

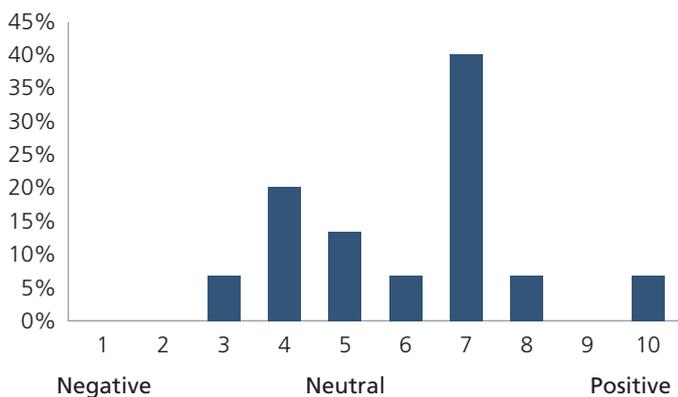
October 2020

Middle East IR *Pulse*

Welcome to the Middle East IR Pulse, a monthly report on what matters most to IR professionals and their organizations across the Middle East and North Africa.

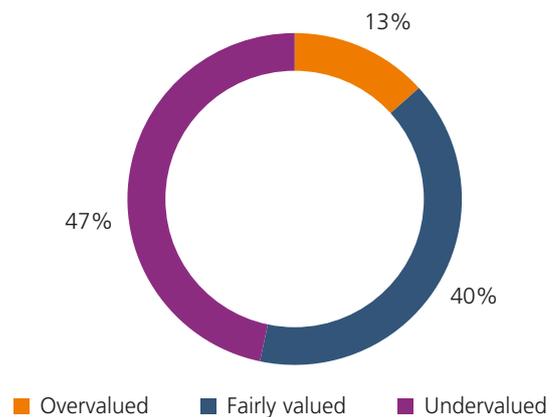
Through the insights and market intelligence of our panel of senior IR experts, we aim to deliver a quick and useful snapshot of the current state of IR in our region and unlock trends and intelligence to help drive better planning and decision making for our IR community.

1) Overall investor sentiment towards my market today is...



There has been a significant shift in market sentiment over the last two months, with **60%** of IR experts surveyed now saying they believe investors feel positive about their market, up from **38%** in the previous survey.

2) I believe that my company is currently...

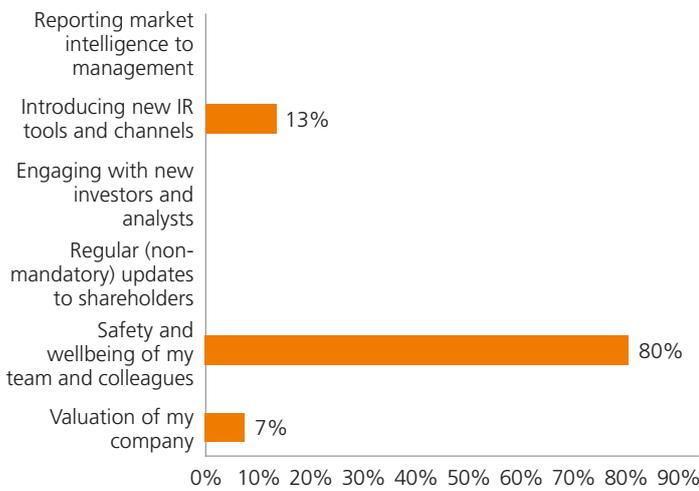


Fewer IR experts surveyed believe their company is currently 'Undervalued', dropping below **50%** from **69%** in the last Pulse report.

“ *Planning for the next Annual Report cycle remains the most important statutory reporting requirement as we, hopefully, move into a post-Covid-19 environment. We expect the ongoing digital transformation of business to accelerate and IR, coupled with ESG, to feature more as companies realise the opportunity to showcase their sustainability strategies.* ”

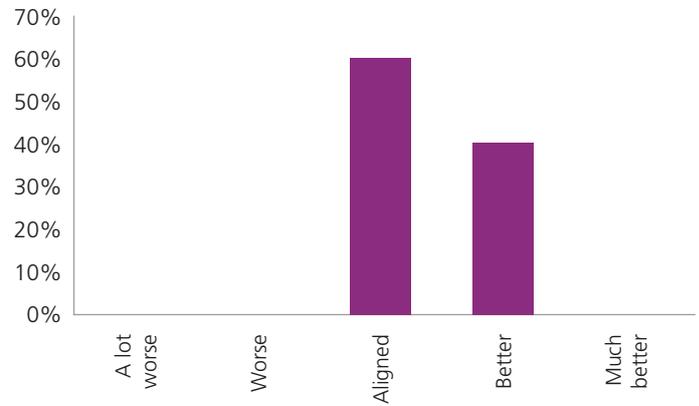
John Gollifer, General Manager, MEIRA

3) My primary professional focus right now is...



