Unlocking Potential: Exploring the Impact of AI
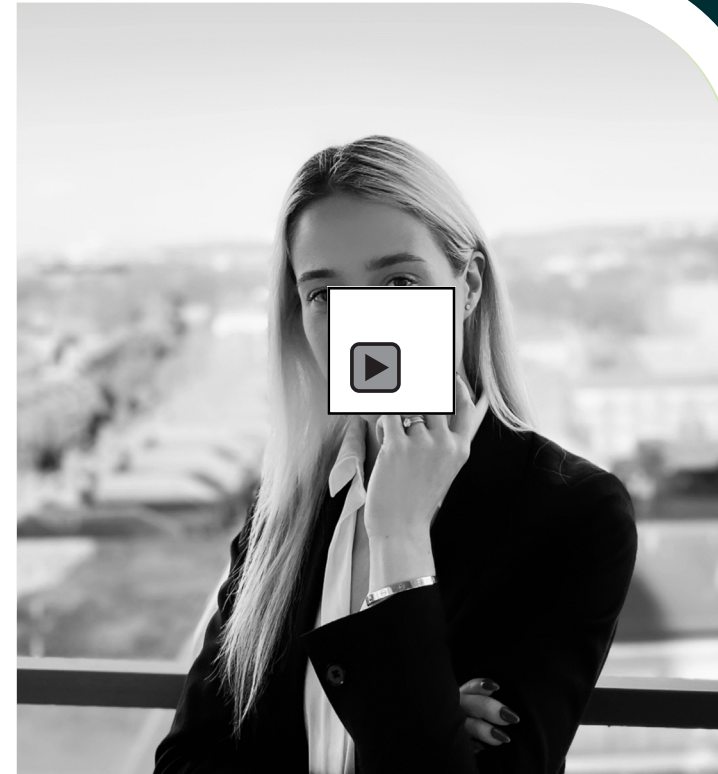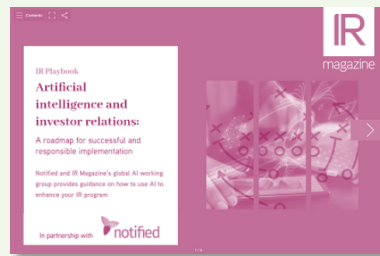
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- Notified is the **Largest IR Communications Company**

- Relied on by **more than 10,000 global clients**, **Notified enables IR** and PR teams to **stay in control of their corporate narrative** with a suite of world-class, award-winning solutions and dedicated customer service team

- Notified was the Exclusive IR Magazine Partner for the **Global AI Think Tank Series** in New York, San Francisco, Toronto, London, Singapore & Hong Kong

- Notified selected for IR Magazine's **AI Advisory Council** in 2023

- Notified Co-Authored IR Magazine's IR Playbook for AI

IR Playbook
Artificial intelligence and investor relations:
A roadmap for successful and responsible implementation

Notified and IR Magazine's global AI working group provides guidance on how to use AI to enhance your IR program

In partnership with **notified**

Sophie Schmitt
Managing Director, Continental Europe & MEA, **Notified**

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2023 | The Year of AI? Not So Fast…

Taylor Swift

A.I.

