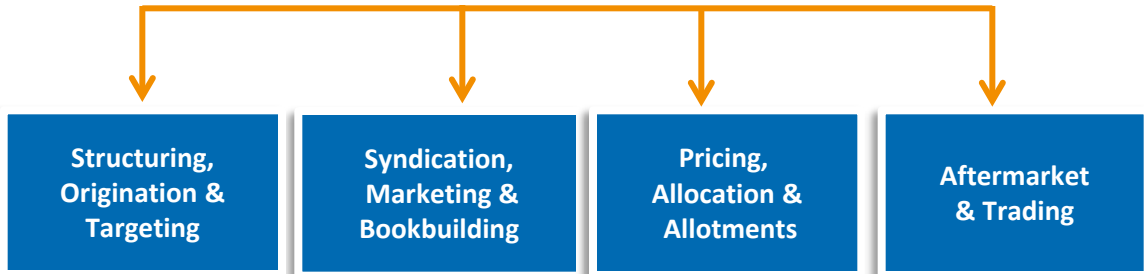


Investor Relations in Turbulent Times

CIRA - IR Conference
Vienna, 14. October 2015

Capital Markets Business and Products

Dedicated to service all the needs of investment banking professionals

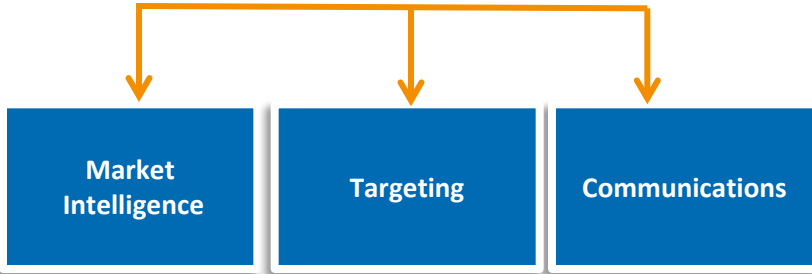


Deal Execution Software	Deal Execution Software	Deal Execution Software	Deal Execution Software
Electronic document Delivery	Electronic document Delivery	Electronic document Delivery	Event Management Platforms
Capital Markets Data & Analytics	Event Management Platforms		Capital Markets Data & Analytics
Investor Prospecting & CRM	Investor Prospecting & CRM		Investor Prospecting & CRM
Institutional Contacts & Profiles	Institutional Contacts & Profiles		Institutional Contacts & Profiles

PRIMARY MARKET

Investor Relations Business and Products

Dedicated to service all the needs of corporate investor relations professionals, investment banks & CFO's



Global Markets Intelligence	Investor Targeting & Roadshow Support	Proxy & Consent Solicitation
Surveillance / Shareholder ID / Bondholder ID	Institutional Contacts & Profiles	Tender Solicitation
Ownership Data & Institutional Profiles	Information Agency & Deal Market Perception	Exchange Services
M&A Services & Sensitivity Analysis	Roadshow & Event Management Platform	Activism Watch
Bond Solicitation & Restructuring	ESG & Governance Advisory Service	Proxy Advisor Liaison
		IPO/Spin Off Analytics
		Perception Studies

SECONDARY MARKET



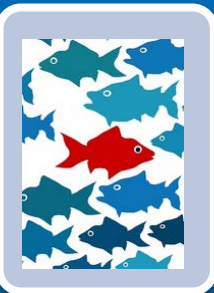
Market Intelligence on Investors

- More International Money
- Investor type, Strategy, Profile
- Quantitative & qualitative fit
- Cost-Basis / Governance Policies



