

Digital Communication: How to do it right

Your IR website is the number one digital source capital market audiences use when researching a company. Here's our data-led insights on how to optimise your digital communications.



James Taylor,
Director of Business Development, EMEA
Investis Digital [IDX] for MEIRA

Agenda

1. Investis Digital introduction
2. The role of IR site in engaging capital market stakeholders
3. Data insights on IR site usage by capital market stakeholders
4. What good looks like

Investis Digital (IDX)

An **Investcorp portfolio** business, the market leader in digital corporate communications & IR solutions

Expertise – Market leader in corporate/IR websites & associated digital solutions for listed companies

Technology – Solutions delivered via an industry-leading, enterprise-grade cloud IR platform

Service – A model designed for listed companies, we provide 24/7/365 technical support and ongoing strategic advice



20+ years
IR experience



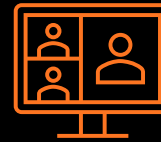
600
digital
IR experts



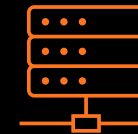
PE
backed by
Investcorp



10 offices
global
business



3,000+
clients



1.7 billion
monthly
site visits





























35,000+
service requests
managed
annually



300+ awards
won

Market leading position in Europe & US, **expanding to GCC.**

All under one roof, for IROs.

IR SITE

SHARE PRICE TOOLS

Market Close	Symbol	HSBA	
16:45 BST 19/09/2023	Last close	623.00	
630.70	+1.70 (+1.24 %)		
GBP	Open	626.00	
ISIN	GB0005405286	Day volume	12,631,909
Shares in issue	18,610,551,585	Market cap	123,883.75 MM GBP

NEWS

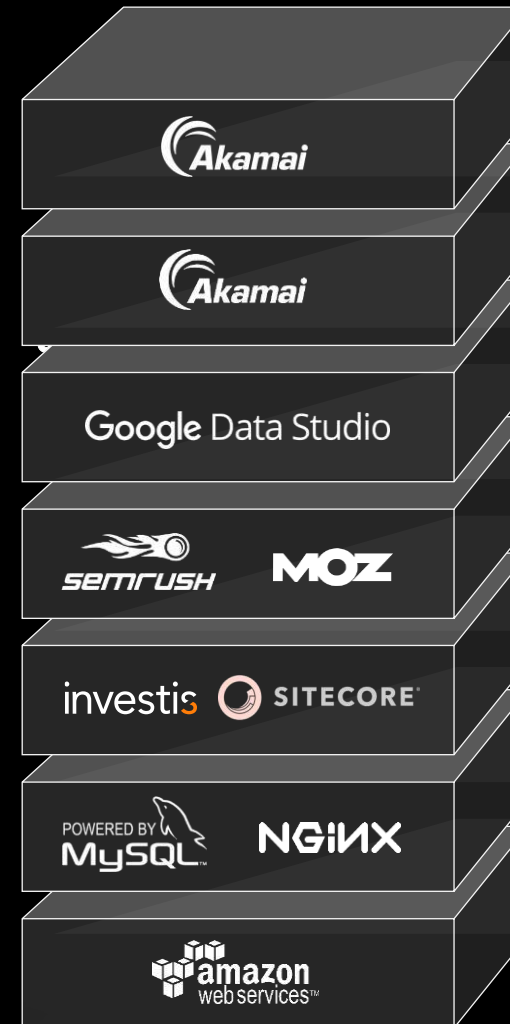
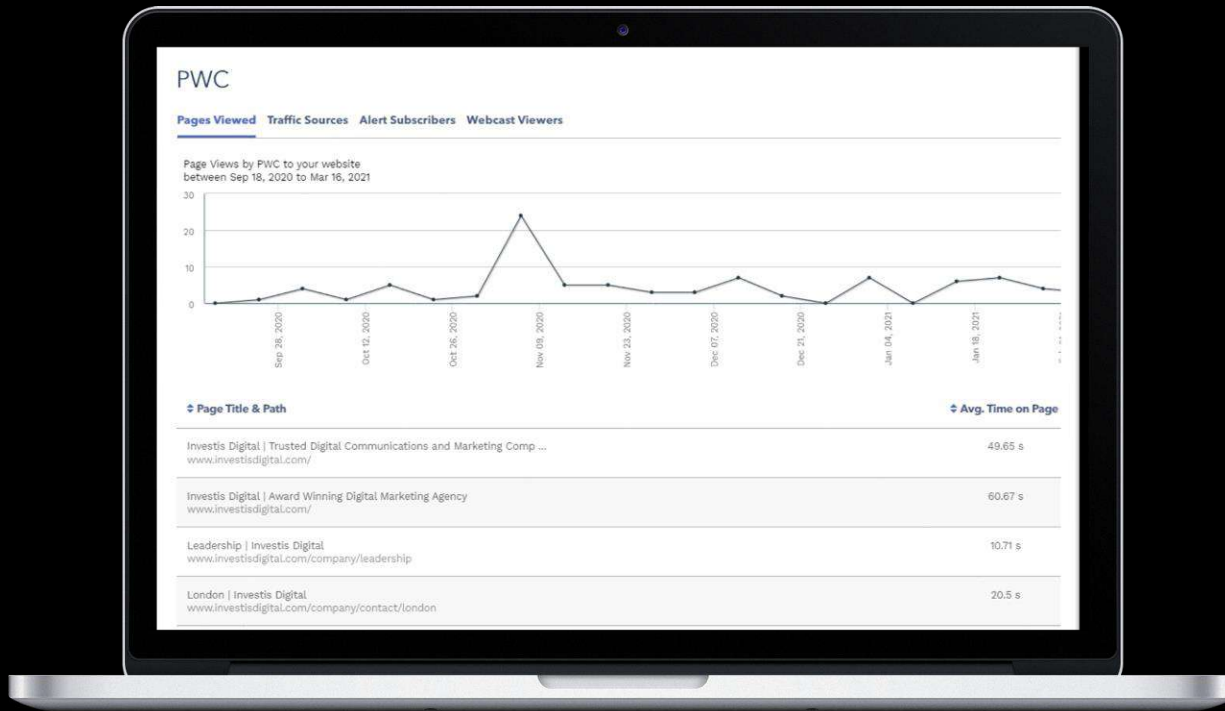
Date	Title	PDF
11 September 2023 - 09:30	Director/PDMR Shareholding	PDF
25 August 2023 - 14:45	Director/PDMR Shareholding	PDF
08 August 2023 - 12:30	Director/PDMR Shareholding	PDF
08 August 2023 - 09:45	Director/PDMR Shareholding	PDF
04 August 2023 - 11:51	Holding(s) in Company	PDF
02 August 2023 - 07:00	2023 Half Year Results	PDF Green
02 August 2023 - 07:00	Directorate Change	PDF Green
31 July 2023 - 09:30	Director/PDMR Shareholding	PDF
29 July 2023 - 19:00	Trading Update	PDF Green
20 July 2023 - 09:00	Directorate Change	PDF Green