'Safety and wellbeing of my team and colleagues' maintained its position as the #1 "primary professional focus" for **80%** of IR practitioners surveyed.

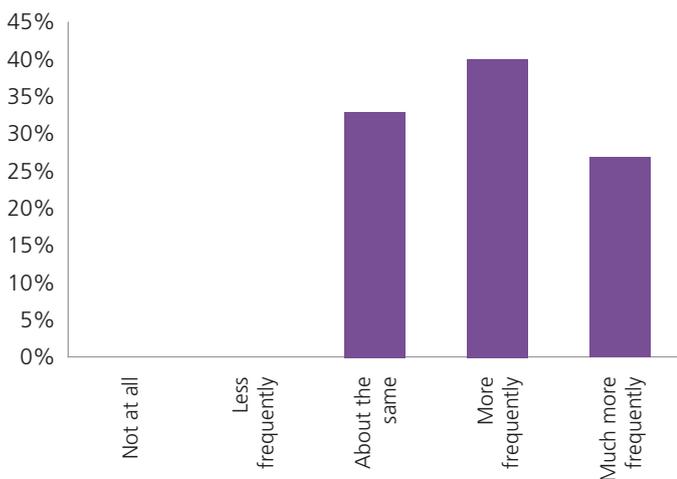
4) We anticipate that our Q3 earnings will be _____ than investors' and analysts' expectations for the period.



60% of IR experts surveyed anticipated that their Q3 earnings would be in line with their investors' and analysts' expectations for the period.

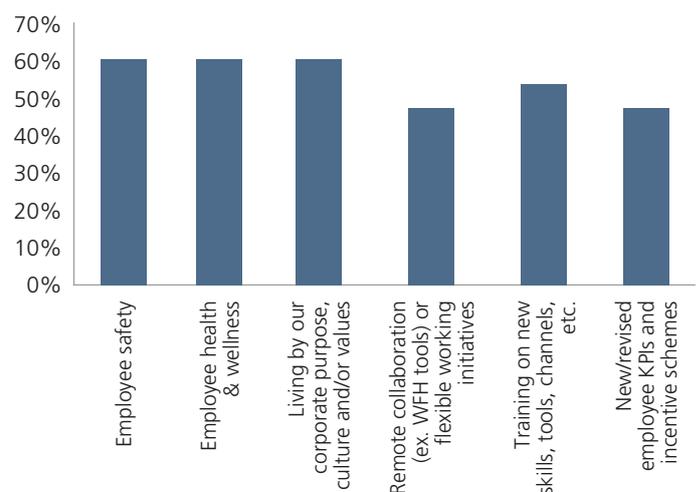
The way we work

5) In the last month, we have been communicating with our shareholders and other key stakeholders _____ than in the month before



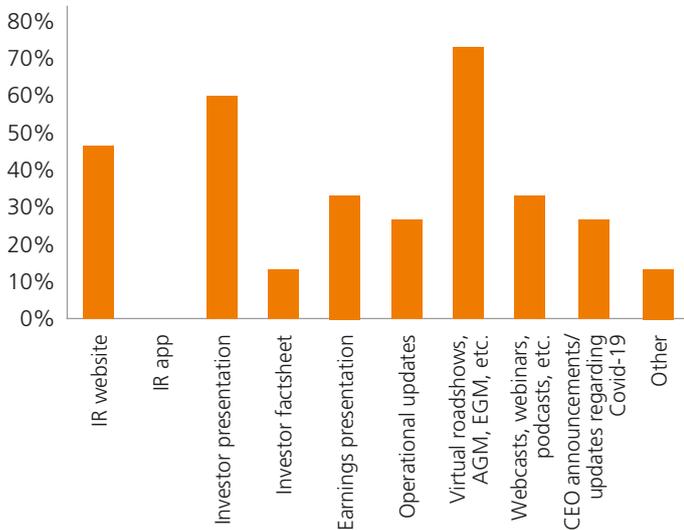
The frequency of stakeholder communication continued to accelerate, with **two-thirds** of companies surveyed reporting **more frequent communication** with their shareholders and other key stakeholders than the previous month.

