

2024

EXECUTIVE TEAM SURVEYS

DEVELOPED EUROPE &
EMERGING EMEA

METHODOLOGY | RESEARCH | RANKINGS | INSIGHTS

Institutional Investor Research delivers the **GOLD STANDARD** for independent performance validation and market intelligence for Equities, Fixed Income and Corporate Executive Teams for over 40 years.

About Us



- **INDEPENDENT PERCEPTION INTELLIGENCE**
 - ✓ 3-WAY FEEDBACK LOOP
 - ✓ COMPARATIVE ISSUER ANALYSIS
- **UNIQUE ACCESS TO GLOBAL PROFESSIONALS NETWORK**
- **ROBUST & PROVEN RESEARCH METHODOLOGY**

Testimonials

" II survey results keep us in check in Investor Relations as we know our ground with respect to other IR teams and will help us to position ourselves".

Head of IR, Blue-Chip Metals & Mining, EMEA

" II Research and ranking is a very objective, independent, and meritocratic third party evaluation of our daily job at Investor Relations and allows the market to give feedback in a confidential way."

Head of IR, Blue-Chip Bank, Europe

External recognition from our customers, analysts and investors is exceptionally important to us and the II awards are the gold standard in terms of getting that feedback. We analyse carefully both positive feedback and, of course, constructive criticism from our shareholders and the investor and analyst community more generally with a view that we should always be improving our communications in an open and transparent way.

Head of IR, Blue-Chip Bank, UK

" II Research and ranking is an external audit for our IR work".

Head of IR, Blue-Chip Pharmaceutical, Europe

" II Research results contribute to the permanent feedback we collect from our investor community and help us understand if they have all the information they need."

Head of IR, Blue-Chip Aerospace & Defence, Europe

"External and independent feedback, as it is the case of the II awards, is extremely important to us, and really drives us to keep improving year after year. "

Head of IR, Paper & Packaging Europe

3 Goals

INVESTOR PERCEPTION

Qualitative and quantitative perception intelligence by buy and sell-side demographic and geographic cohorts. Identify where you are under and over-performing to maximize resources and management time.

COMPETITOR INTELLIGENCE & BEST PRACTICE

How do you measure up against your peers? Comparative competency gap analysis across 20+ performance metrics for IR and Executive Management Team activities. Enhance engagement efforts & target and retain investors more effectively.

PARTNER SOURCING

Who are the best Research Providers? Who are the Best Corporate Access Providers, Who are the best Sell-Side Analysts? Which Conferences are the best?

Voting Categories

EXECUTIVE TEAM			
CEO	CFO	BOARD OF DIRECTORS	IRO
<ul style="list-style-type: none"> • LEADERSHIP • COMMUNICATION • CREDIBILITY 	<ul style="list-style-type: none"> • FINANCIAL STEWARDSHIP • CAPITAL ALLOCATION • COMMUNICATION 	<ul style="list-style-type: none"> • DIVERSITY & COMPOSITION • STEWARDSHIP & STRATEGY • TENURE & BOARD REFRESHMENT 	
IR PROGRAM FUNCTIONS			
IR PROGRAM		ESG	INVESTOR EVENT
<p><u>FINANCIAL DISCLOSURE</u></p> <ul style="list-style-type: none"> • QUALITY & RELEVANCE • GRANULARITY • CONSISTENCY 	<p><u>SERVICES & COMMUNICATION</u></p> <ul style="list-style-type: none"> • BUSINESS & MARKET KNOWLEDGE • PRODUCTIVITY OF MEETINGS • QUALITY OF EARNINGS CALLS • IR CREDIBILITY & AUTHORITY • RESPONSIVENESS 	<ul style="list-style-type: none"> • MATERIAL DISCLOSURE METRICS • ENGAGEMENT • CORPORATE STRATEGY 	

Methodology



TARGET UNIVERSE

- **GLOBAL VOTER UNIVERSE**
 - Fully vetted & verified
 - II proprietary database
 - Leading market players
- **ELIGIBILITY:**
 - Voter coverage universe
 - Buy & Sell-Side equity professionals
 - All listed companies on stock exchange domiciled in survey region



VOTING PROCESS

- Independently conducted
- 4-5 Research week cycle
- **CORPORATE INSIGHTS SURVEY**
 - Verify/Add/Delete company details
 - Complete trends questions
 - Rank buy-side firms and sell-side firms & analysts
 - One submission per company only
- **BUY-/SELL-SIDE SURVEY**
 - Unprompted voting - NO pre-selected company list
 - Unlimited nominations