WEBCASTING

We provide an enterprise-cloud **Platform as a Service (SaaS)** solution, supported by best-in-class hosting and security by the world's best technology companies.



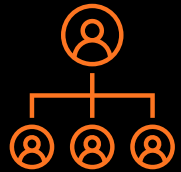
Enhanced CMS & analytics experience specifically for IR websites



- Global Content Delivery Network
- Layer 7 WAF & Premium DDoS Protection
- Built-In Visual Website Analytics
- Built-In SEO Optimization & Social Media API Support
- Web Content Management System
- Secure Data Storage & High Performance Web Server
- Scalable & Load Balanced Cloud Hosting

Global service and support is at the heart of what we do – we're committed to providing the highest standards of support in IR industry, delivered across our **local offices** and our **24/7/365** global support team.

Website Manager



Named contact responsible for the day-to-day running of your website, including all key events such as results

Client Service Team



Assist with out of hours queries, 24/7/365 days a year, with a guarantee to respond within 15 minutes

Account Manager



Providing ongoing strategic advice to ensure IR website contributes to achievement of IR & comms objectives

Why your website matters.

First impression

73%

of investors say the quality of an IR website influences their investment decisions

INVESTIS DIGITAL

Analysis

88%

of institutional investors use IR websites when researching equities

INVESTIS DIGITAL

Action

88%

stated that they have made a recommendation or decision based on information from digital

BRUNSWICK

Why your website matters.

Clarity

98%

of capital market audiences expect a company to present investment case on website

COMPREND

Audience

No 1

corporate/IR website top ranked digital source for equity research, ahead of LinkedIn, Google search & media

BRUNSWICK

Essential

47%

ranked digital as the most important form of communication to inform equity research, ahead of direct engagement (27%) & traditional comms (22%)

BRUNSWICK

What's popular.