6) Within the next 3 months, my company is planning to launch new employee initiatives focused on:



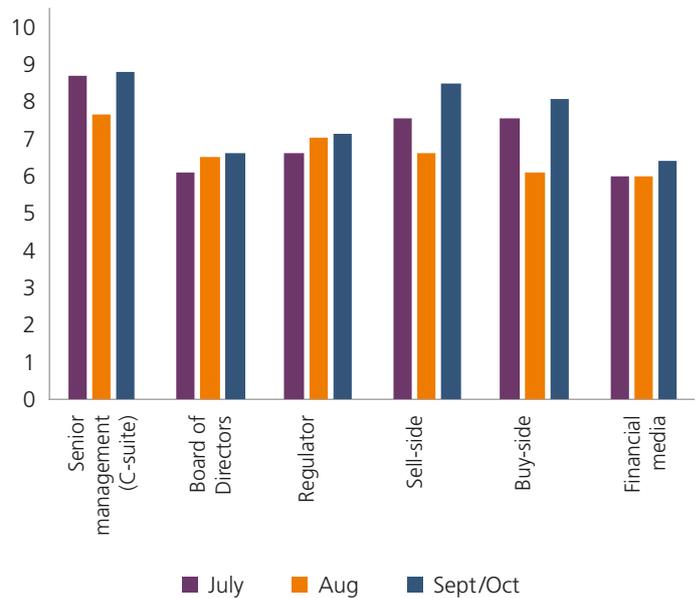
Companies surveyed remain active in launching new employee initiatives in the short term, with **60%** planning new employee safety, health & wellness, and **corporate purpose/values initiatives** within the next 3 months.

7) In the last month, we have introduced and/or improved the following tools/channels for engaging with our stakeholders:



Virtual engagement tools and channels rose **10%** to the top of the priority list, with **73%** of IR practitioners surveyed saying they have introduced and/or improved them in the last month, while investor presentations took the second spot at **60%**.

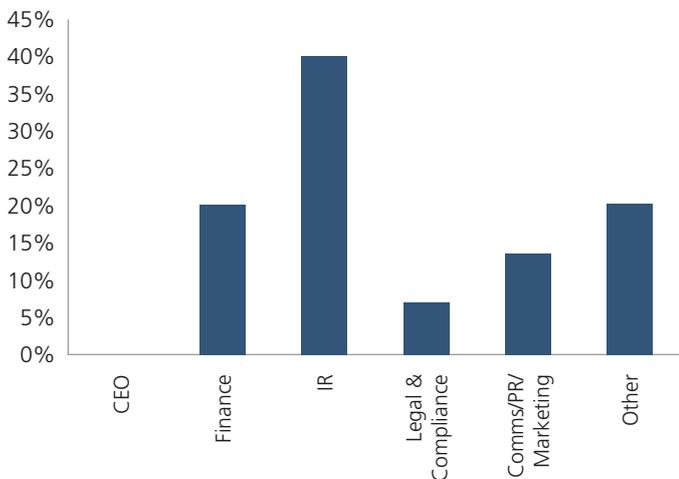
8) Our current level of Investor Relations engagement with...



IR professionals surveyed reported an increase in engagement with all stakeholders compared to the previous report, with the biggest increases in engagement with the **buy-side (31%)** and **sell-side (26%)**.

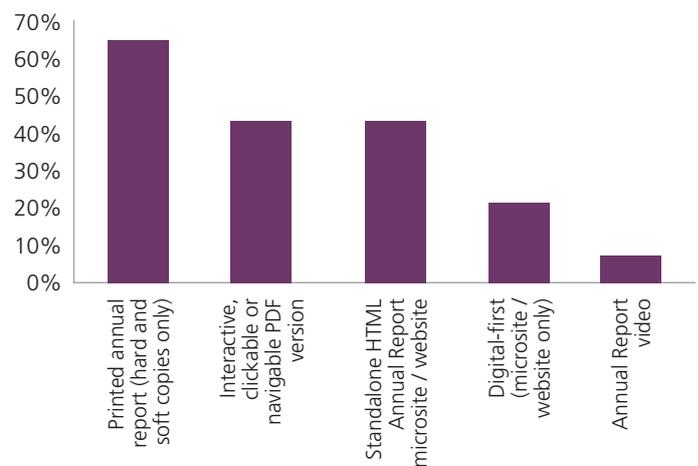
Spotlight on Annual Reports

9) In my organization, our Annual Reporting process is led by:



40% of companies surveyed said that their Annual Reporting process is led by Investor Relations, while **20%** said that their Finance function led full-year corporate reporting.

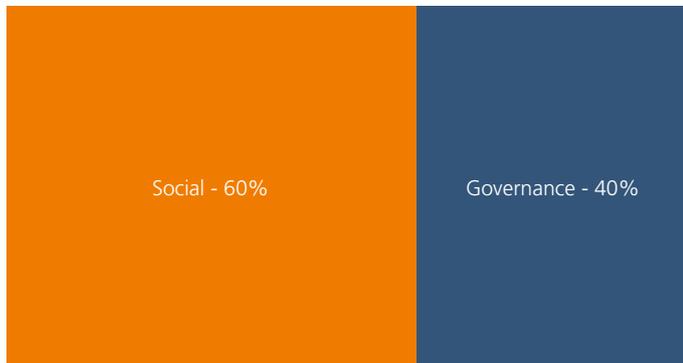
10) For our 2020 Annual Report, our digital engagement will include:



While **64%** of respondents said that they will publish a traditional, printed Annual Report this year, the vast majority are **also** planning to **publish a digital version**, either in the form of an **interactive PDF** or standalone **HTML microsite**.

