Navigating Your Digital IR Journey

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IDX is a digital communications solutions company

We empower companies to shape their digital story to build trust, drive audience engagement, and deliver value.

Today's Session:

1. IR Has Changed
2. The IR Calendar
3. Digital Essentials
4. Considering AI
5. Key Take Aways

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01 – IR has changed

The Digital Shift in Investor Relations

IR has evolved from relationships to **always-on information**, across channels and audiences.

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01 – IR has changed

From Compliance to Communication

- Your IR website is a **conversation**, not just a document repository.
- It needs **to actively communicate** your equity story.
- Most IR sites are built for **disclosure compliance.** Few are designed for clarity and engagement.
- Investors, analysts, and journalists **visit your site** before you speak to them.

76%

of comms teams

believe audiences test corporate statements against actions.

FTI Communications 2026

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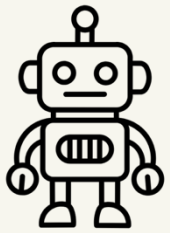
01 – IR has changed

The AI Parodox In Being Found



- The same AI tools you use to draft and summarise are the **primary research tools** for investors.
- AI systems look for **structured, crawlable text** with clear sources. They struggle to interpret dense PDFs.
- If an investor used an AI tool to research your company today, **what would they find**, what would they miss, and what would they misunderstand?

54%

of investors

Say AI is important to their investment research process

Brunswick 2026 Investor Survey

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02– The IR Calendar

Key Moments that Matter

Content for **key dates** in your calendar and sustaining a consistent narrative **all year round**.

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Going Public: First Impressions Last

Touch Point

Don’t miss the opportunity.

- Your shop window.
- First place people will visit
- Brand reputation is key
- Strategic positioning.

Meet Audience Needs

Be more than share price and results.

- What’s your equity story?
- Who are your leadership?
- Where do you operate?
- Summarise your performance.

Answer Questions

Make sure your voice is heard.

- What do you do?
- What’s your strategy?
- What differentiates you?
- Who are your experts?
- Show your industry expertise.

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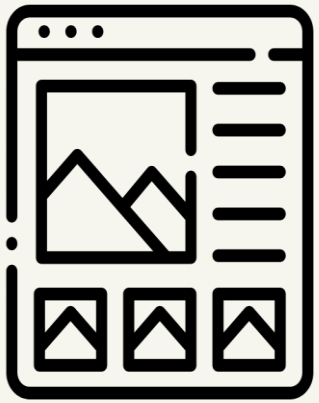
One Report. Multiple Formats. Longer Life.

The Follower

Quick check, key numbers, moves on. e.g. **the public**

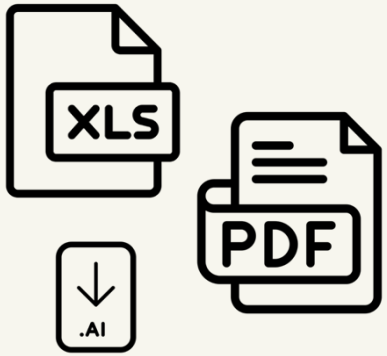
The Explorer

Wants the story, the context, the bigger picture. e.g. **potential talent**



The Analyst

Needs everything, structured and complete. e.g. **investors**



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Key Events. from Crisis to M&A, to New CEO.

> IR teams that deeply understand investor views and tell a data-backed story are better placed to defend against activist campaigns and **maintain control** of the narrative.
>
> COMPUTERSHARE

Synchronised Messaging

Multi-channel **consistency** is essential. Website, LinkedIn, press-release, wikipedia must all happen at same time.

Maintain Clarity

Organisational changes, such as new CEO or company structures need to be reflected, to ensure what you say is **up to date**.

Ensure AI Knows

Ai bots are consistently scanning content and unless you update yours, other people's opinions will become the truth. Your people and domain will build **AI authority**.

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A Continuous Conversation. Beyond the Peaks.

Companies that don't adapt, risk becoming invisible between reporting cycles.

Scaling Investor Relations in the Digital Age

The 90 Day Rule

Consistency compounds.

If your website hasn't been updated in 90 days, it suggests a lack of momentum or transparency.

Small regular updates beat an annual overhaul.

Effective Content

- **Strategy progress**, such as products and markets.
- First person **leadership views.**
- Progressive **ESG stories**, rather than ESG data.
- **Industry expertise** and thought leadership.
- Maintained **FAQ page** answering key questions.

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03– Digital Essentials

Three Essential Building Blocks.

Findability, insight and content leverage are the foundation of **modern IR communications**.

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03 – Digital Essentials

The Essentials.
Find, Measure & Improve.

Being Found by Everyone

Humans: Clear structure, fast load times, mobile ready.

Search: Index content by investor keywords, not just brand names.

AI: Structured data and citable web-native text for LLMs.

Understand What Works

Quality Metrics: Track time on equity story, strategy and results.

User Journeys: Monitor returning visitors, at different times on the calendar.

Intelligence: Identify which institutions are engaging and with what content.