New Stakeholders & Requirements

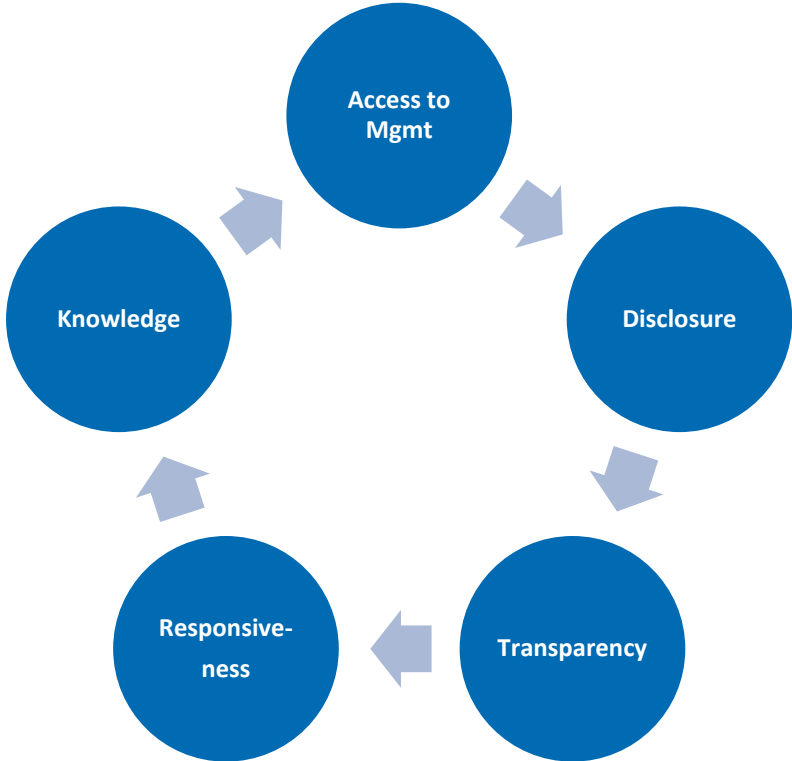
- Adhere to international Standards & Trends
- New Communication Needs & Stakeholders (eg ESG Teams, Rating Agencies, Advisors etc.)

