

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



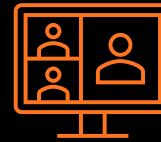
600
digital
IR experts



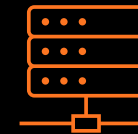
PE
backed by
Investcorp



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

Information on this page is updated via a live feed (20-minute delay) from the London Stock Exchange's website. To retrieve the full story please click on the headline.

Select either: All news types

Or Choose from the following categories:

- Acquisitions
- Board/Management Changes
- Contracts & JVs
- Inside Information
- PDMR/Director Shareholding
- Results
- AGM/EGM Information
- Bonds
- Holding(s) in company
- Partner Network Agreements
- Products and Services
- Voting Rights

Date	Title	PDF
11 September 2023 - 09:30	Director/PDMR Shareholding	PDF
25 August 2023 - 14:45	Director/PDMR Shareholding	PDF
06 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
30 July 2023 - 09:00	Directorate Change	PDF Green

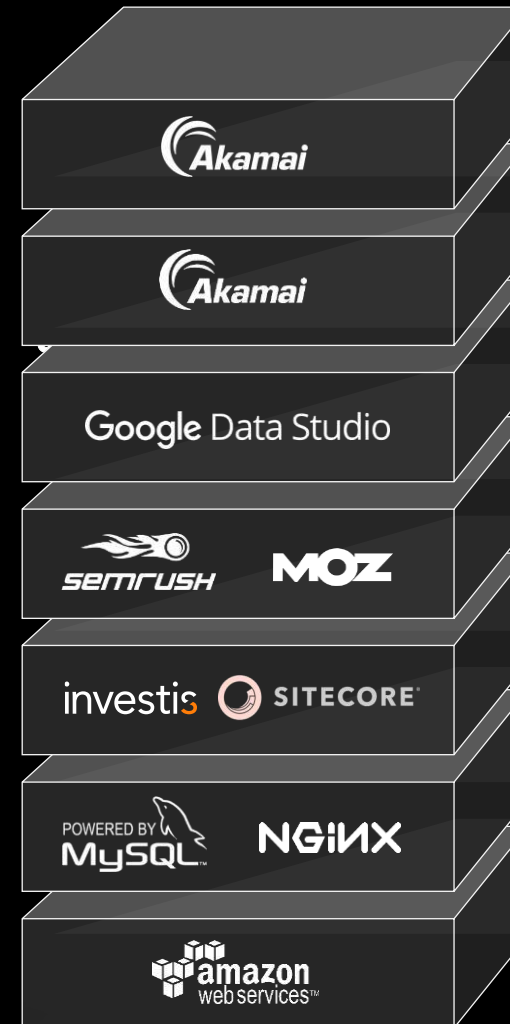
WEBCASTING

INTRODUCTION

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.

investis  **SITECORE**

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

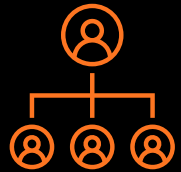
Web Content Management System

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.

