

2019 MEIRA IR Awards - Middle East Best IR Website Category -

Introduction

The following information forms the basis for the review of the 2019 IR Website Awards. Companies who have a primary listing on the stock exchanges in the following countries can submit the link to their IR Website page for review by a judging panel:

- > Bahrain
- > Egypt
- > Kuwait
- > Jordan
- > Lebanon
- > Oman
- > Palestine
- > Qatar
- > Saudi Arabia
- > United Arab Emirates

Conditions

- > The judging panel will review current IR Websites.
- > IR Websites should be presented in dual language (English and Arabic), however, only the English version will be reviewed.
- > The link to the IR Website page can be submitted by the Company itself or by any third party on their behalf. A third party can submit multiple applications for different clients.

Criteria

The IR Website will be reviewed and scored against the following criteria. Each of the criteria will receive a score from 0-5, with some criteria attracting additional weighting should the judges see fit.

2019 MEIRA IR Awards - Middle East Best IR Website Category -

Category: Best IR Website

Judging categories (with 5-10 guidelines on which to base your scores out of a total of 100 please):

a) Overall look and feel

- > Is there a consistent concept/message/theme to the IR Website content?
- > Is this clearly linked to the main website and any other supporting IR collaterals, including the Annual Report?
- > Is there a simple and clear design with linkage and flow throughout the IR Website?
- > Is the IR Website accessible and functional for all users, including mobile-friendly?
- > Above all, is there clarity and transparency of language used in the IR story/investment case?

b) Design and structure

- > Does the IR Website clearly set out upfront all contents at a glance?
- > Is the IR Website well-presented and on brand – logo, colours, typography?
- > Is the design user-friendly, easy to navigate/sign-posted, responsive and engaging?
- > Are there graphical devices used to summarise and update data?
- > Is there use of other digital channels/tools: webinars; video; IR Apps; social media, for example?

c) Content

- > IR story/investment case with what's in it for investors, dividend policy, for example?
- > Clear business model, strategy/risk assessment and easy-to-follow KPIs with timeline?
- > IR contact details
- > Investor presentations
- > Market announcements and press releases
- > Annual Reports and financial statements
- > Share price information
- > Chairman's statement?
- > CEO's statement?
- > CFO's Statement?
- > Year in Review?
- > Key financial highlights / at a glance?
- > Description of the business and operations?
- > Market review and geography?
- > Environmental, Social and Governance issues, including Remuneration Policy?

2019 MEIRA IR Awards - Middle East Best IR Website Category -

Scoring methodology

Score	Description
0	These criteria do not appear to have featured
1	Some evidence - basic reporting
2	Average - acceptable reporting
3	Good - quality reporting
4	Excellent - insightful reporting
5	Exceptional - best practice reporting

For further information, please contact:
Middle East Investor Relations Association
awards@meira.me / +971 (0)4 309 7034