'22

'23

'24

Source: Google Search Trend Analytics

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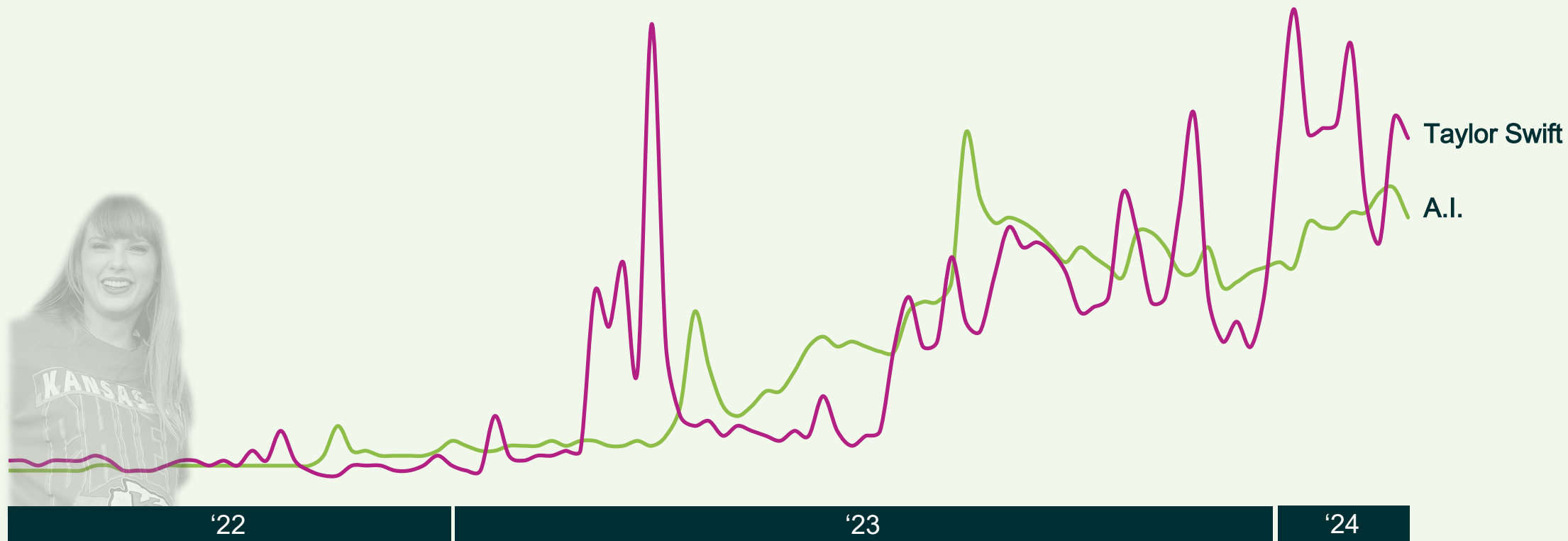
Perspective | We Are in Early Innings!