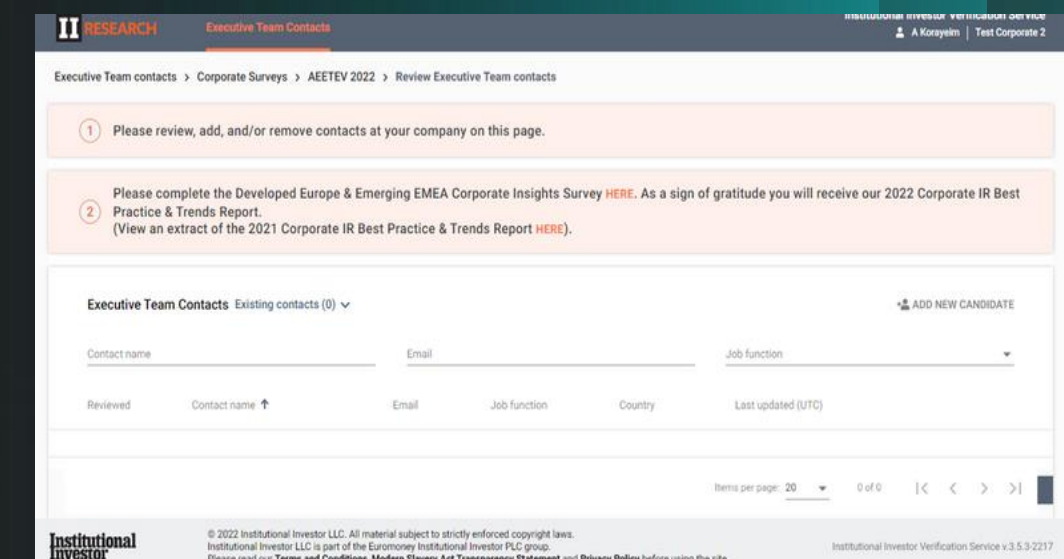
RESULTS

- **VOTING**
 - Ratings from 1-5 points (average-excellent)
 - Sum of points/total points = % score
 - NO WEIGHTING
- **OUTPUT:**
 - Detailed by demographic/geography
 - Sector/Country/Market Cap peer ranking
 - Full list of participating firms
 - Complete benchmark intelligence by custom peers

The Process

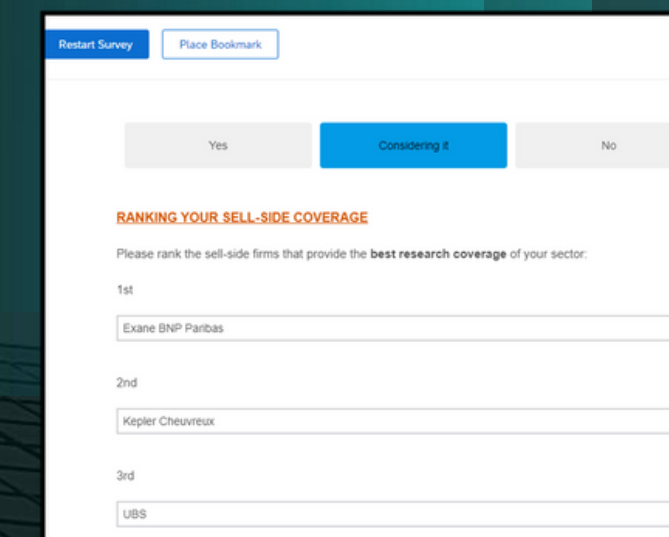
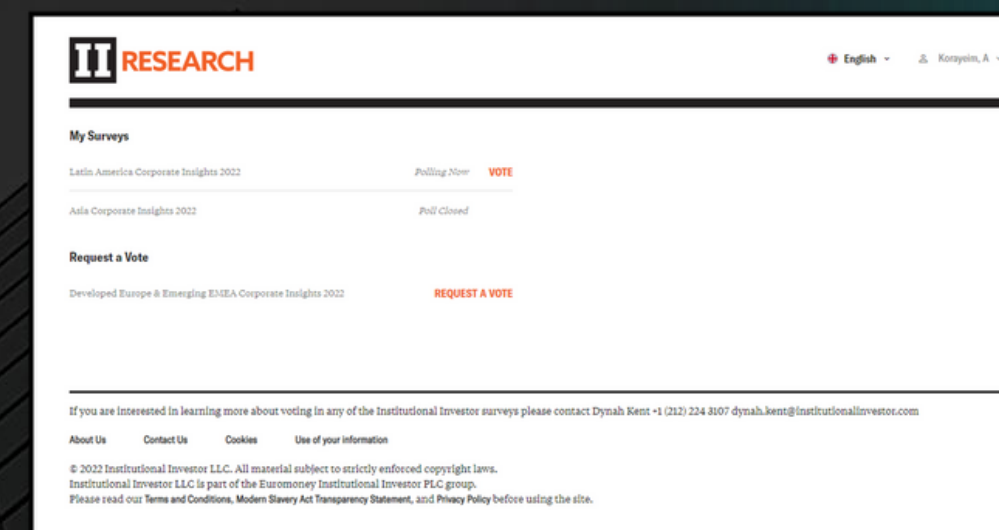
Step 1

VERIFICATION: SIGN UP to the [ROSTER SITE](#) - Verify/Delete/Add Contacts. New contacts must be in role 30 days prior to survey start (3rd March). **Submit by 29 March.** Only one submission per company.