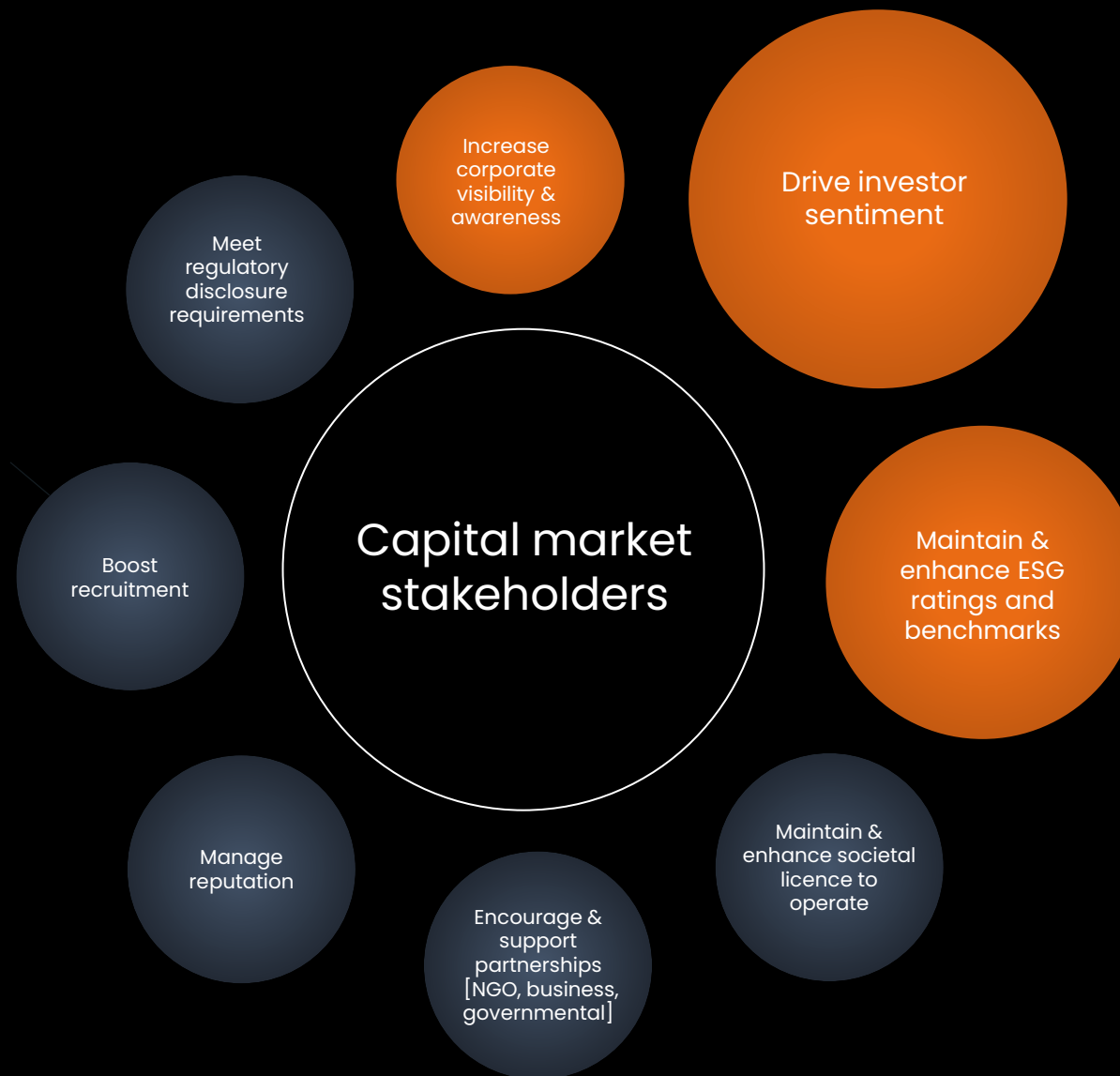


Are you reliant on PDF's for key information? If so, **35%** of your audience are getting a poor experience.

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 partners and people, contract innovation and time-to-market innovation – creating value with sustainable impact.

Operating in attractive health technology segments

The alternative market is expected to grow at 2.8% over the 2023-2026 period, compared to high-velocity growth.

Admittable market, EUR billion

Year	Market Size (EUR billion)	Change (%)
2023	~100	0.0%
2026	~102	2.0%

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 ~60% 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

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 accelerate growth and expand margins more quickly by 2025. Approximately 75% of our sales were generated by businesses with such leadership positions.

Segment	Market Position	Key Metric
Image Guided Therapy	#1 in systems and devices	~15% of Philips revenue
Monitoring	#1 in hospital, #2 in ambulatory	
Ultrasound	#1 in cardiac	
Personal Health	#1 in home, #2 in health care	

Scaling Enterprise Informatics to unlock insight

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

- > 15,000 HLT beds with remote population health management
- > 20 million patients with device to EMR connectivity per year
- > 3,000 sites with Philips technology PMS

Driving operational excellence and services in Diagnostic Imaging

In Diagnostic Imaging, we will drive better care gains through operational excellence. Before buying innovation, safety, device requirements to reduce total time, and conversion of our strong order book, as well as increased service gain through:

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

Higher margins

Invest in Arabian Drilling

1. Integral Role in KSA's Hydrocarbon Production

Arabian Drilling is poised to benefit from its strong presence in the Kingdom and from the positive tailwinds in the onshore and offshore drilling markets.