Apple iPhone

Same Data
As Previous
Chart

'06 '07 '08 '09 '10 '11 '12 '13 '14 '15 '16 '17 '18 '19 '20 '21 '22 '23

Source: Google Search Trend Analytics

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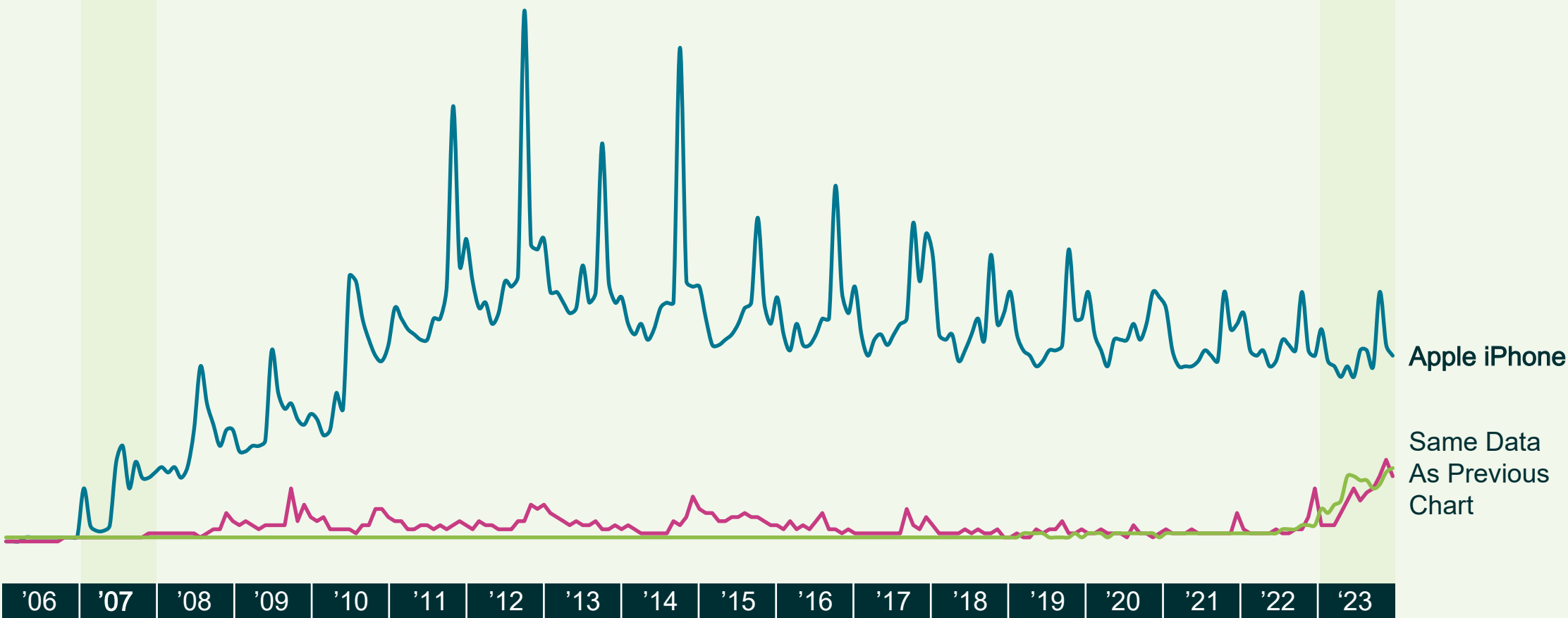
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AI Adoption Curve in Q1 2024…

CEO Respondents

	We Already Adopted AI in Business Practices	We Plan to Adopt Immediately Across All Units	We Plan to Adopt Immediately Some All Units	Exploring Options for Future Adoption (1-2 Years)	No Plans to Adopt
%	23%	6%	19%	43%	9%
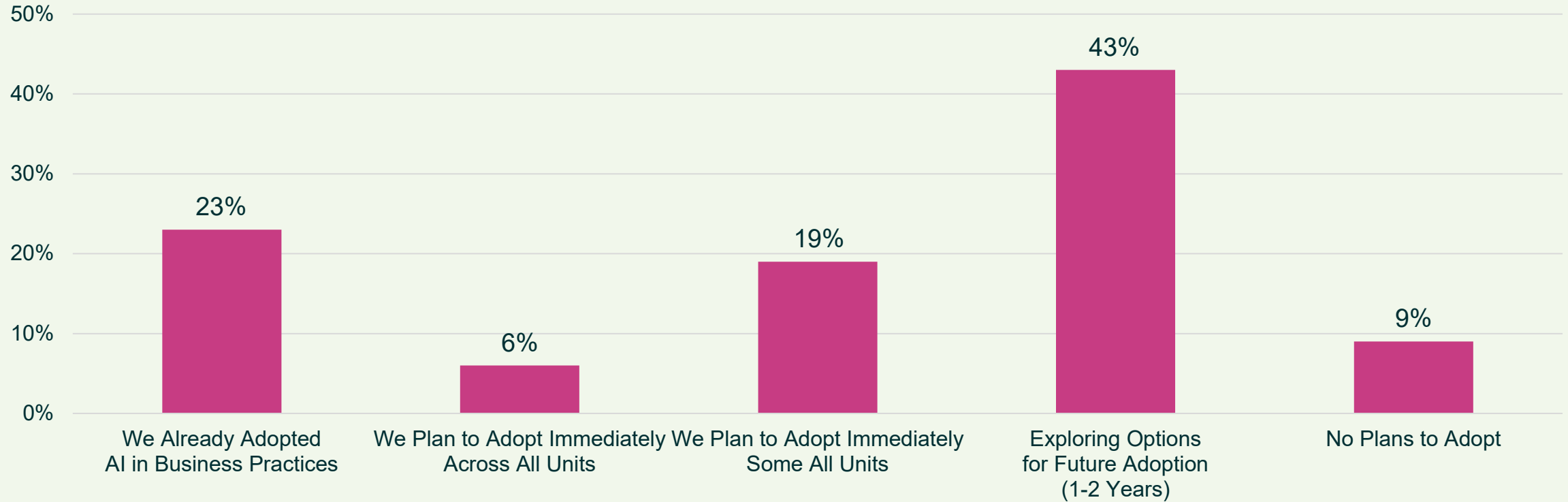
Source: Statista 2024 AI Adoption Survey, CEOs