Our **3,000+** websites attract **1.7 billion** monthly visits. Through our platform we can monitor how **1 million+** organisations are using our websites.

We've used a snapshot of this data to show you what content **investors** actually **look at**.

Top viewed pages, *by institutional investors.*

IR section

Ranking	Page
1	IR landing page
2	Latest results
3	Results library – Reports, reports & presentations
4	Annual Report summary
5	Investment case
6	Regulatory/Stock Exchange announcements
7	Financial calendar
8	Dividend information
9	Share Price
10	AGM

Wider corporate website

Ranking	Page
1	About Us
2	Board & Management
3	Strategy
4	Business Model
5	Sustainability/ESG
6	Market Overview
7	News
8	Product/Service portfolio
9	Case Studies
10	Purpose & Values

Investors don't restrict themselves to just the investor section but look across the corporate site.

How suitable are pages outside of your investor section for an investor audience?

IR section, devices used.

The desktop remains the dominant device for accessing IR content.

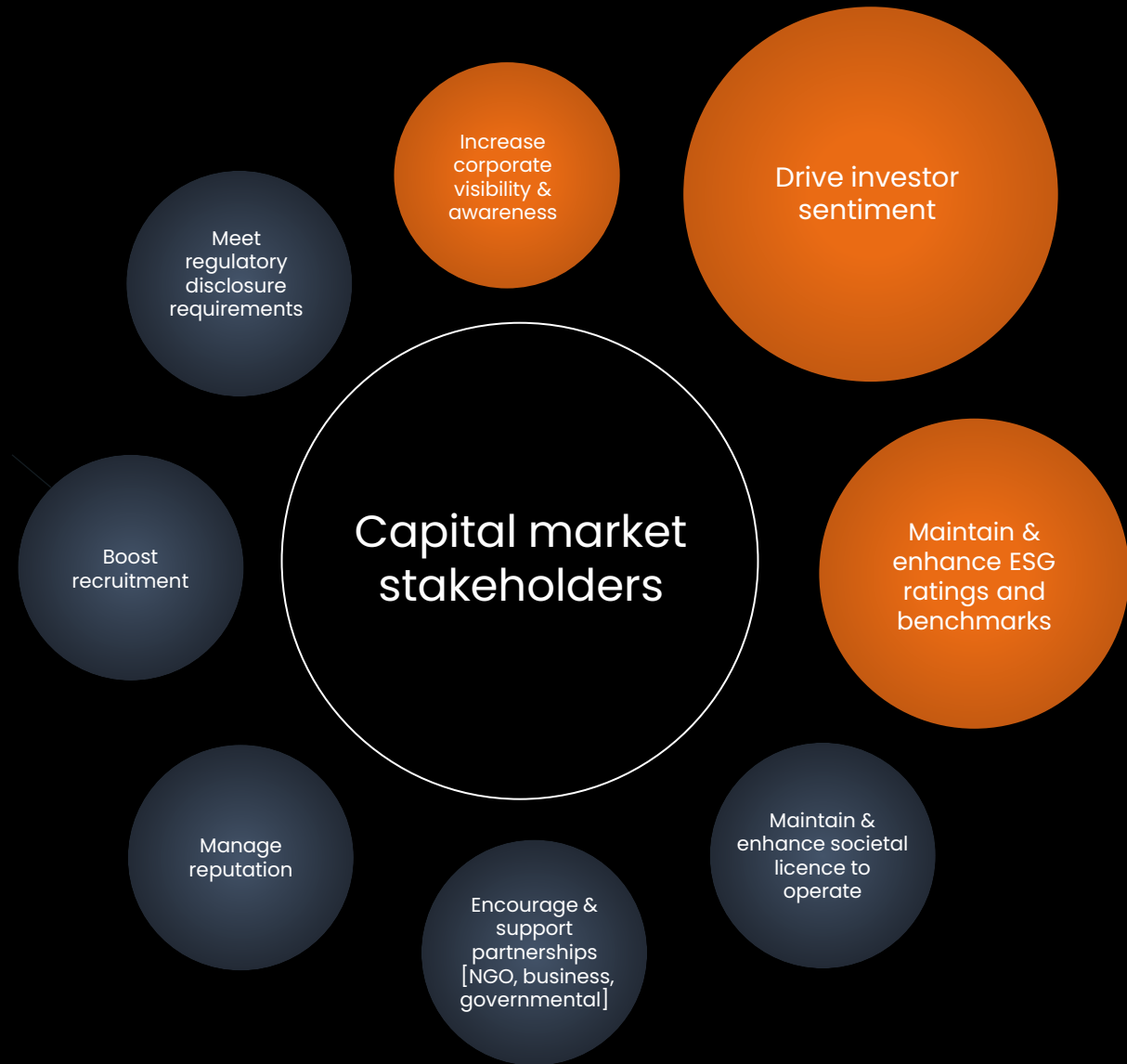


Are you reliant on PDF's for key information? If so, **35%** of your audience are getting a poor experience.