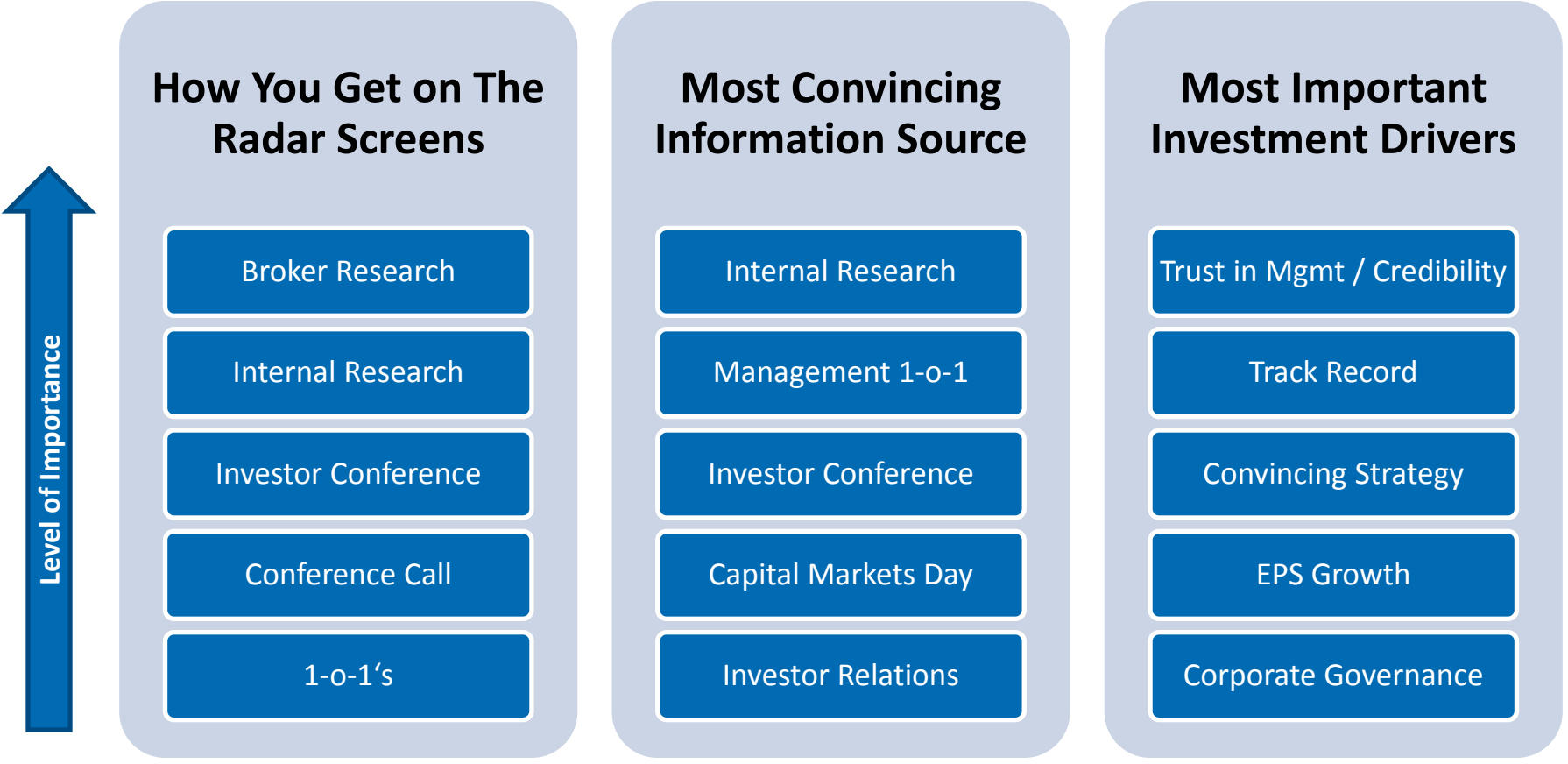


Proactive Outreach

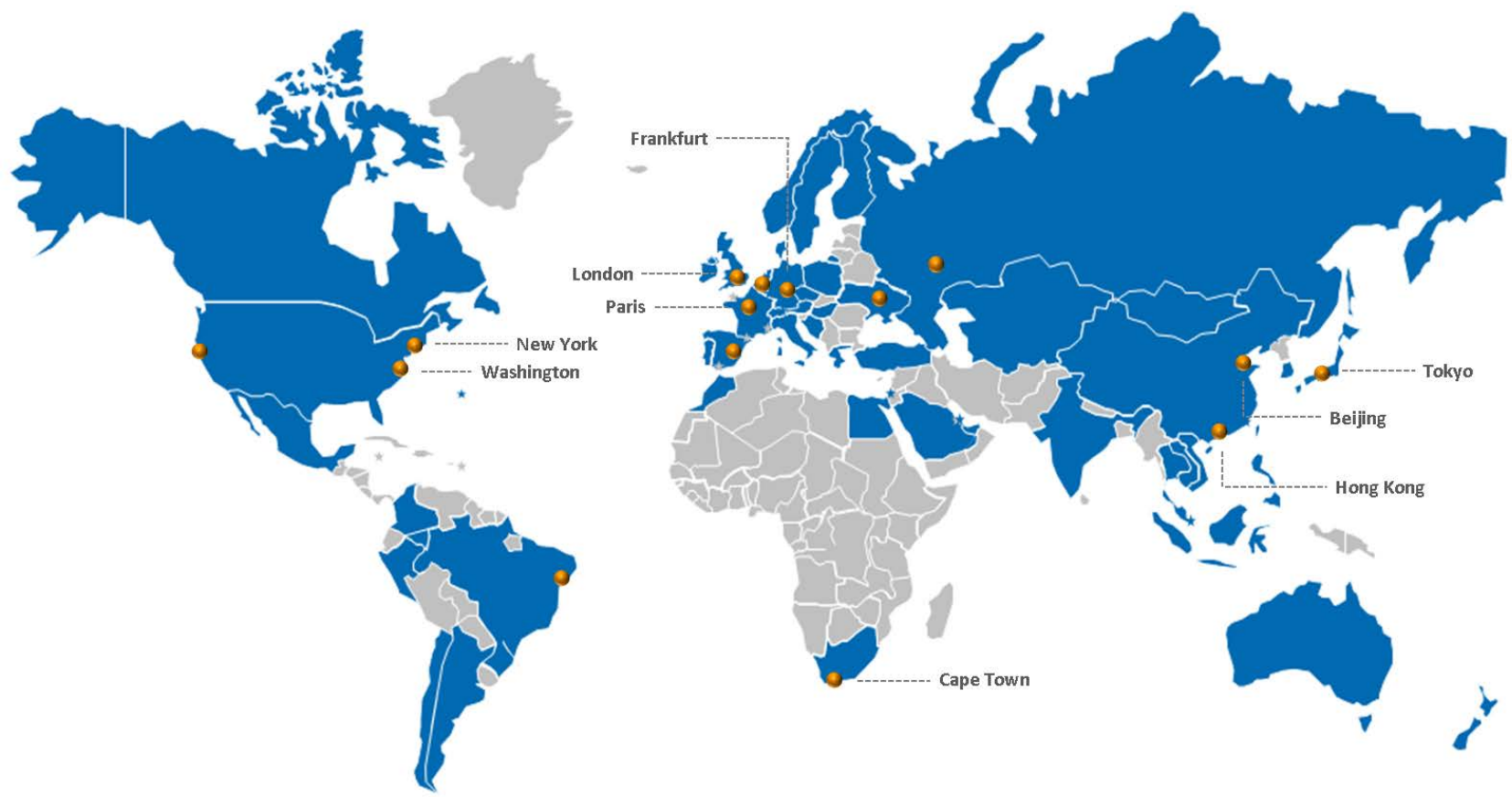
- In Good & Bad Times
- Consistent Communication
- Use all Means
- Do not rely on one Info Source

What Investors want





- Build your investor relations program out for internal & external communication
- Be proactive with your communication
- Know your investors, market perception, targets and trends to document & measure
- Do not over-rely on one information source



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