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If you aren't using AI… It's not too late!

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So… | What Is AI?

Machine intelligence continuum

Evolve	Cognitive Computing
Master	Deep Learning
Relate	True A.I.
Create	Generative A.I.
Learn	Machine Learning
Predict	Robotic Process Automation (RPA)
Act	Basic Computing

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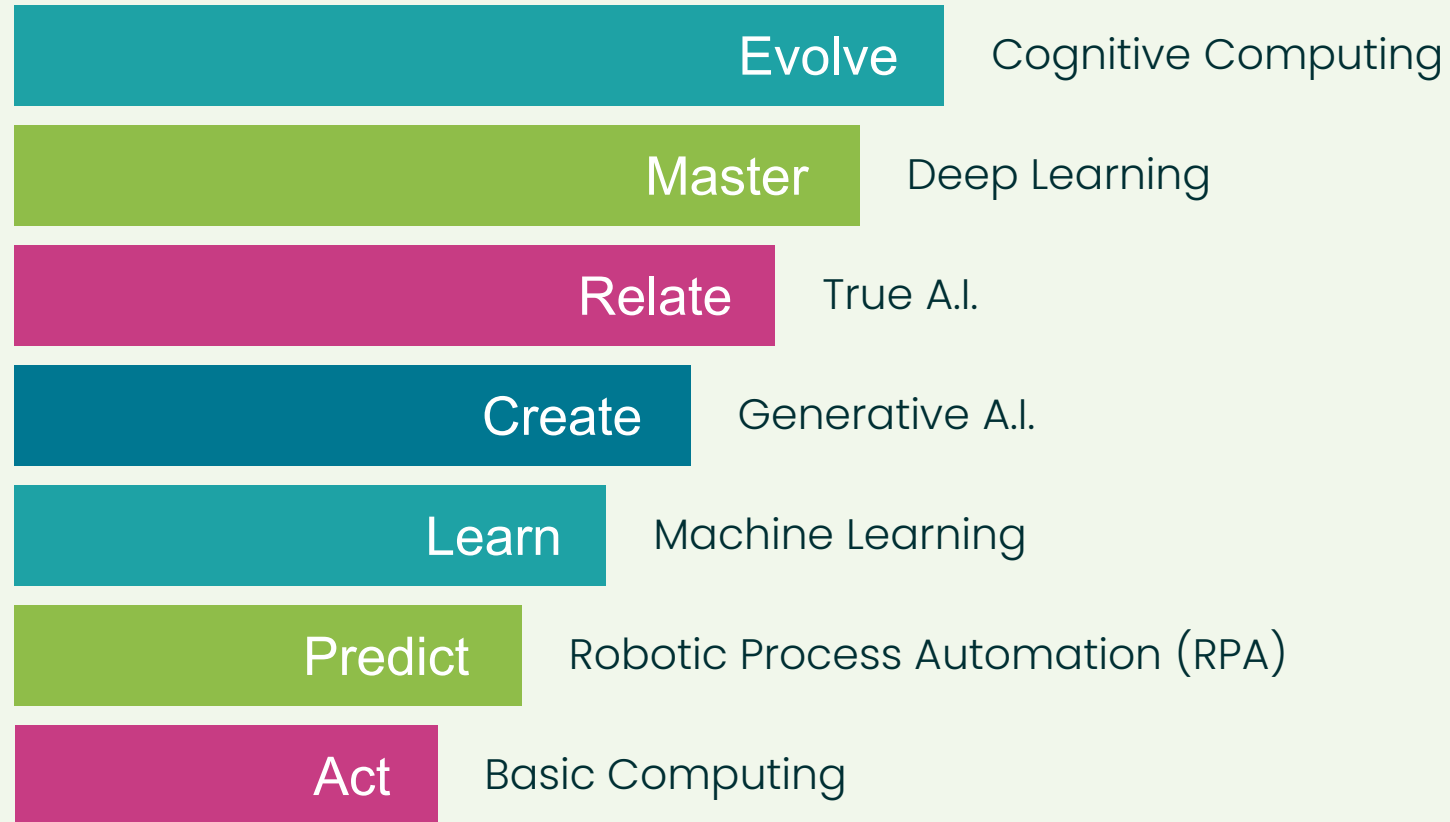
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Crossing the Chasm:
The Space Between Capability & Desired Use Cases