How can your IR website deliver the most business value?

We've looked across the range of 'reasons why' our clients invest in their IR website, from seeking to drive investor sentiment to maintaining societal licence to operate, to identify how your site can deliver the most value.

Short-term, we believe value can be most readily realised by focusing on the themes highlighted in orange.



We've identified **5 key areas** in which **investors** and wider capital market audiences want more from companies and how you can use your **website** to **deliver them**.

1. Investment **case**
2. Strategy **& business model**
3. Performance **& KPIs**
4. Sustainability
5. Business **context**

Investment case.

To invest, or not invest.

Why invest in Philips?

Philips is committed to driving progressive value creation through a strategy of focused organic growth, sustainable patient and people-centric innovation, and time-to-market innovation—creating value with sustainable impact.

Operating in attractive health technology segments

We operate in growing market segments, where attractive margins provide a foundation for sustainable value creation.

Driving focused organic growth and margin expansion

Philips has significant strengths to build on. We have leading innovations in hardware, software and services supporting care in the hospital and in the home. With more than 300 long-term partnerships, we are the preferred strategic and innovation partner for many customers. And, 40% of our revenue is recurring.

Focused organic growth

We will leverage attractive leadership positions to drive growth, scale our Enterprise Informatics business to unlock insights, and drive operational excellence and services in Diagnostic Imaging.

Leveraging attractive leadership positions to drive growth

We will leverage attractive leadership positions to drive growth, scale our Enterprise Informatics business to unlock insights, and drive operational excellence and services in Diagnostic Imaging.

Leveraging attractive leadership positions to drive growth

Going forward, we will concentrate resources on three Guided Therapy, Monitoring, Ultrasound, and Personal Health, where we have strong #1 or #2 positions and can create growth and expand margins more quickly. By 2025, approximately 75% of our sales will be generated by businesses with such leadership positions.

Scaling Enterprise Informatics to unlock insight

We help our customers to unlock actionable insights from pools of medical imaging data, patient care data and more third party systems. With the creation of our end-to-end Enterprise Informatics business, the largest medical imaging enterprise informatics business in the industry, we combine our platform such as remote technology, service platform and remote sensing. The project this business will achieve \$1.3 billion revenue by 2025 – with a growth rate roughly double that of Philips itself.

Driving operational excellence and services in Diagnostic Imaging

Higher margins

- Impactful, sustainable innovation
- Supply chain engagement
- Service pull-through
- Conversion of strong order book

FAB's Investment Case

Why FAB

- UAE's leading bank, a regional leader and one of the world's largest and safest financial institutions
- Diversified and client-centric business model with a strategic and extensive international network
- An ESG leader powering the regional sustainability agenda
- A market heavyweight with a robust and liquid balance sheet
- Highly profitable, efficiently run bank with a strong track record of delivering superior and sustainable shareholder returns

Why now

- Favourable domestic and regional macroeconomic backdrop underpinned by high oil prices, the recovery of key economic sectors and ongoing structural government reforms
- Rising interest rate environment, which FAB is very well positioned to benefit from
- Strategic focus to strengthen revenue-generation capabilities through greater specialisation, enhanced cross-sell and focused international expansion
- Investing to deliver sustainable growth and create productivity and efficiency gains
- Expanding presence in Egypt and targeted markets

FAB at a Glance

FAB at a Glance Q1'23 | FAB at a Glance Q4'22 | FAB at a Glance Q3'22 | FAB at a Glance Q2'22

FAB at a Glance Q4'21 | FAB at a Glance Q3'21 | FAB at a Glance Q2'21 | FAB at a Glance Q1'21

FAB at a Glance Q4'20 | FAB at a Glance Q3'20 | FAB at a Glance Q2'20 | FAB at a Glance Q1'20