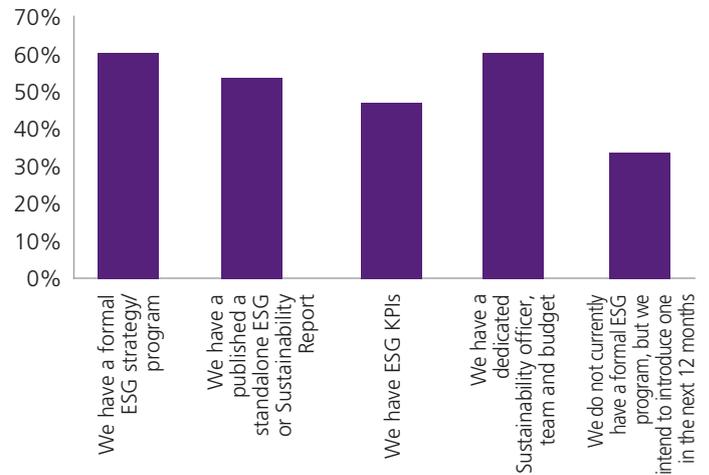
ESG in focus

11) In the last month, the following ESG pillar has been the most important to our stakeholders...



None of the IR experts surveyed said 'Environmental' was the most important ESG pillar for their stakeholders, down from **19%** in the last report. 'Social' increased from **44%** to **60%** of respondents.

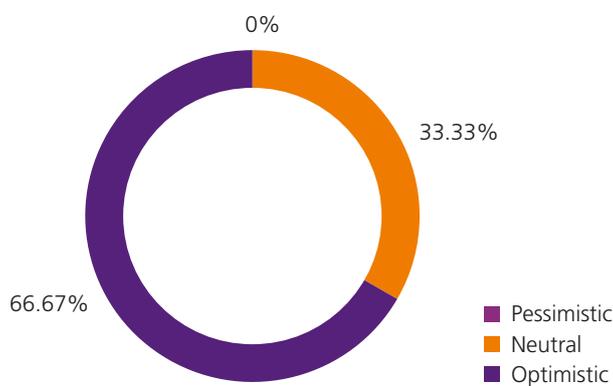
12) On our current ESG program:



60% of companies surveyed said they had a formal ESG strategy/program in place, and **60%** said they had a dedicated Sustainability officer, team and budget. **One-third** said they do not have a formal ESG program, but plan to introduce one in the next 12 months.

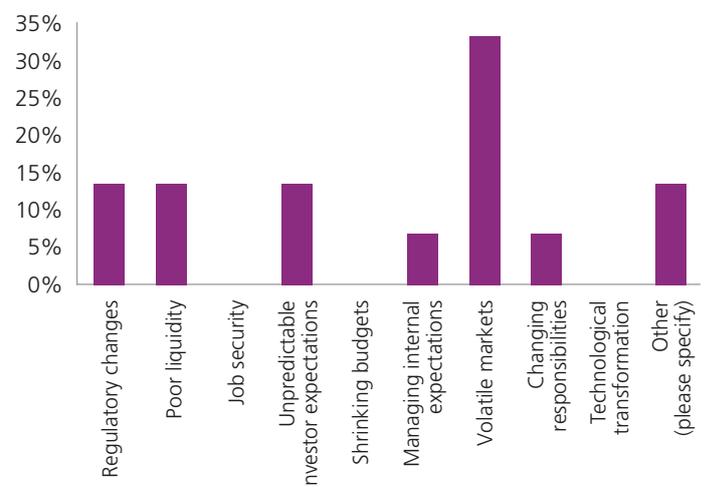
Looking ahead

13) I feel _____ about my company's prospects over the coming 3 months.



Two-thirds IR professionals surveyed are **optimistic** about their company's prospects over the coming 3 months, down from **80%** since the previous report.

14) My biggest professional concern over the coming 3 months is...



'**Volatile markets**' was once again the biggest professional concern for the coming 3 months, though it decreased from **40%** to about **one-third** of respondents.

Acknowledgements

A huge thanks to the senior IR leaders who continue to take the time to contribute their insights and expertise to the Middle East IR Pulse. They represent issuers headquartered in countries across MENA, and their insights are of immense value to us. We greatly appreciate their support for the Pulse, MEIRA and the wider regional IR community.

Get in touch

We'd love to hear from you, so please don't hesitate to get in touch:

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