Today

Content Summarization	Content Iteration	Basic Content Generation
Live Transcription	Basic Audio Replication	

ChatGPT Prompt

"Generate a picture of two hands shaking over a business deal. The picture should be professional for inclusion on a corporate website"

![notified logo]

Leading Unique Case Studies for IR AI Use Today

Script & Communication Interpretation

Fortune 100 Multi - National Consumer Goods Company

Pre-loads earnings scripts and disclosures into AI tools (e.g., ChatGPT Enterprise) with redacted MNPI, to understand AI -generated summary before publication.

Earnings Script Pre - Records without your CEO

US Small Cap Consumer Technology Provider

Leverages AI Software (e.g., Synthesia) to pre -record Earnings call scripts, eliminating re-records on last minute script changes.

Analyst & Investor Call Transcripts & Summarization

Fortune 500 Global Data Center Services Provider

Obtains consent and discloses recording of all Investor & Analyst Calls. Leverage transcripts for common themes and QA Prep

Of course there are more basic use cases too…

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Crossing the Chasm:
The Space Between Capability & Desired Use Cases

The art of the possible

Tomorrow

- Real-Time, Financial Peer Set Analysis

- Annual Report, ESG Report, Earnings Presentation Generation

- Predictive Analyst Q&A Support

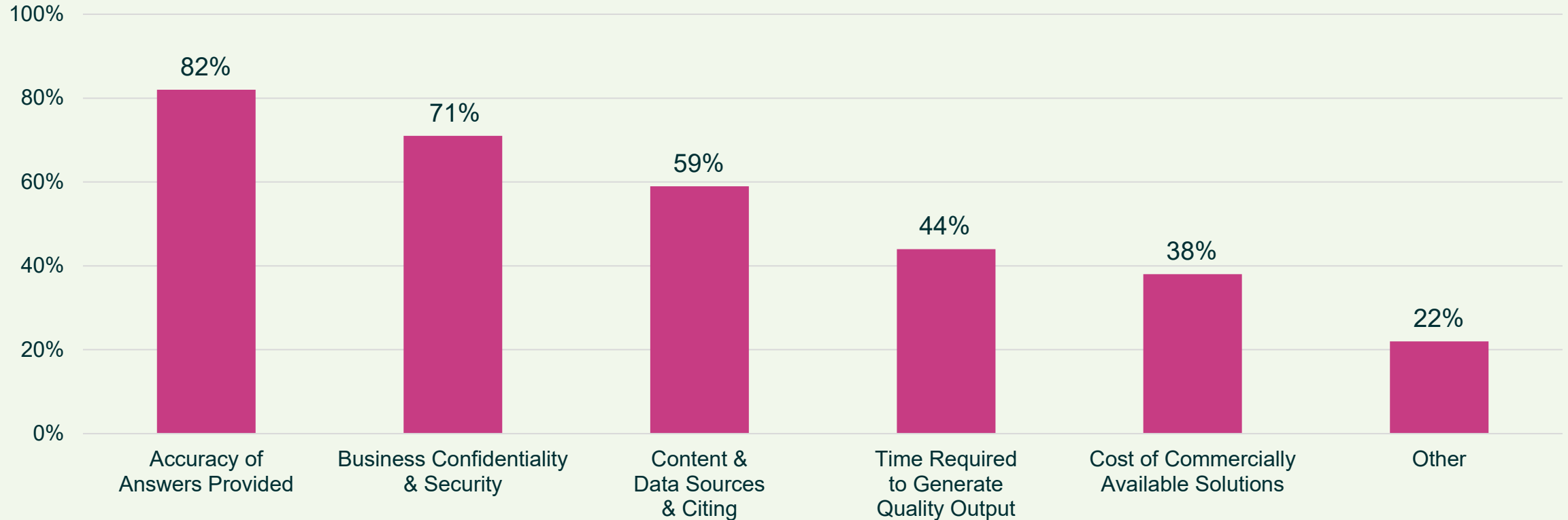- Retail Shareholder Management and Financial Content Translation

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Common Challenges in Today's Use of AI

Top Concerns with AI Use

Concern	Percentage
Accuracy of Answers Provided	82%
Business Confidentiality & Security	71%
Content & Data Sources & Citing	59%
Time Required to Generate Quality Output	44%
Cost of Commercially Available Solutions	38%
Other	22%

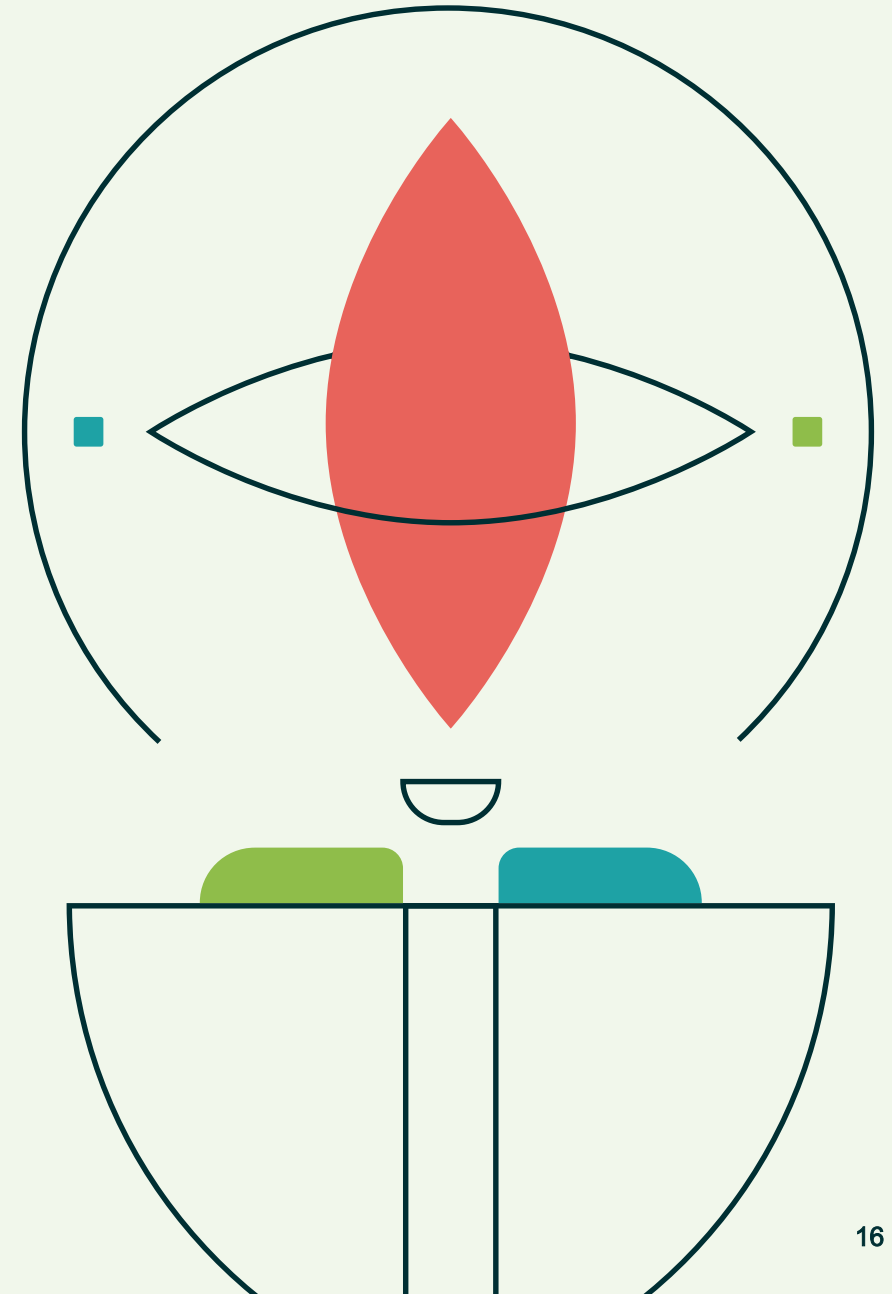**Source:** Notified AI for IR Talk, Palo Alto

