



2024

IR Best Practice Insights & Trends

GERMANY

This year marks the 19th anniversary of the partnership between DIRK and Extel.

Each year, this successful collaboration yields significant results, including the Deutscher IR Preis and the IR Best Practice Insights and Trends report.

This report delves into emerging developments both within Germany and throughout the region. The data presented is derived from the esteemed annual Extel Developed Europe Executive Team Survey.





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SURVEY METHODOLOGY

2024 DEVELOPED EUROPE
EXECUTIVE TEAM

To determine the members of Extel’s 2024 Developed Europe Executive Team, we surveyed global buy-side analysts, money managers, and sell-side researchers at securities firms and financial institutions that cover the region, including those who cast and received votes in this year’s Europe Research Team survey. Survey results reflect the opinions of 1,765 investment professionals at 820 financial services firms – 1,302 buy-side professionals from 741 firms and 463 sell-side professionals from 79 firms. We asked the participants to rate companies in their coverage universe across the following voting areas and their underlying qualitative attributes and performance metrics:

IR & EXECUTIVE TEAM			
CEO	CFO	BOARD OF DIRECTORS	IR PROFESSIONAL
<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 PRORGAM FUNCTIONS			
IR PROGRAM		ESG	INVESTOR/ANALYST DAY
<u>FINANCIAL DISCLOSURE</u> <ul style="list-style-type: none"> QUALITY & RELEVANCE GRANULARITY CONSISTENCY 	<u>SERVICES & COMMUNICATION</u> <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 DISCL METRICS ENGAGEMENT CORPORATE STRATEGY 	

Voting for the rankings of CEO, CFO, IR Professional, IR Program, ESG, Company Board, and Investor/Analyst Day is conducted using a weighted scoring system, where ratings range from five (excellent) to one (average). Votes from both buy-side and sell-side participants have equal weight and are aggregated to establish the overall rankings within each category.

For a company to qualify for inclusion in the 2024 Developed Europe Executive Team, it must be headquartered or maintain operational or executive headquarters in the region. Additionally, individuals must have held their roles for a minimum of 30 days prior to the commencement of the research cycle.

To maintain the integrity of the process, the identities of survey respondents are kept confidential, encouraging ongoing participation. Voters are required to meet specific eligibility criteria, and a minimum number of votes must be obtained for winners to be recognized. All submitted ballots undergo thorough review by our Research Operations Group to ensure validity and reliability.

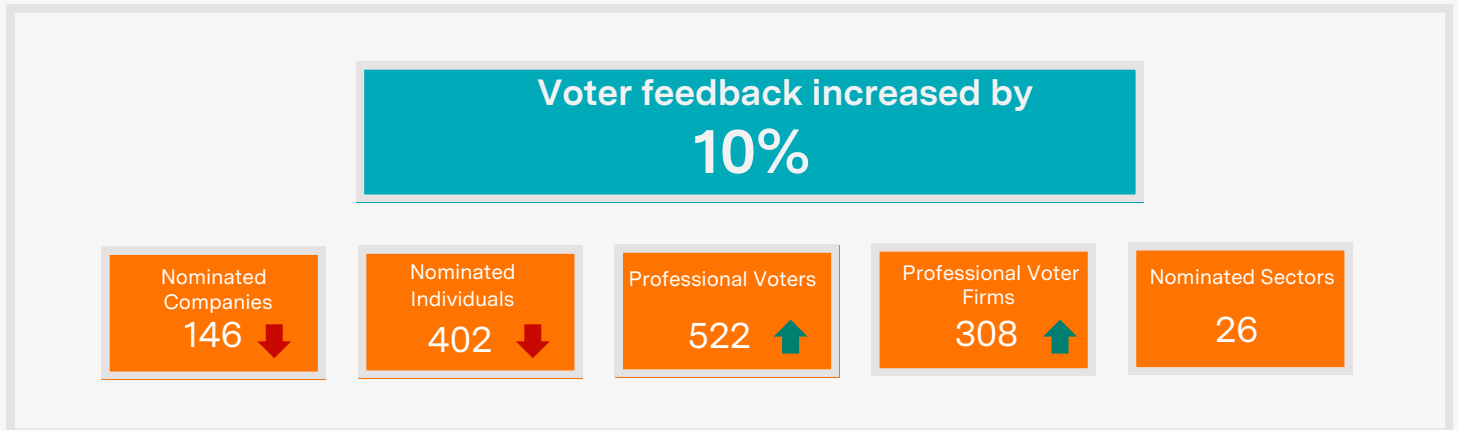
The background is a light blue gradient with a complex network of white and light blue circuit-like lines and nodes. Several icons are scattered around the central text: a camera, a shield with a padlock, a globe with a checkmark, a house with a padlock, a shield with hands, a padlock with circuit lines, and a database cylinder with a padlock.