Make Content Work Harder

Multi-channel: Pull content out of the depths and engage on social, landing and summary pages.

Interactive Engagement: Leading on the difficult questions, such as yield vs impact, speed vs economics.

ESG Narrative: Transform into a coherent, navigable digital story.

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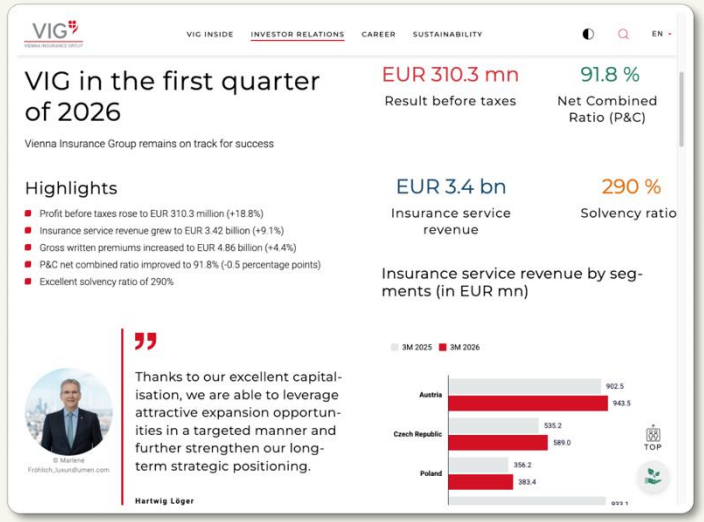
03 – Digital Essentials

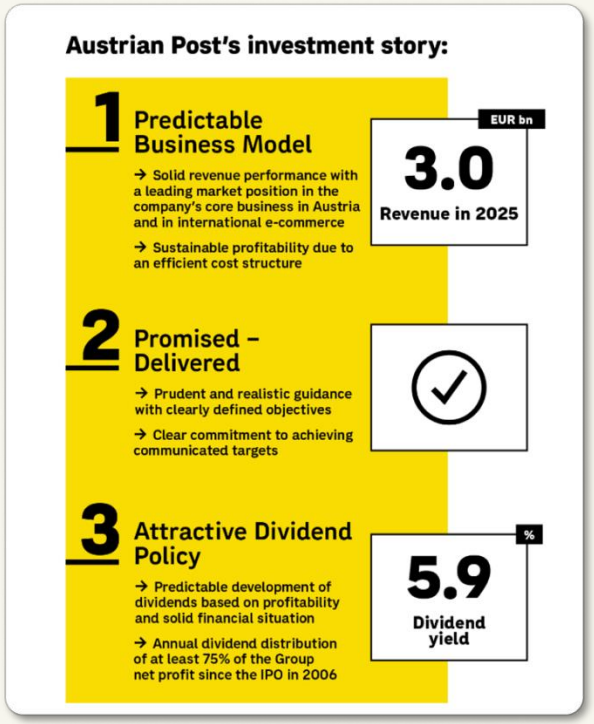
What Good Actually Looks Like.

Equity Story:
Engaging & digestible content

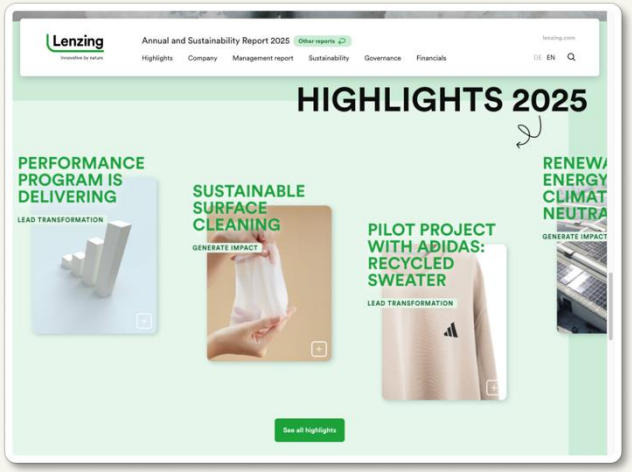


Results:
Content all in one place, easy to find.

Channels:
Consistent messaging



Annual Report:
Data, stories and ESG highlights, taken from report.



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04– Utilising AI

Staying Ahead with AI

Findability, insight and content leverage are the foundation of **modern IR communications**.

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04 – Utilising AI

Making AI Work for AR.

84%

of investors

agree that they can review significantly more information about a company using AI.

Brunswick 2026 Investor Survey

Use Strategically

For sentiment tracking, investor targeting and Q&A analysis.

Deepen Relationships

AI handles the routine, whilst you focus on the conversations and trust-building that no tool can replicate.

Monitor Risks

Ensure content accuracy, regulatory compliance and maintaining a brand voice.

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04 – Utilising AI

Staying Ahead of Misinformation.

> The winners in this new AI landscape will be those who treat AI not as a channel to optimize, but as an **audience to influence**. That requires clarity of expertise, consistency of signal, and sustained brand building.