Primarily operates in the Kingdom which is a leading oil-producing country characterized by the lowest production costs in the world.

The Kingdom is critical in addressing the robust hydrocarbon demand in the MENA region and globally, with the Kingdom expected to be the key contributor towards the incremental volume additions in the MENA region with 30% of the total MENA additions until 2030.

- The Kingdom is expected to increase its hydrocarbon production in onshore and offshore by 20250 at a EACR of 1% between 2020 and 2025, reaching 13.8 mboepd in 2025.

Arabian Drilling has played – and continues to play – a significant and integral role in the growing, resilient and changing hydrocarbon production market in the Kingdom with EGP drilling expansion in the Kingdom expected to increase by 15% per annum from 2023 to 20250 to support increased production.

Furthermore, the Kingdom is expected to significantly increase natural gas production to cater to the growing gas demand in the Kingdom, with the highest demand growth of more than 5% CAAGR between 2020 and 20250 compared to a 1.5% increase globally.

The cost competitiveness of fluids supply in the Kingdom and the Middle East as a whole is expected to result in activity concentration in the region as we move towards 20300.

All of these factors are expected to drive onshore and offshore rig demand and Arabian Drilling is well positioned to capitalize on the strong market tailwinds.

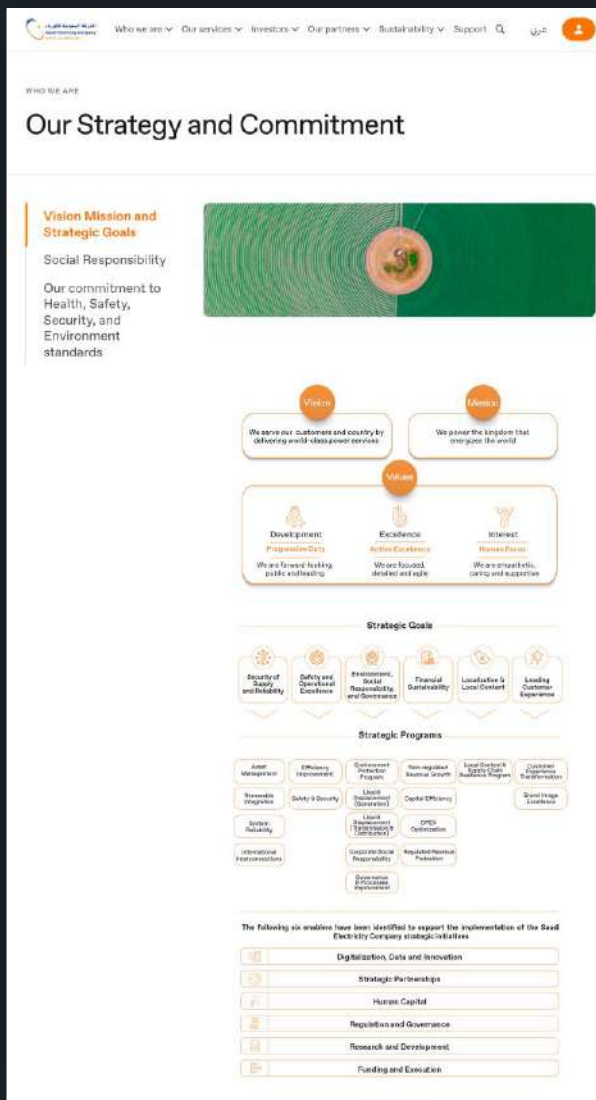
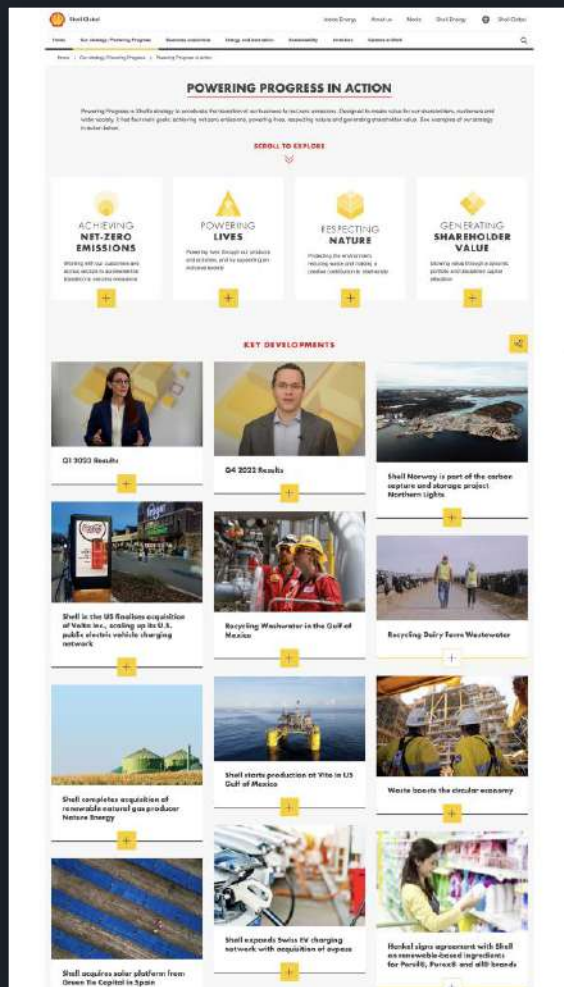
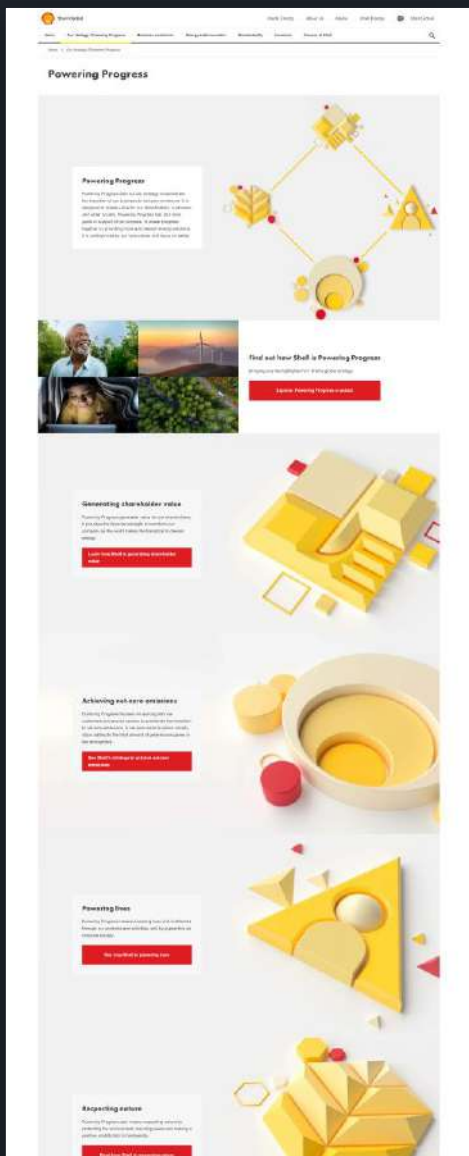
- 2. Unique Sector and Market Knowledge**
- 3. Track Record of Operational Excellence**
- 4. Robust Financial & Operational Performance**
- 5. Clear Roadmap to Growth**
- 6. Highly experienced management team**
- 7. Commitment to embedding sustainability and ESG**

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.

Arabian Drilling simplify it into 7 key reasons they're an equity you should be holding.

Strategy & business model.

Tell & show.



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

Saudi Electricity's strategy page, through an excellent infographic, outlines their strategic priorities and how they're embedded into their sustainable approach.

Performance & KPIs.

Financial results & reporting.