Step 2

TRENDS: Complete the [CORPORATE INSIGHTS SURVEY](#) and rank buy and sell-side firm across different performance. **Submit by 29 March.** Only one submission per company



Step 3

OUTREACH: Encourage your buy and sell-side contacts to participate in the survey. Share your top 200 buy & sell-side contacts and ,using this this [DATA SUBMISSION FORM](#) GDPR & Data protection guidelines apply! **Submit by 15 March.**

POLLING NOW

CLICK HERE TO VOTE

2024 DEVELOPED EUROPE
& EMERGING EMEA EXECUTIVE TEAM

POLLING DATES: 2 APR - 26 APR 2024

INSTITUTIONAL
INVESTOR

Voting Platform

1 Voting area

CEO, CFO & Investor Relations

Latin America Sales

Latin America Corporate

Latin America Tradin

Research Firms & Analysts

Please select one of the category, followed by a

Latin America

Latin America Research

Brazil

Brazil Research

Countries/Regions (incl. Research, Sales, Corporate)

Argentina

Brazil

2 Category

CEO, CFO & Investor Relations

3 Firm

Name your top companies and evaluate their IR Services and Executives over the past year.

Telefon

Telefonica Chile

Telefonica Brasil

Buy-/Sell-side professionals must enter the name of the company they wish to assess and rate. NO PRE-DETERMINED LIST

Telefonica Brasil

Financial Disclosure

Consistency ☆☆☆☆☆

Granularity ☆☆☆☆☆

Quality & Relevance ☆☆☆☆☆

Positive Comments Constructive Comments

IR Services & Communication

Virtual Meetings/Presentations ☆☆☆☆☆

Earnings Calls ☆☆☆☆☆

Business & Market Knowledge ☆☆☆☆☆

IR Team Authority & Credibility ☆☆☆☆☆

IR Responsiveness ☆☆☆☆☆

Positive Comments Constructive Comments

Investor Relations Officer

Please rate the IROs you engage with and rate them from 1 (average) to 5 (excellent). Each rating can only be assigned once.

Search for IROs by first name or last name

joa

Carneiro, Joao Pedro

Positive Comments Constructive Comments

Buy-Sell-Side voters rate each voting area and underlying attributes from 1-5 (average-excellent)

CEO and CFO names are pre-populated

Telefonica Brasil

CEO (or CEO equivalent)

Please rate the CEO on the following attributes from 1 (average) to 5 (excellent)

ADD A NEW CEO

Mauad Gebara, Christian

Leadership ☆☆☆☆☆

Credibility ☆☆☆☆☆

Communication ☆☆☆☆☆

Positive Comments Constructive Comments

CFO (or CFO equivalent)

Please rate the CFO on the following attributes from 1 (average) to 5 (excellent)

ADD A NEW CFO

Melcon Sanchez-Friera, David

Financial Stewardship ☆☆☆☆☆

Capital Allocation ☆☆☆☆☆

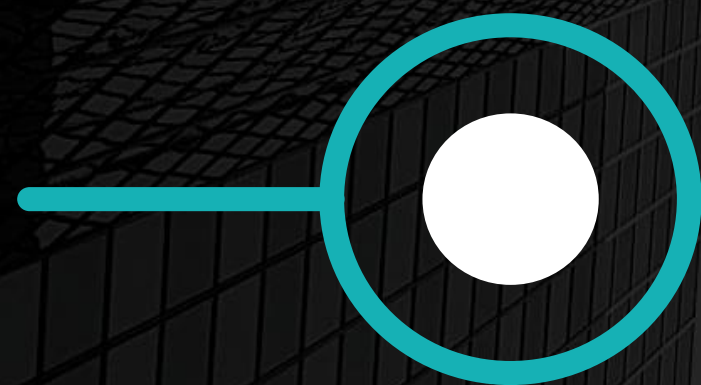
Communication ☆☆☆☆☆

Cancel Save

Buy-/Sell-side professionals enter the name of the IRO they wish to assess and rate. NO PRE-DETERMINED LIST

Timelines

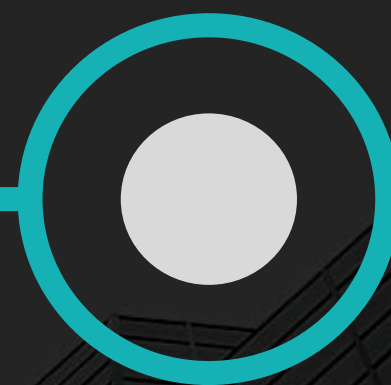
26 February – 29 March



**ROSTER &
CORPORATE INSIGHTS SURVEY**

**Buy & Sell-Side TOP 200 contacts
submission by 15 March**

2 April – 26 April



**BUY-SIDE AND SELL-SIDE
SURVEY**

5 SEPTEMBER



SECTOR RESULTS

Meet Our Team



Amani Korayeim

Europe/Emerging EMEA Director

+44 20 7779 8535

amani.korayeim@iiresearch.com



Mariola Mandla

Project Manager

T: + 44 20 7779 8815

mariola.mandla@iiresearch.com



Sally Savery

Marketing Director

marketing@iiresearch.com