Harvard Business Review 2026

Original Content

Publish original data and maintain it. LLMs cite sources they can attribute.

Well Structured

Structure content clearly. Schemas, short paragraphs, plain language, consistent terminology. Machines navigate by clarity.

Evidence Trail

Named authors, specific claims, regular updates. Frequency and consistency signal authority.

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04– Key Take Aways

Practical next steps for all.

Less about technology and more about intent. The real shift is toward **clarity, access, and ongoing engagement.**

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05 – Key Take Aways

Three Questions to take way.

01

First Impressions

Can a first-time visitor or AI LLM find and understand your equity story?

02

Keep Updated

When did you last update your IR content, outside a regulatory deadline?

03

Engaging Content

Does your site work harder between cycles than it does on results day?

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05 – Key Take Aways

Improve the visibility of your business in AI Answer Engines.

With a free AEO audit.

https://tinyurl.com/IDXDB

Submit your website URL

Our audit looks at 25+ factors across 4 key areas:

- ❑ Schema Mark up
- ❑ Content Structure
- ❑ Technical SEO
- ❑ E-E-A-T

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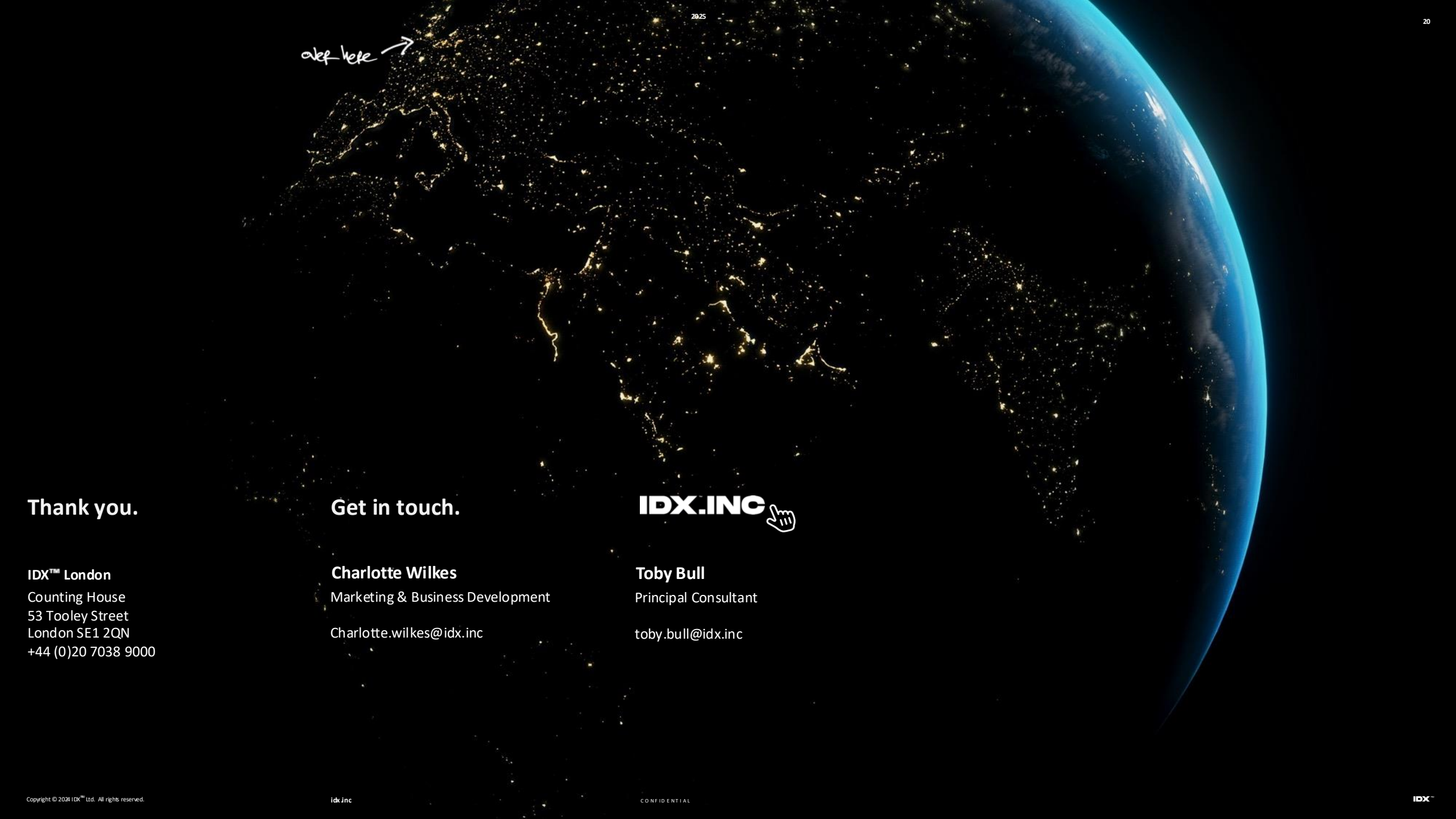

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