the Q&A session fell short, notably lacking a visual holding slide to complement the audio component.



The pre-recorded presentation was robust, featuring extensive participation from the management team and exceptional use of graphics and video materials. It was very well-constructed and cohesive in its presentation style.



An impressive, branded studio-based pre-recorded presentation that exudes a highly professional appearance.



This approach is strikingly innovative. The presentation is pre-recorded, utilising motion graphics in place of traditional PowerPoint, which proves to be highly effective. The Q&A session is distinctively conducted as a separate conference call later in the day.



This is a traditionally structured yet well-executed pre-recorded video webcast, characterised by strong branding, excellent cinematography, and effective lighting. The Q&A session, following immediately after the presentation, is conducted in an audio-only format.



A professionally executed studio-based live video webcast, adeptly facilitated by the Head of Investor Relations. The Q&A session follows, maintaining a visual component but conducted via conference call.

PEARSON

A sleek and impeccably executed presentation, featuring embedded video content. The overall quality is high and the delivery is crisp, although the choice of venue detracts somewhat from the overall impact.



It's refreshing to see a company embrace innovation, with the CEO presenting across various facilities on location, adding a unique dimension. Unfortunately, the CFO's presentations are in a dimly lit office. Supporting video materials enhance the overall presentation, making it commendable.

smiths

This studio presentation is visually appealing and executed so seamlessly that it's difficult to discern whether it's live or pre-recorded. The use of excellent video inserts for case studies enhances its impact. The Q&A session is conducted via call, with the presenters remaining visible, adding a dynamic element to the interaction.

TESCO

The pre-recorded presentation is commendable for its innovative and refreshing use of PowerPoint. The thoughtful integration of eye-catching titles and animated dividers enhances its overall appeal and effectiveness.

M&S

Marks & Spencer deserves special recognition, even though they weren't part of the FTSE 100 during our survey. Their recent results presentation was exceptional, marked by an effective introduction from the Chairman. The CEO and CFO's segment was impressively filmed, complemented by smart use of graphics and video inserts, enhancing the overall presentation quality.

nationalgrid

An effective live video webcast, initiated with an appealing film. Hosted live at the London Stock Exchange, it stands out as one of the few companies to incorporate filmed inserts into its presentation.

Sainsbury's

This live video webcast was carried out proficiently, with standout branding and staging that infused the event with dynamic energy. While the webcast format may be traditional, the exceptional staging, lighting, and branding elevate it beyond the ordinary.



A highly professional, succinct, and pre-recorded presentation delivered from a well-branded studio. The Q&A session was organised as a separate event, distinguishing it from the main presentation.



This presentation stands out significantly from the majority, with its exceptional polish and meticulous assembly. The use of beautifully designed motion graphics adds a vibrant dimension to the pre-recorded segment. It transitions smoothly into a live, visually engaging Q&A session conducted via conference call, maintaining its high-quality execution throughout.

WEIR

This is a proficiently produced pre-recorded presentation, followed by a live Q&A session. While it doesn't rely on extravagant elements, its execution is solid and commendable.

WHAT SETS THESE 20 COMPANIES APART?

The key differentiator isn't their format - though all use video - or their budget. Instead, it's the thoughtful planning that makes their events cohesive and impactful. Each company has meticulously considered their format, the flow of the event, and its execution.

There's no one-size-fits-all approach to this. Numerous variables influence the decision-making process. For some, the liveliness of an in-person audience is invaluable. Geographical location plays a crucial role too - for instance, companies in Australia might find virtual meetings more feasible. The presentation skills of the CEO and CFO are also a factor; if they're less adept at live presentations, pre-recorded or audio formats could be more suitable. Importantly, companies should also consider investor preferences in shaping their approach.





SO, WHAT ARE OUR 10 TOP TIPS FOR AN IMPACTFUL PRESENTATION:

- **Choose the Right Format:** Consider carefully whether a live or virtual format suits your management team, investors, and the message you want to convey. Engage with an experienced advisor early on.
- **Prioritise the Running Order:** A well-planned running order is essential for a smooth event. Without it, you're missing a crucial element.
- **Treat It Like a Show:** Elevate your presentation by incorporating video inserts, studio settings, titles, and graphics, which can significantly enhance its impact compared to more basic approaches.
- **Editorial Content is Key:** Remember, your webcasting provider is primarily a technology expert, not a content advisor. Don't rely on them for show planning or content recommendations.
- **Diversify the Speakers:** Include a variety of voices beyond just the CEO and CFO. Operational management can add valuable insights, especially in the Q&A session.
- **Embrace Bold Ideas:** Companies that moved away from using PowerPoint really stood out, examples of this were Haleon and Standard Chartered. Don't be afraid to try something new.
- **Use Film Inserts Effectively:** Film inserts can vividly illustrate your business and message, engaging your audience more deeply.
- **Focus on Branding:** Your presentation is a showcase for your brand; make it look the part.
- **Separate Presentation and Q&A:** Pre-recording the presentation and conducting the Q&A separately can lead to a more focused and effective communication.
- **Be Creative Beyond Numbers:** If your presentation encompasses more than just financials, seize the opportunity to be creative. Remember, your audience is broader than just investors.

Above all - always seek professional advice for the best strategies tailored to your specific needs and context. That is where The Edge comes in, get in touch to see how we can help at toby.low@edgepicture.com

Toby Low - Toby heads up the investor communications offer at The Edge. After 10 years producing live business news at Dow Jones, CNBC & The BBC, Toby has spent the last 20 years at agencies helping companies use film and live broadcasting to communicate with a variety of stakeholders. Most recently he spent 12 years as a partner at Brunswick.

The Edge Picture Company - At The Edge we produce film-driven communication, awareness and learning for brands governments and institutions around the world. In our 32 years we've grown from 2 people in a phone box (remember those?) to a company of 65 people with offices in central London and Doha. In that time, we've built up a strong track record of award-winning work at major awards in Cannes, London and New York. Our highly trained production teams have shot in over half the countries of the world and you can see some of our work at www.edgepicture.com.