SURVEY RESULTS STATS & TRENDS

EUROPEAN BENCHMARK
FOCUS: GERMANY

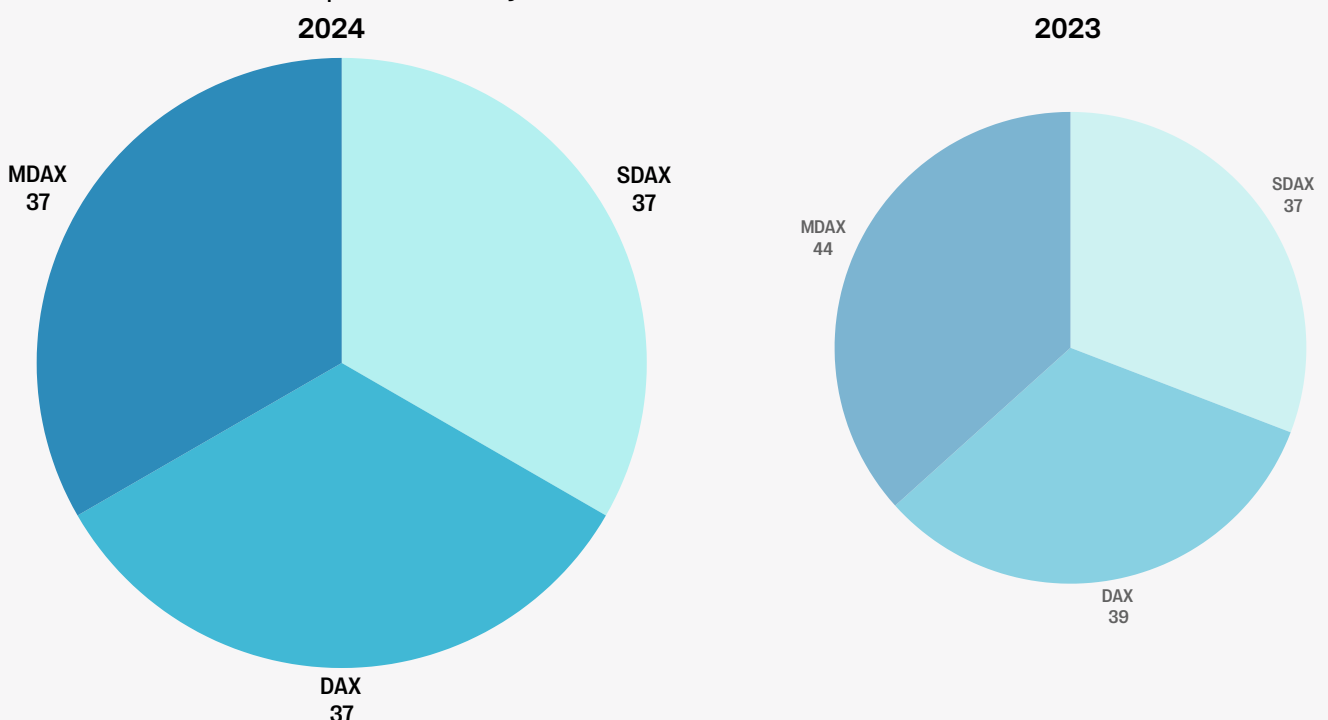
VOTER STATISTICS - GERMANY

Survey participation has increased year-over-year, with a 10% rise in voters from both the buy and sell sides, representing an increase of 11% in participating firms. However, the number of nominated German companies has declined by 3%, marking a decrease for the second consecutive year, which contributes to an overall decline of 5% over the past two years. Additionally, the number of nominated individuals has decreased by 5%.