FAB at a Glance Q4'19 | FAB at a Glance Q4'18

Contact Us

Email FAB Investor Relations Team: ir@bankfab.com

Email Our Registrar: sfas-inquiry@bankfab.com

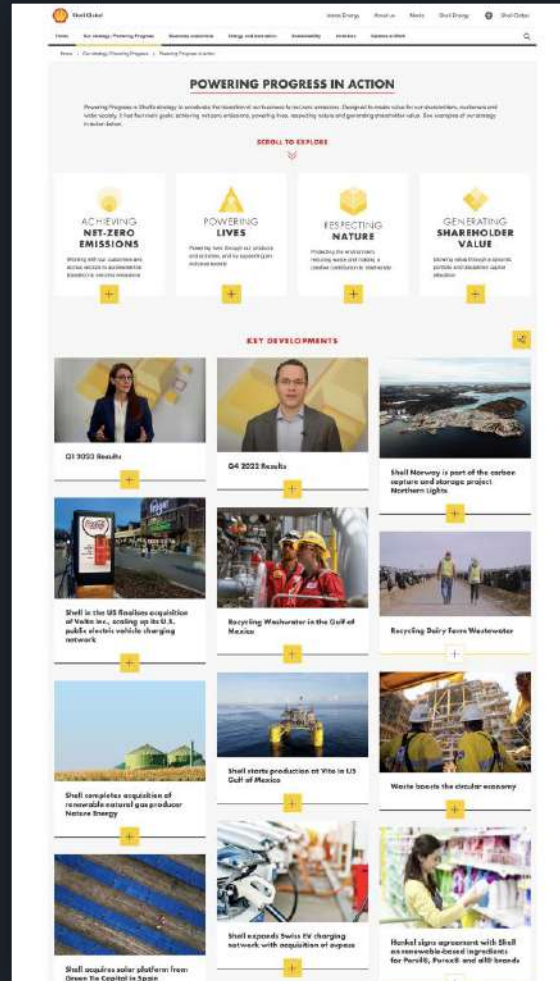
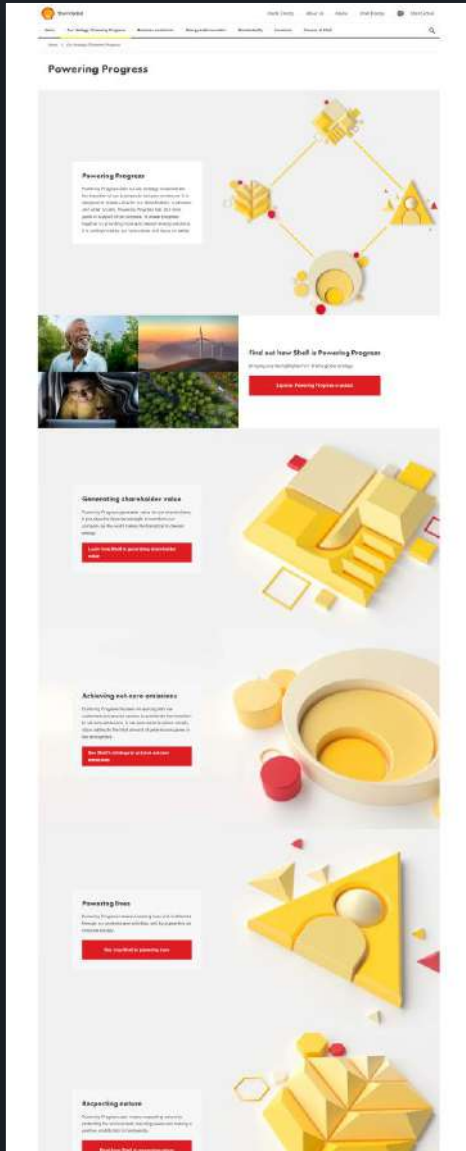
Footer: About First Abu Dhabi Bank (FAB), Investor Relations, Customer Charter, Privacy Policy, Terms & Conditions, FAB's Investment Case, ESG Rates, M&A, R&D Transfers, ESG News, Careers, Investor Relations, Customer Charter, Privacy Policy, Terms & Conditions, Disclaimer, Cookie Declaration.

Philips provide a very comprehensive analysis of the company's strategic strengths, innovation-driven approach, and global impact, providing investors with a deeper understanding of the company's long-term potential.

FAB simplify the key reasons they're an equity you should be holding.

Strategy & business model.

Tell & show.



