



REUTERS/Denis Balibouse

EXTEL 2013

The Pan-European IR Conference - Brussels

June 2013

Steve Kelly
Managing Director Extel

EXTEL
IDENTIFYING EXCELLENCE



THOMSON REUTERS

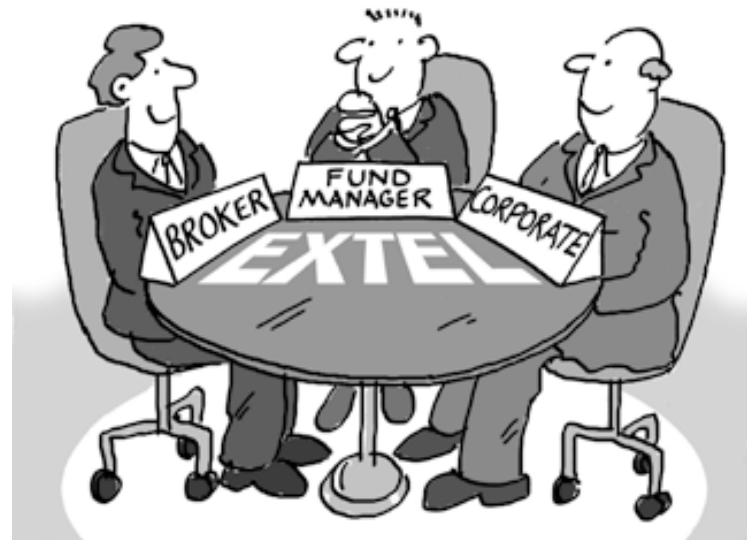
TIMELINE & PARTICIPATION

➤ TIMELINE

- March 19 – Start of voting
- May 04 – Close of website votes
- June 12 – Results announced
- June 26 – IR Results for France, Belgium, and Portugal announced

➤ PARTICIPATION

- Online at www.extelsurveys.com
- By hard/soft copy
- Over 950 companies across Europe took part in 2013
- 2,297 buy-side firms
- Over 2,500 sell-side analysts



MEETINGS WITH INVESTORS

- 32% of senior executives (CEO/CFO) do more than 100 one-on-one meetings with investors per year
- 33% of companies combine equity and debt investor meetings
- 30% of corporates attend meetings with buy-side SRI investors



If it's repetitive for us, imagine how boring it must be for them!

MEETINGS WITH THE SELLSIDE

- 51% of firms invite over 50 people to analyst days, and 51% organise analyst days at their own premises
- 78% of companies are not willing to pay brokers for organising meetings with investors
- 71% of European companies do two or more roadshows in the USA (East Coast) per year and only 15% go to roadshow in Asia at least twice a year

WHAT THE BUYSIDE WANTS

- Sector knowledge of IR team and IR webcasts are important to 75% of the buyside
- 55% of the buyside values one-on-ones with CEO/CFO
- Divisional Director meetings are important to 31% of Fund Managers