NOMINEE UNIVERSE BY MARKET CAP – GERMANY

Presented below, we can see the landscape of company nominees categorized by market segmentation according to the Deutsche Börse market index. Out of a total of 146 German company nominees, only 111 have been recognized in the IR Program category and can be classified into one of the three market segments. We are observing a consistent decline in the number of nominated companies each year.

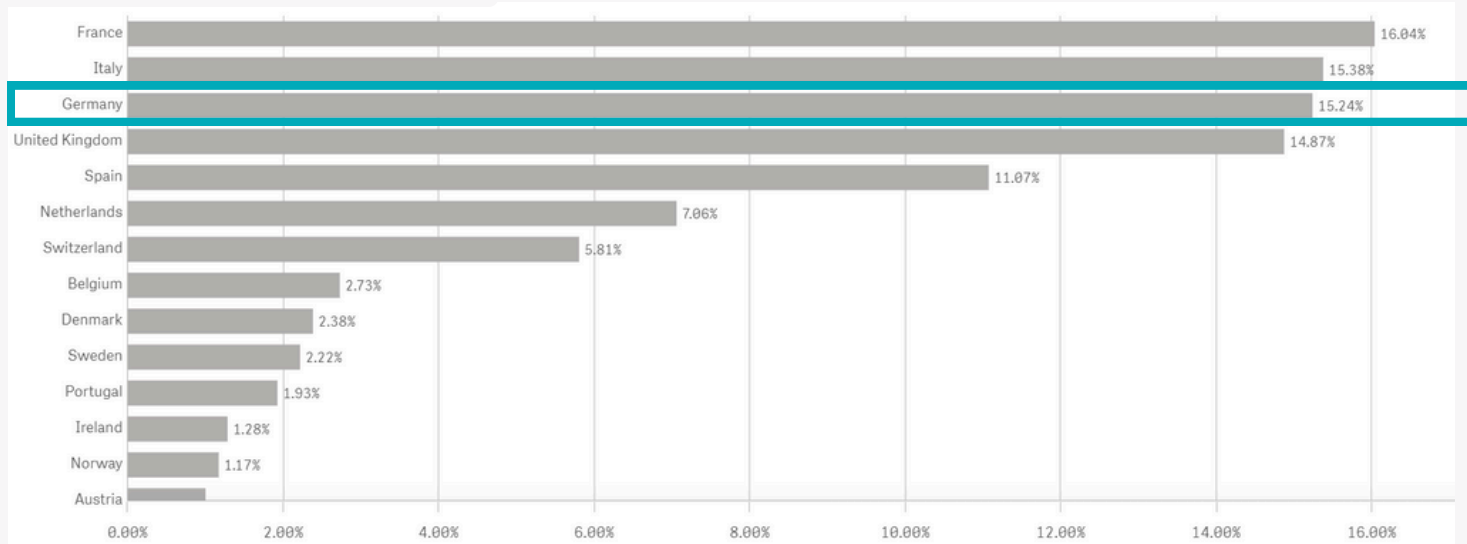


MARKET SHARE IN EUROPE – GERMANY

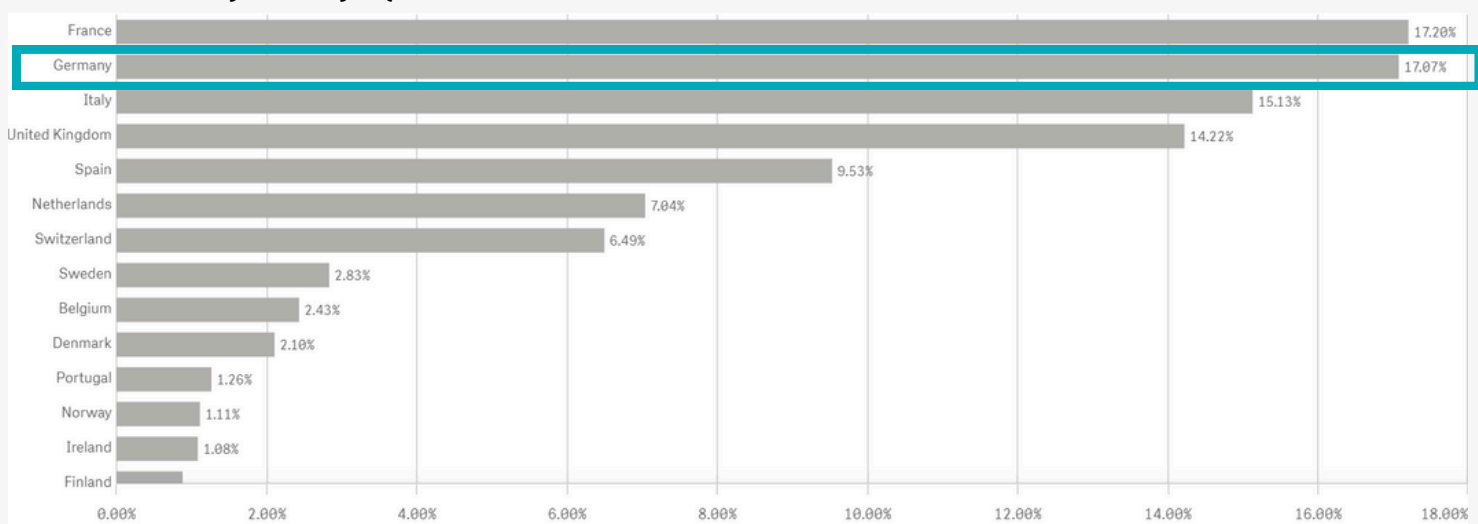
This analysis presents the voter market share for 2023 and 2024, categorized by country, illustrating which nations are gaining traction based on feedback from global buy-side and sell-side professionals assessing Corporate IR and Executive Management teams across various metrics. The voter share reflects how well companies are performing and the effectiveness of their stakeholder outreach, with higher percentages corresponding to more points for each respective company. Countries with robust investor relations strategies benefit from increased voter market share, as firms that prioritize transparency and open communication between leadership and investors cultivate greater trust, attract and retain investor interest.

Successful companies enhance investor relations by leveraging technology to foster team collaboration and utilizing digital platforms for efficient information dissemination and audience engagement. This strategy improves accessibility, keeps stakeholders informed in real-time, and nurtures an active market community. As the landscape evolves, companies must refine their strategies for growth and diversify their outreach. By prioritizing stakeholder engagement and transparency, they can achieve lasting success in the competitive global market.