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

Aramco have an 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	BB+/D	BB-/D	2nd in the pharmaceutical industry group
Access to Medicines Index	4/10	4/23	Top in the Index
Antimicrobial Resistance Benchmark	84%	84%	Leader
CDP Climate Change	A-	A-	
CDP Water security	B	B	
CDP Forest (peat oil)	A-	B	
CDP Forest (barter)	B	B	
CDP Supplier engagement rating	Leader	Leader	
Sustainalytics	BB Low risk rating	BB Low risk rating	S&P sustainability group A, lower score represents lower risk
PRC1	AA	AA	
Pharm's ESG solutions	A	A	2nd in the pharmaceutical sector
ESG Corporate Rating	B+	B+	
FTSE4Good	Member of FTSE4Good Index since 2021	Member of FTSE4Good Index since 2021	
Producers' Platform Disclosure Index (PDI)	77%	76%	

Scores as at 31 March 2023

Disclosure

- Charitable grants
- Trade association memberships
- Patient organisation funding
- Engaging with healthcare professionals

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

Ma'aden have a Sustainability Strategy page which articulates how their Strategy 2025, will be delivered through four main areas

Business context.

CONTEXT

Explain drivers for growth.

Megatrend	Investment theme	Our portfolio
Energy transition - low carbon and circular economy	Renewable energy generation	GO infra, virtium, altero, Solumo
	Electrification/energy transition	Joule, EGO, SACT
	Shared resources	GOO, SRL
Digitalisation and technology disruption	Automation, digital operations and increasing connectivity	altero
	Demand for healthcare	IONISIO
Demographic change	Automation, digital operations and increasing connectivity	Lampert, PACNET, Solumo
Globalisation	Global trade and transport	Operatech, EGO
Renewing social infrastructure	Urbanisation and smart cities	SRL

Our work in Egypt

Since 1954 we have been contributing to the growth of the country in which we operate in our Exploration & Production and Global Gas & LNG Portfolio.

Eni's commitment to enhancing the value of gas

Studying plans to complete the replacement and decommissioning of the Egyptian gas sector, more than 1000 experts met in the context of the meeting in Cairo, held on 19 January 2023 between the President of the two companies of Egypt, Abdel Fattah el-Sisi and Eni CEO Claudio Deschigi. It was an opportunity to discuss climate scenarios, projects and collaboration on emission reduction technologies, as well as signing the Memorandum of Understanding (MoU) for the withdrawal of gas, which is also aimed at ensuring quality and diversification in the gas supply. In February 2023 the Generalist plant produced its **5th LNG cargo** after returning production in **March 2021**.

Press releases and news

Keep up to date with the latest news about our work in the country and our projects in the region.

- NEWS: ENI announces the development of managerial resources for the future.
- ENI announces the 500th cargo from Damietta LNG facility in Egypt.
- NEWS RELEASE: The President of Egypt Abdel Fattah el-Sisi meets Eni CEO Claudio Deschigi.
- NEWS RELEASE: Eni Announces a New Gas Contract in the Eastern Mediterranean Sea, off the coast of Egypt.
- NEWS RELEASE: The President of Egypt Abdel Fattah el-Sisi meets Eni CEO Claudio Deschigi.

Exploration & Production

Below is the 2023 share of gas production in the country:

- 30 mm bbl annual condensate production
- 538 bcf natural gas production
- 131 mm boe annual hydrogen production

Our exploration activity in the country

In 2023, we have continued to explore and develop gas reserves in the Eastern Mediterranean, with primary areas in the Eastern Mediterranean, the **Mediterranean** and the **Red Sea**. The new developments in the Eastern Mediterranean, dated back to January 2023, with the **merged well** in the **Merigat** offshore area, consistent with the Eastern Mediterranean Sea. This is an important confirmation of the effectiveness of Eni's strategy, with a focus on the Egyptian offshore, in the field of hydrocarbons, particularly in the **Merigat** field (in 2023), or 21% of our annual production. In the same year, **reservoirs** were also identified and awarded to the country, with prospects for them to be developed in the future, under the **Improvement of Recovery (IOR)** purposes.