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Where to Start Or Continue...

A Practical Guide to Starting With AI…

1 Governance

2 Education

3 Experimentation & Practice

4 Use Case Identification, Prioritization & Implementation

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1 Governance

AI use policies & governance structure

Establishing an AI Governance Committee

Defining AI Use Objectives
(Internal vs. External, Efficiency vs. Growth, Generative vs. Non - Generative)

Crafting Policies that Support Objectives & Consider Limitations
(Approved Tools, Use Cases, Users, Use Disclosure Statements)

Encourage Continuous Monitoring & Improvement
(AI Innovation Curve is Hyperbolic; a Policy should be Living, not Static)

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2 Education

Education is critical to managing risk

Public AI

Public AI refers to AI models or tools that train off publicly available data on the internet, or other unrestricted user data

Cost	Speed to Use

Private AI

Private AI refers to AI models or tools designed to be used by a specific entity and trained on proprietary datasets not made publicly available

Data Privacy	Control

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3 # Experimentation & practice

AI won't replace you…

Content Generation

Writing

ChatGPT | Google Gemini | Grammarly | Copy AI | Quillbot

Images

Dall-E | Mid Journey AI | Firefly

Content Composition

Presentations

Beautiful AI | Gamma AI | Microsoft Co-Pilot | Slides AI

Video & Audio Recordings

Synthesia AI | Descript AI | Speechify AI | Akool AI

Content Summarization

Summaries

ChatGPT (Limited) | Claude AI | AnySummary.app

Live Note Taking

Otter | Notta | Supernormal AI | Zoom

But someone who knows how to use AI might…

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4 Use Case Identification, Prioritization & Implementation

DIY vs. Commercialized Solutions

- Understand Your Enterprise's Capabilities

- Consider Integrity, Completeness, and Staging of Enterprise Data

- Consider Computing Cost, Development Time, Outcome Accuracy

- Weigh Benefit of Investing vs. Waiting for Commercialized Solution

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Q&A

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middle east
investor relations
association

Sophie Schmitt
Sales Director @ Notified | Driving Sales Growth
Across Continental Europe & MEA | Women in T...

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