Overview

With an international footprint that extends to 16 countries across Asia, the Middle East and Africa, e8 operates in a wide array of macro-economic and geo-political contexts. Added to this is the fact that the telecom industry itself is undergoing unprecedented transformation, driven by various factors, including evolving technologies such as 5G, new business models, changing customer behaviours, and the increasing traction of over-the-top (OTT) competitors. These factors are slowly eating into the traditional core telecom services revenues that remain a sizable portion of the Group's countries of operations. Unpackaging the transformation of the telecom industry and its' fact all industries in end-to-end digitalisation, which influences telecom operators both internally, in terms of operating models, and externally, in terms of business models and value propositions.

This digital revolution is enabling consumers to adopt increasingly tech-savvy lifestyles, businesses to change the way they operate and deliver value, and governments to offer ever-smarter solutions on the route towards truly smart governments and cities. This all-encompassing digital transformation provides the telecom industry with significant growth opportunities. This is because the demand for high-speed and low-latency data, smartphones, digital solutions, and appealing content across multiple digital channels is continuously increasing. In addition, due to the integration of cross-industry value chains in verticals such as media, financial, healthcare, education and automotive sectors, digitalisation is enabling telecom operators to play roles that are more significant in these adjacent industries.

Target strategy

The e8 introduced the "TARGET" strategy to align the strategic direction of all operating companies, thereby taking full advantage of growth opportunities going forward.

The vision and the associated strategy were introduced in response to the macro-economic and market environment across our footprint, which continues to evolve thus resulting in the "TARGET" strategy being even more relevant.

"TARGET" sets out the Group's priorities, focus areas, direction and ambition within the following framework:

- To drive the digital future to empower societies
- Accelerate value penetration through innovation and digitisation
- Retain capabilities and develop talent across the Group
- Grow B2B/digital across the footprint
- Expand portfolio in MENA and knowledge economies
- Transform operating companies into strongholds

Our Strategy T A R G E T

To drive the digital future to empower societies

In 2018, e8 introduced a powerful and digitally inspired vision: "Drive the Digital Future to Empower Societies".

This vision is guiding e8 in its transition from a traditional telecom operator to an integrated ICT/digital solution provider, which in turn is enabling e8 to cement its industry-leading position by working towards the following goals:

- Reshaping the lives of consumers
- Accelerating the economic growth of businesses
- Enhancing the competitiveness of the countries in which the Group operate

Shell has dedicated pages for each of their strategic pillars covering shareholder value, sustainability and human impact.

E&'s strategy page articulates how their "TARGET" sets out the Group's priorities, focus areas, direction and ambition.

Agthia have an excellent video showcasing their transformational journey to become an F&B leader by 2025.



Performance & KPIs.

Financial results & reporting.

The screenshot shows the GSK website's 'Quarterly results' page. At the top, there's a navigation bar with 'GSK' logo and various menu items like 'Home', 'Investor', 'Products', 'Responsibility', 'Partners', 'Media', and 'Careers'. Below the navigation, the main heading is 'Quarterly results' with a sub-heading 'Discover our latest financial performance announcement and search for historical quarterly results materials.' There's a search bar and a 'Filter by year' dropdown. The page is divided into sections: 'LATEST RESULTS' featuring a video player for the '2022 Full year and fourth quarter' results, 'Highlights' with a summary card, and 'Downloads' with a list of documents. At the bottom, there's a section for 'Q3 Results 2022'.

The infographic titled 'Highlights' features a central circular chart showing 'Total sales £29.3bn +17%'. To the right, it lists 'Specialty Medicines £11.3bn +29%' and 'General Medicines £10.1bn +1%'. Below the chart, a table shows 'Total EPS 110.8p +18%', 'Adjusted EPS 139.7p +15%', and 'Adjusted operating profit £8.2bn +14%'. Other metrics include 'Free cash flow £3.3bn', 'Dividend 61.25p', and 'Pipeline 69 Vaccines and medicines'. The GSK logo and 'Ahead To You' tagline are at the bottom.

The screenshot shows the DP World Annual Report & Accounts 2022. The top section is a hero image with the title 'DP WORLD ANNUAL REPORT & ACCOUNTS 2022'. Below this is a quote from H.E. Sultan Ahmed Bin Sultan, Group Chairman & Chief Executive Officer. The middle section is titled 'A YEAR IN REVIEW' and features two columns for 'January' and 'February' with small images and text. Below that is 'OUR HIGHLIGHTS' with four columns of data: Revenue (US\$17,127m), Adjusted EBITDA (US\$5,014m), Adjusted EBITDA margin (29.3%), and Adjusted EBITDA (US\$1,438m). The bottom section is 'WHAT WE DO & WHERE WE OPERATE' with a brief description of the company's mission.