Renewable energies - an agreement for hydrogen production

Eni and the Egyptian government have signed an agreement with Egyptian Electricity Holding Company (EEHC) and Egyptian Natural Gas Holding Company (EGNH) to build the world's first commercial facility for the production of **hydrogen**, using specific **green hydrogen**. The hydrogen will be produced from **renewable sources**, such as solar hydrogen, through the **usage of CO2** in industrial natural gas fields. The plant will also enable potential hydrogen production in the local market and export opportunities. This is the first step towards the company's **energy transition** through the diversification of its energies.

We have earned the trust of consumers through our unwavering commitment to quality.

Almarai is the Middle East leading food and beverage manufacturer and distributor - and the world's largest vertically integrated dairy company. Since our foundation in 1977, consumers across the region have come to recognize the Almarai brand as synonymous with quality. Every day, we live and work by the maxim: "Quality you can trust."

A quality culture exists throughout the Company. It begins with strategic decision-making by the Board of Directors and senior management, extends across our farming, manufacturing and distribution operations and is integral to the development of our employees' professional skills. We have similarly high expectations of our suppliers and vendors and exercise rigorous quality control throughout our procurement activities.

Our activities

With headquarters in Riyadh, Saudi Arabia, we are active in five countries across the Middle East and North Africa (MENA) region: Dairy, Juice, Bakery, Fats and Infant Nutrition in Egypt and Jordan; we operate through our joint ventures International Dairy & Juice (IDJ) for Dairy and Juice products, International Dairy & Juice Bakery segment, Juice products, we operate through our joint venture, Jordan Food Industries (JFI) for Dairy products.

Strategic Overview

Almarai is the Middle East's largest food and beverage manufacturer and distributor. Our mission is to provide high quality, nutritious food and beverages that enrich consumers' lives every day. Focused on quality, we see the consumer as the preferred choice for superior products that meet their needs. We maintain high standards across our core product categories by leveraging consumer insights and through our dedication to delivering high quality products and services.

Putting consumers first

We focus on continuous improvement and diversification of our offering across existing categories. To achieve this, we follow a rigorous process of research, development and quality assurance. Our consumers can thus be assured that our Dairy, Juice, Bakery, Pultry, and Infant Nutrition products have been conceived and developed to meet their specific needs. Careful!

Managing our supply chain

Vertical integration, underpins Almarai's stringent quality standards to be met or surpassed at every stage. First-class ingredients are sourced from among the world's best, ensuring through industry leading manufacturing facilities in Saudi Arabia, Egypt and Jordan. We report 15 million tonnes of animal feed annually, an increasing proportion of which is sourced from our own arable farming assets across the world. These are managed according to international best practices, ensuring that our dairy and poultry farms consume only the highest quality feed.

Growth & expansion

We are committed to the ongoing growth of our operations in existing categories and expanding our reach across the region. In 2023, we continued to grow despite some challenges and through our joint ventures, IDJ (International Dairy & Juice), in Egypt and Jordan. The expansion of our geographic footprint since listing on Tadawul in 2022, has reduced our reliance on sales in the Saudi market, while our full diversification has reduced dependence on our Dairy range. Innovation and efficiency gains will generate stronger cash flow and improve Working Capital management to support Capital Expenditure for future growth.

Siemens Megatrends

Enabling technology is a call for multilateral collaboration.

Download PDF

We live in an age of great change and great opportunities. Our megatrends are reshaping the global economy, driving innovation, reshaping of power and industry, supporting the global mobility, demographic, energy, digitalization, (dis)connection, environmental change, resource efficiency, and digitalization, a megatrend that will shape our lives every day. We are also aware of the challenges mentioned above.

At the same time, we have come to realize that every potential technology available to us, the opportunities are boundless.

Over the scope and complexity of the megatrends, no industry or company can solve the challenges on its own. Our challenge is to collaborate in open ecosystems and to accelerate the transformation needed to build the 21st-century economy. The **Siemens Group** will continue to work with our partners to build a better future for all.

Flow Megatrends → **Key Enabling Technologies** → **Beyond Borders - Multilateral Collaboration**

3i provide a simple overview of their portfolio tied to global megatrends and investment themes.

Siemens provide a thorough overview of the key global trends directly impacting the company's strategic direction.

