

# 2011 IR Global Rankings Benchmark Study

- What are the recent trends in the Investor Relations universe?
- Best practices for Investor Relation Website and Financial Disclosure!
- Who are the leading companies in Investor Relations practices globally?

## Brief Description

The IR Global Rankings 2011 Benchmark Study is based on results of ranking's 13th edition, in which 620 companies from over 32 countries in Asia / Pacific & Greater China, Europe, India, Latin America and North America were technically analyzed for IR websites, online annual reports and financial disclosure.

In addition to explaining the best practices to follow in these categories, the study also provides illustrated examples of global benchmarks that will allow you to know what is going on around the world in terms of most complete and transparent disclosure.

## IR Websites

Categories Analyzed:

- Content
- Design and Navigability
- Technology & Data Handling
- Interactivity
- Timeliness

What are the top key criteria?

- How complete and useful is the content
- How well organized is the information presented
- How are technological resources explored
- How user-friendly, practical and intuitive is the website
- How frequently is information updated



Danske Bank (Europe)



ALL - América Latina Logística (Latin America)



BASF (Europe)



Homex (Latin America)



Bayer (Europe)



GOL Linhas Aéreas Inteligentes (Latin America)

## Online Annual Report

### Categories Analyzed:

- Content
- Design and Navigability
- Interactivity
- Technology and Data Handling

### What are the top key criteria?

- How complete and useful is the content
- How are navigation tools used to facilitate searching
- What practical resources are used for downloading
- How the company presents sustainability
- How user-friendly, practical and intuitive is the document



**BASF (Europe)**



**Philips (Europe)**



**Hannover Re (Europe)**



**EVN (Europe)**



**Nexen (North America)**



**Aegon (Europe)**

## Financial Disclosure Procedures

### Categories Analyzed:

- Operating Information
- Income Statement
- Balance Sheet
- Cash Flow Statement
- Guidance
- Conference Calls
- Exemplary Disclosure

### What are the top key criteria?

- How complete is the information for a proper financial analysis
- How detailed are the financial projections
- How efficiently are filings distributed to all markets
- How well structured are the contents of the financial documents
- How easily are the financial documents and presentations found



**Evraz Group (Europe)**



**GOL Linhas Aéreas Inteligentes (Latin America)**



**Telekom Austria (Europe)**



**EDP Energias de Portugal (Europe)**



**Energisa (Latin America)**



**URS Corporation (North America)**

About IR Global Rankings: Solid communication with the investment community is a key priority for investor relations and corporate governance professionals, once value creation (stock prices) and risk perception can be managed. The implementation of best practices in communicating with the capital markets and fair disclosure procedures do help companies in earning and maintaining investor confidence. The annual IR Global Rankings and Awards survey is the most comprehensive auditing and ranking system for IR Websites, corporate governance practices and financial disclosure procedures - a great opportunity to benchmark IR efforts vis-à-vis peers and industry leaders. Based on extensive proprietary research of publicly held companies and investors, and supported by input from independent audit, corporate governance and legal experts, MZ's methodology is highly detailed, transparent and fully accessible to all participants. The annual IR Global Rankings and Awards Survey has grown each year since its inception in 1999.