GSK provide current and historic quarterly results on a single page using a consistent visual summary format to aid comparison.

DP World have a annual report summary page outlining the key themes of the annual report, into a digestible digital format.

Sustainability.

ESG storytelling & resources

External benchmarking	Current rating	Previous rating	Comments
S&P Global Corporate Sustainability Assessment	80/100	88/100	2nd in the pharmaceutical industry group
Access to Medicine Index	4/50	4/23	Top in the index
Antimicrobial Resistance Benchmark	84%	84%	Leader
CDP Climate Change	A-	A-	
CDP Water security	B	B	
CDP Forests (peat oil)	A-	B	
CDP Forests (barrier)	B	B	
CDP Supplier engagement rating	Leader	Leader	
Sustainalytics	BB Low risk rating	BB Low risk rating	S&P 2nd in the pharmaceutical industry group, A- lower environmental lower risk
PRIC1	AA	AA	
PhoCys ESG solutions	A	A	2nd in the pharmaceutical sector
ESG Corporate Rating	B+	B+	
FTSE4Good	Member of FTSE4Good Index since 2008	Member of FTSE4Good Index since 2008	
Productivity Metrics & Disclosure Index (PMI-DI)	77%	76%	



We are setting the path towards a sustainable future

Foreword Message

Shangli Basler
 As the largest stakeholder, GSK has taken decisive steps on a global perspective to the financial performance of the pharmaceutical and other sectors to support the pace of global environmental change. We have also taken significant steps to reduce our carbon footprint by 2030, while maintaining our focus on our core business in addition to making strong and clear commitments to our stakeholders to ensure the long-term success of our business.

FAB Environmental, Social and Governance (ESG) Strategy



Transitioning to a low Carbon Future

- To ensure the most sustainable future for our stakeholders and the planet.
- To act in partnership with our stakeholders to accelerate the transition to a low carbon and net-zero future.



Capitalising on our Social Responsibility

- To support our stakeholders to achieve their goals and improve their performance.
- To ensure a positive, sustainable and profitable future for our stakeholders.



Transforming our Governance Model

We will continue to work together to ensure our ESG and sustainability strategy is well managed.

Latest Weekly Updates

GSK ESG Weekly Update - 19th September 2023
GSK ESG Weekly Update - 12th September 2023
GSK ESG Weekly Update - 5th September 2023

GSK present a wealth of detail – both on the reporting journey and on current performance data.

FAB validate importance with an introduction from their Chief Sustainability Officer, provide weekly updates and video content.

Business context.

