

# COVID-19: A day in the life of IR

# Speakers



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# Introduction: Investor communication in a time of uncertainty

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Key to a successful IR function is a focus on proactive engagement and communication. This is vital during business-as-usual conditions, and even more important during times of crisis.

Scenario mapping

Stakeholder  
identification and  
outreach

Aligning teams

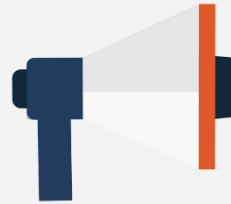
A proactive  
approach to investor  
communications

# Addressing the COVID-19 situation in the Middle East

The IR function has proven to be essential for listed companies in the Middle East region. IROs need to adapt quickly to a new scenario.



Internal communications  
and alignment



Increased  
communication demand  
from buy- and sell-side



Videoconferencing tools  
vs one-on-one meetings



New reporting deadlines  
and AGM disruption



Internal contingency plans  
and remote working



Macroeconomic impact  
and market volatility

# An international perspective: what can we learn?



# Communicating with the buy-side: the investor view



## Taking notes from the investment community

Greater transparency expected from public listed companies.

Keep the communication flow open with digital solutions. Responsiveness is key.

Contingency plans and long-term strategy to mitigate adverse impact.

Don't forget your stakeholders. Employees health and safety will impact your business reputation.



IR teams are expected to anticipate investors' concerns. It is essential to be prepared and excel while navigating uncertainty.

# Q & A

## Key Takeaways

# Thank you

Recording will be available shortly

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