Share of Points by Country HQ - 2024



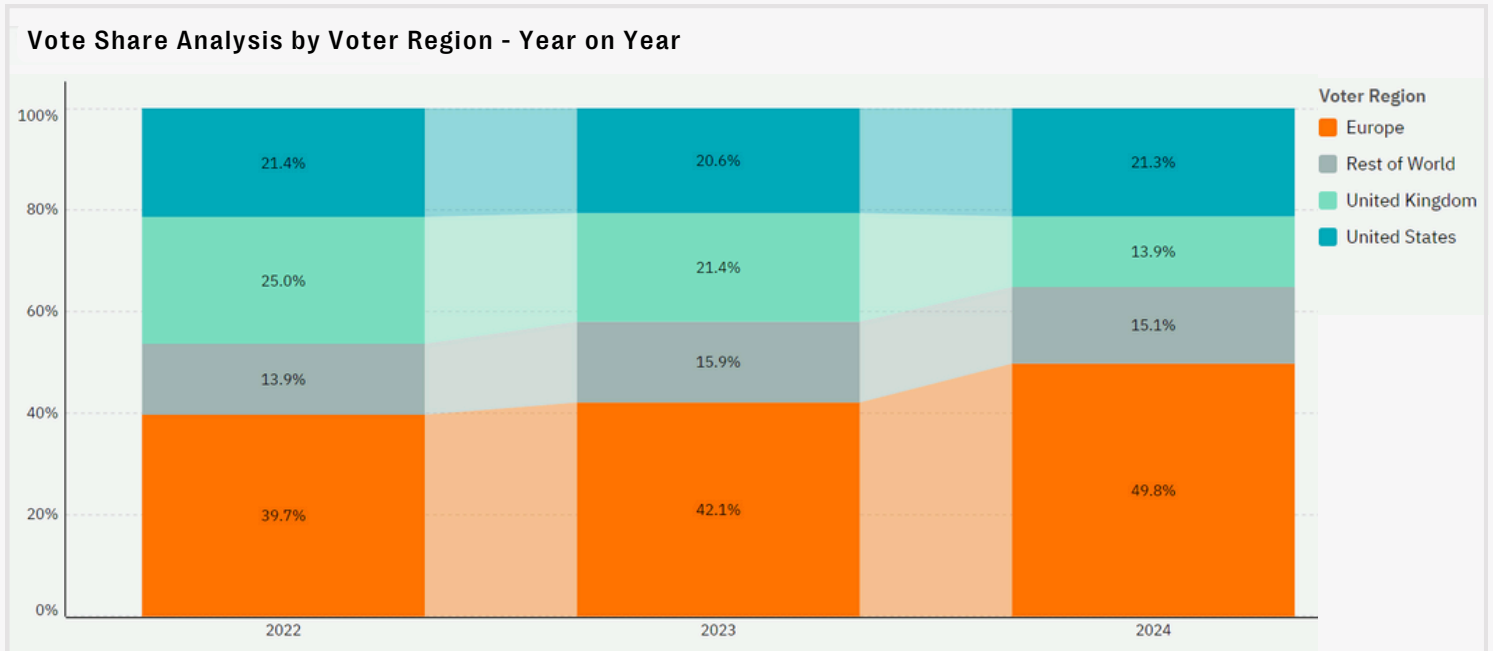
Share of Points by Country HQ - 2023



HOW INVESTORS RATE GERMANY COMPANIES

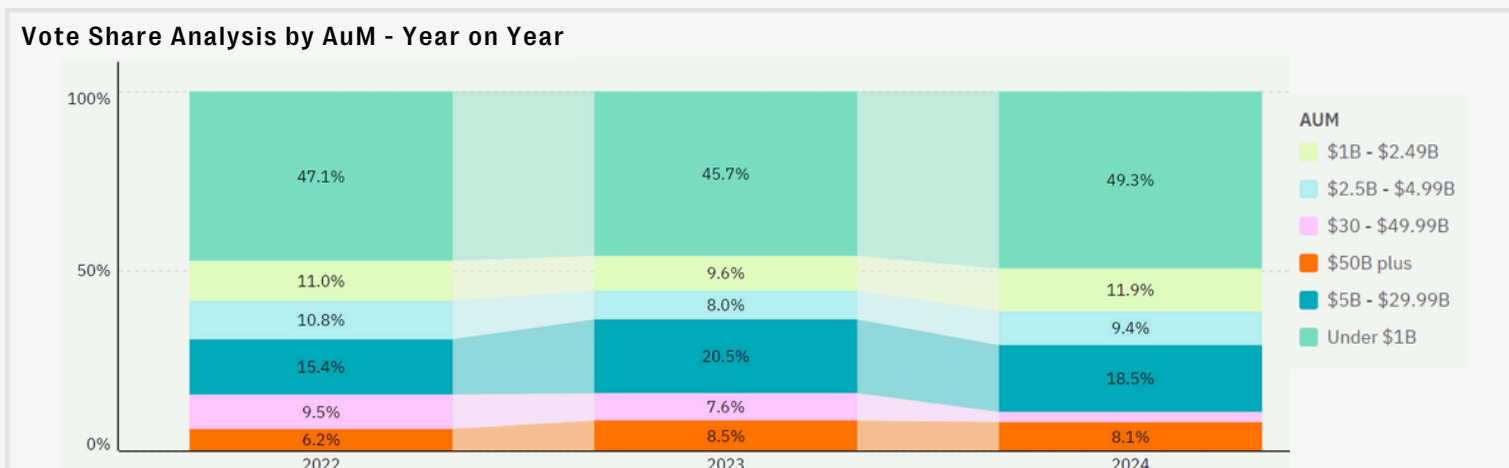
Voter profile by Country

The bar chart shows the percentage of points assigned to German corporate issuers based on buy-side investors' geographic locations. US investors have slightly increased their ratings, back to 2022 levels, with similar trends in Germany, Canada, Switzerland, and Luxembourg. In contrast, the UK significantly lowered its ratings by over 7% year-on-year, and about 12% since 2022. Australia also decreased its ratings but remains better than in 2022. France has consistently reduced ratings for German companies, with a slight decline in exposure to Asia.