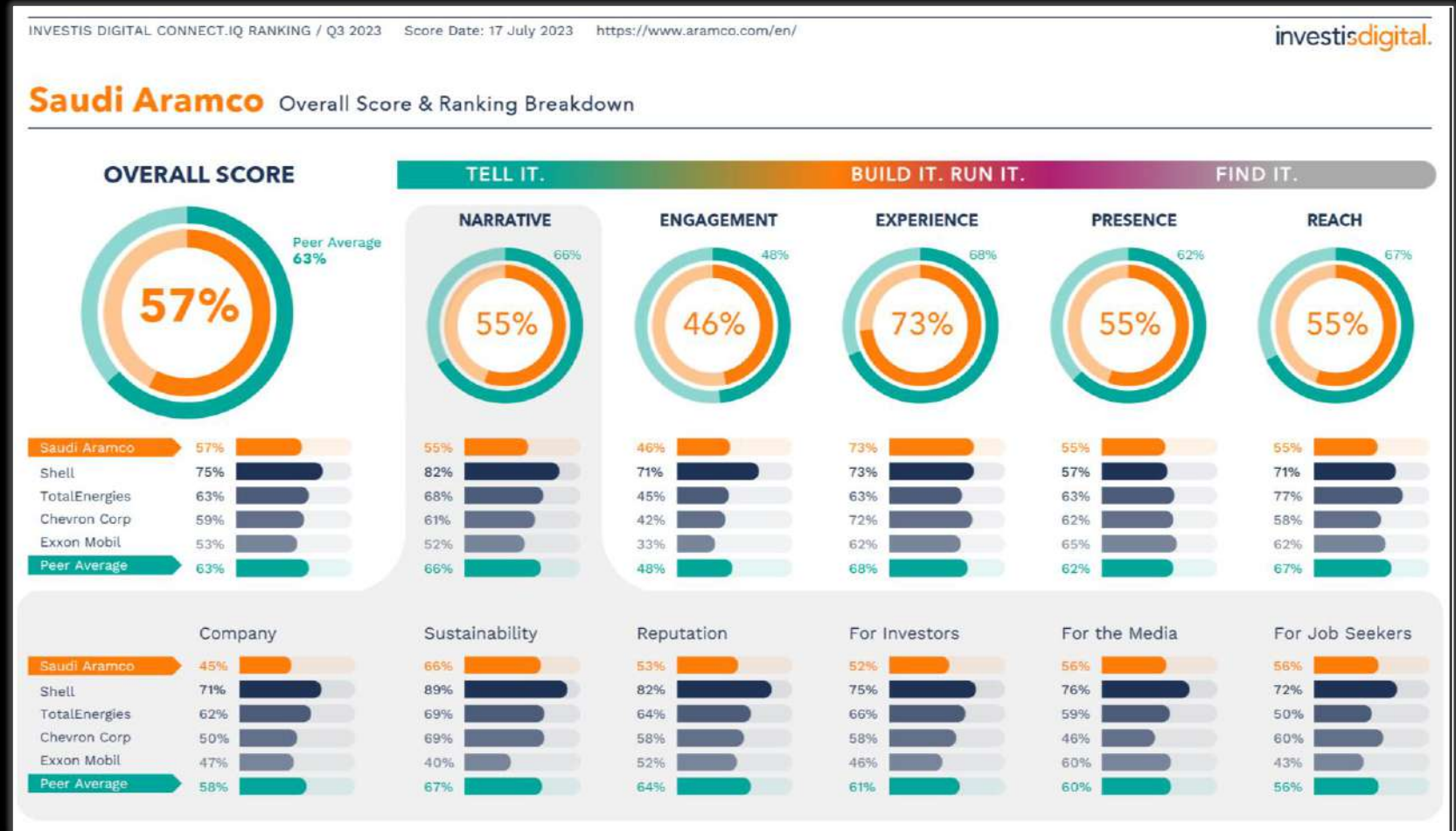
Benchmark analysis

We're delighted to offer MEIRA members a complimentary analysis of your IR website.

Benchmarking its performance versus our best practice checklist, comprising 300+ criteria, and four peers.

Your report will enable you to quantify the performance of website and how well you're engaging capital market audiences.

Please send four peers to James.Taylor@investisdigital.com, we can produce a report in 5 days & schedule a complimentary meeting to review findings.



Thank you

Follow-us:

<https://www.linkedin.com/company/investisdigital/>

Contact myself:

James Taylor
Director of Business Development, EMEA

James.Taylor@InvestisDigital.com

+447749485281

Upcoming thought leadership:

- ESG 25 – top online ESG comms
- GCC 50 – top sites

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The ESG Top 25

Connect.IQ Special Report

How do the top rated companies tell their story?

We've used our proprietary Connect.IQ methodology to evaluate hundreds of global corporate websites to identify and rank the top 25 sustainability communications leaders.

COMMUNICATING YOUR JOURNEY: TRANSPARENCY

ESG Reporting

Despite the rise of integrated reporting the majority of large cap UK companies continue to publish a stand-alone ESG related report.

Just like their financial counterparts companies continue to experiment with a range of online formats to find what works best for their reporting needs and stakeholders.

WEBSITE BENCHMARK
Companies publishing a stand-alone ESG focused report.

Online **20%** PDF only **77%**

REPORT MICROSITE
ENI
We love the ENI online sustainability report. It artfully combines easy to digest narrative with explainer videos and interviews.

They've also included a single page bringing together all the downloads, interviews and multimedia content in one place, creating an alternate and novel way of navigating the report content.

We're not convinced this is the right direction for professional audiences focused on fact-finding but it sets a benchmark for what all-audience sustainability content can look like.

REPORT SUMMARY
Microsoft
Microsoft have a single page summary of their environmental responsibility report embedded in their website.

This approach mirrors how many FTSE 100s provide quick and mobile-friendly access to their Annual Reports.

REPORT SUMMARY
H&M Group
H&M Group publish a voluntary sustainability disclosure alongside their integrated annual report.

The on page online summary provides quick links from the banner to the full report and key frameworks, an approach we encourage others to follow.

investisdigital [iDX]

front and back cover photo credit: global warming stripes, 11/09 to 2022 | W. Lee Oil