

# ArkadinIR



## When you talk, the markets should listen.

ArkadinIR is our professionally managed, operator-assisted Audio, Web and Video event conferencing service. This powerful solution was created for the Investor Relations community, where the need to conduct important corporate broadcasts and announcements to sensitive audiences must convey a high-profile and professional image.



an  
NTT Communications  
Company



Over **1 000 listed companies** in the worldwide Stock Exchange Markets **trust Arkadin** for its reliability, local assistance and value added services.



## Quarterly Results

*Conference Call Presentations*



## Interim and Full year results

*Auditorium Presentations*



M&A Announcements

Road shows

Investor day

Crisis Calls

Press & Media presentations



# Tips for good IR calls: prior to the call 1/2

Prepare & rehearse !

- Assess what analysts might be confused by, concerned with or where they would like more transparency, so that you can better prepare for the Q&A session
- If English is an issue, pre-record your presentation so that on D-Day, we play the recording as if it was live, while you have time to prepare for the Q&A session: it lowers tension and anxiety
- The IR call should bring value vs the earnings release. If there is some time between the press release and the call, it allows participants to prepare questions & gives them time & possibility to post them prior to the call so that you can prepare. You can also make one-to-one reminder calls for the IR call and take advantage of this to check with them what questions they have in mind



# Tips for good IR calls: prior to the call 2/2

Prepare the logistics to reduce stress:

- Ensure phone numbers / URLs are ready to be sent in the invite well before the call, as these numbers/URLs will not change whereas content can change up to the last minute
- Get ready at least 30 minutes prior to the call start, and remember that paper shuffling makes a lot of noise that can pollute audio quality
- If it's a hybrid event (physical and virtual event at the same time), ensure several days of preparation to ensure logistics are ready (internet / phones, hybrids for sound moving from the auditorium to the call and vice versa, slide management, camera angles, translation booths, back ups...)



# Tips for good IR calls: during the call

- Back up your speech with a few slides that give a better understanding of key topics, especially for participants for whom English is not their native language
- You can ensure that uninvited guests such as journalists get disconnected at beginning of call, or that their names in the Q&A list get removed from the list
- Ensure that you can see participants' list (or at least phone numbers) so that you can chose the Q&A order, and skip some difficult people that you know want to trap you (you can address them one-to-one afterwards)
- You can also ensure that you move from one analyst to another, rather than having one person asking 10 questions
- If a live audio Q&A is difficult (for example due to language issues), get participants to write them down via the chat box of an IR web call, and then pick the questions you want, read them and answer them live
- When it is over, it may be not over yet – are mics turned off already ? So, no 'hot' comment !



## Post IR call, or on-demand only

- Ensure that the questions that you did not have time to answer / did not want to, during the live session, get treated offline afterwards (webcast tools allow this, or via a one-to-one call)
- If you only post an on-demand version of your IR communication with no live session (happens in some countries regularly),
  - > Ensure that you ask analysts to register, so that you can have a close follow-up with them afterwards
  - > Make it more multimedia (audio & slides, maybe video also) so that it compensates for the absence of the live session
  - > Ensure that you put a Q&A box, as our solutions will send you an email with the questions that participants will put in
- Ensure an on-demand archive is available, via your website or via the conference call playback facility, as it can represent up to 30% extra audience from the live session



## A few other tools to help you

- Flexibility of solutions: pick the right event solution to solve your need:
  - > audio / web / webcast,
  - > live only, live & on-demand, on-demand only,
  - > Full live, pre-recorded only but played live, or mix of pre-recorded and live Q&A,
  - > Standalone call or hybrid (physical meeting and virtual event)
- Engage with the Arkadin IR specialists in advance (4 weeks ideally) to have time to prepare thoroughly; Arkadin handles the logistics for you, so that you can concentrate on the message
- Last minute IR announcements: copy and paste the traditional IR logistics, so that lead time can be reduced at maximum on the Arkadin side (crisis calls the same day...)
- Use the Arkadin dry run service to check that all is ready (avoid last minute stress such as poor phone line, bad speaker phones...)
- Arkadin tools can be very useful:
  - > Audio console to project participant lists on a screen, and participants who want to ask questions,
  - > Web control booth to manage chat box questions,
  - > Communications line / chat line between you and the Arkadin event team to ease the flow (change Q&A order, remove one participant from the list, any other instructions...)

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