Voter profile by AuM

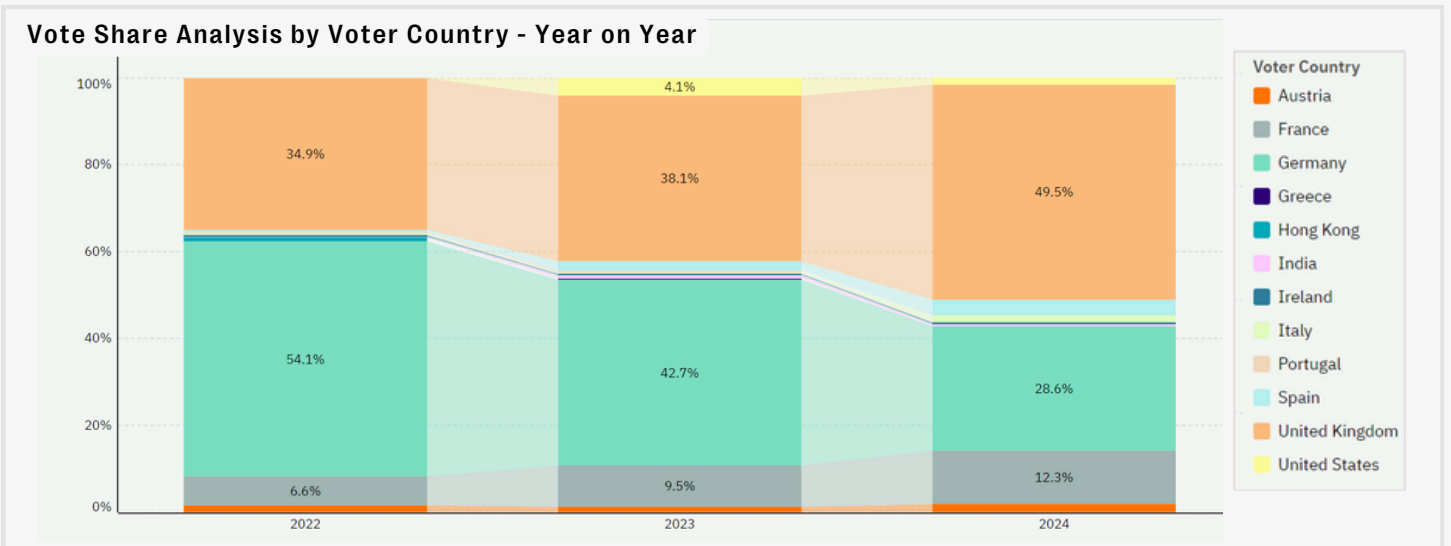
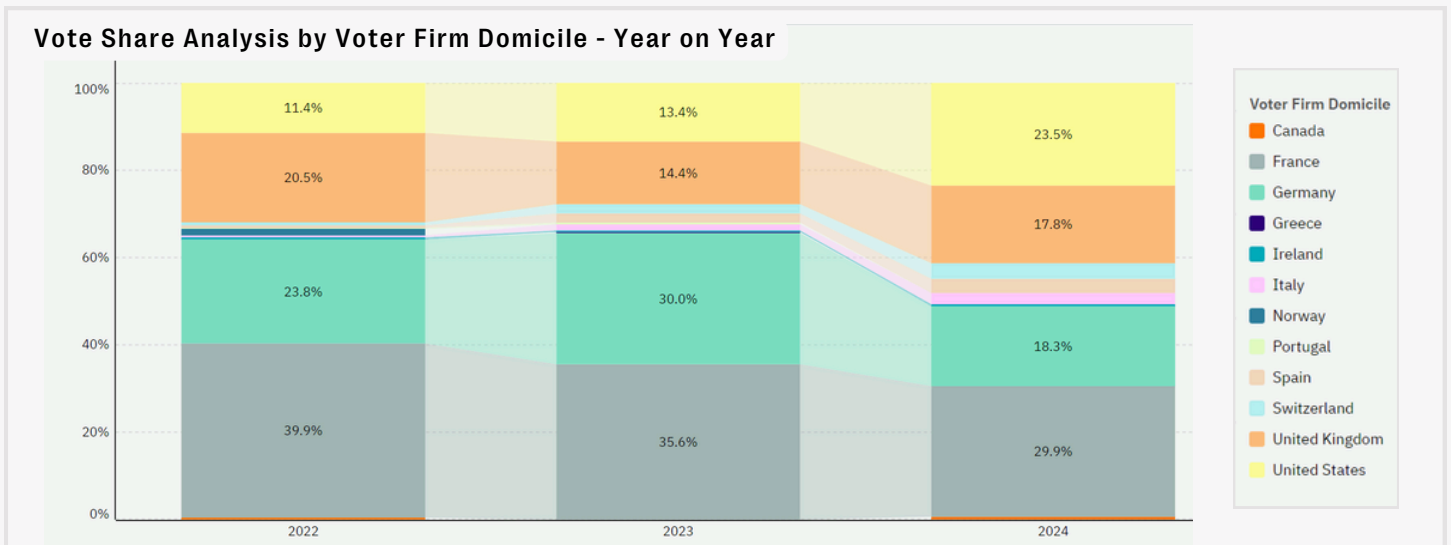
The bar chart shows the share of points assigned to German corporate issuers based on various AuM bands. Investors with less than \$1B in AuM represent the largest voter market share. Institutions with AuM between \$5B and \$29.99B have seen slight growth recently but decreased this year. The \$30-\$49.99B band has declined the most over the past three years, while the largest AuM group has increased since 2022.