ENI provide extensive content on their regional operations and local economic and societal impact.

Almarai break down why their well placed for growth into 3 key reasons

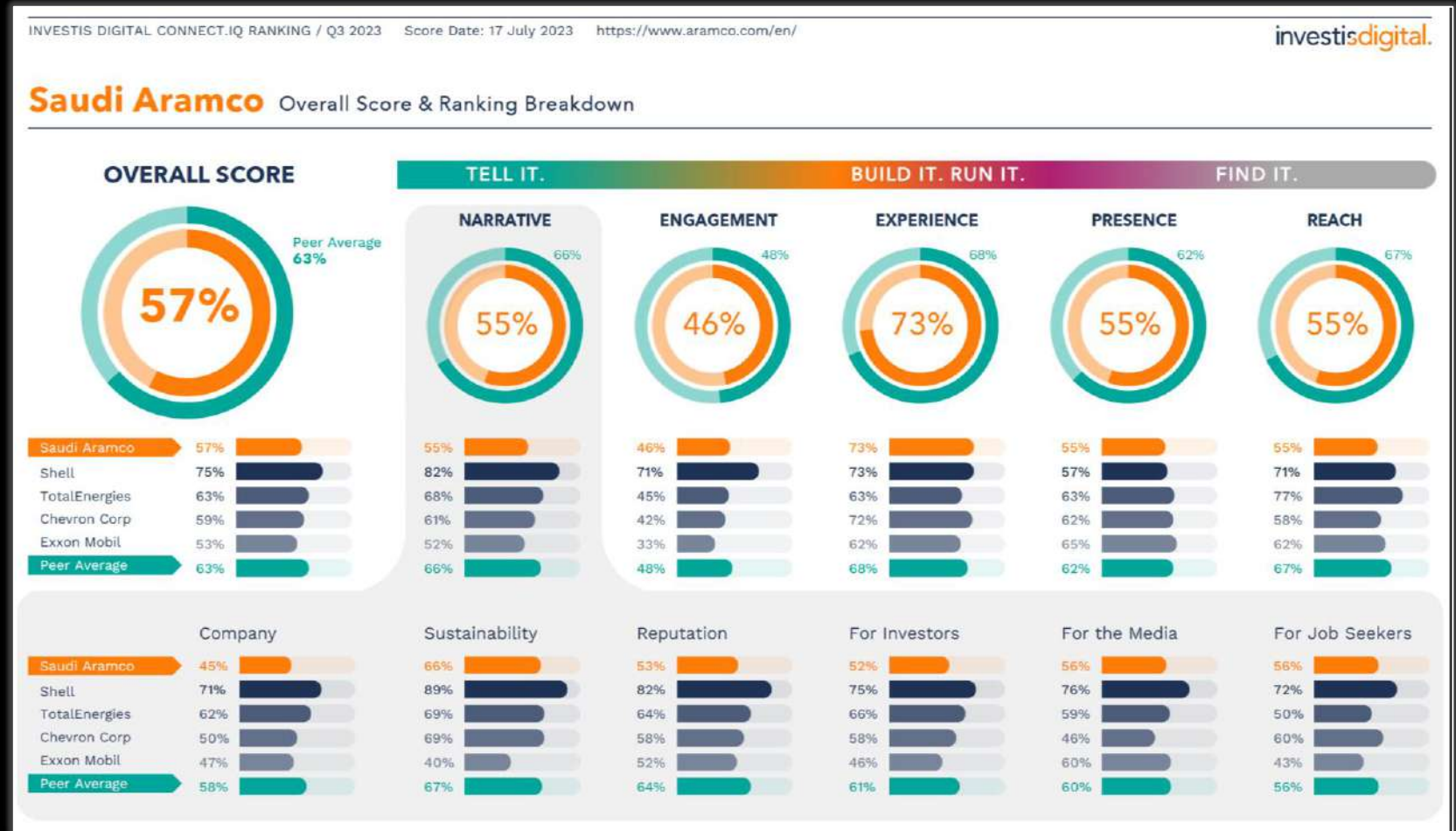
Benchmark analysis

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

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<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.

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