SELL-SIDE PROFILE BY COUNTRY

The two charts show perceptions of vote shares for German equity assets as rated by sell-side analysts. The first chart analyzes vote shares by the firms' headquarters, and the second illustrates analysts' locations. US and UK equity research firms have increasingly supported German issuers, while domestic analyst support has declined, mirroring trends in French institutions. UK analysts have increased their voting shares for German companies, whereas German analysts have decreased theirs, following a pattern from 2022.



The **Deutscher IR Preis**, a distinguished collaboration with Extel, is poised to celebrate its 19th iteration. The esteemed winners of these awards are derived from the results of the annual Developed Europe Executive Team Survey, conducted over a comprehensive four-week period in April.

In the category for **Best IR Professional**, voters from both the buy-side and sell-side are tasked with independently nominating and rating Investor Relations Professionals on a scale of 1 to 5, where 1 denotes average performance and 5 signifies excellence. Notably, voters are not provided with a pre-selected list; rather, they exercise their judgment freely based on the experience and engagement with their equity assets. Importantly, if they opt to vote for multiple Investor Relations Officers (IROs) within a single team, each rating must be uniquely assigned to avoid duplication.

For the **Best Company in IR** category, participants assess a set of eight critical IR metrics, which encompass key areas such as Financial Disclosure, Quality of Meetings, Credibility and Authority, Responsiveness, Earnings Calls, and additional factors pivotal to effective investor communication.

Finally, a newly established category for **Best ESG Communication** evaluates companies based on three key metrics: 1. Disclosure of Material Metrics, 2. ESG Engagement, and 3. ESG Corporate Strategy. Each metric provides a comprehensive framework for assessing the effectiveness and transparency of companies in communicating their environmental, social, and governance initiatives.

The Deutscher IR Preis is awarded across the SDAX, MDAX and DAX in the IRO and IR Program category.



BEST COMPANY IN INVESTOR RELATIONS

DAX

CompanyName	Rank
RWE	1
Infineon Technologies	2
SAP	3
adidas	4
Deutsche Telekom	5
E.ON	6
Merck	7
Munich Re	8
Allianz	9
Mercedes Benz Group	10

MDAX

CompanyName	Rank
Fraport	1
Hugo Boss	2
Gerresheimer	3
Fresenius Medical Care	4
Puma	5
Talanx	6
Aixtron	7
Deutsche Lufthansa	8
TAG Immobilien	9
Carl Zeiss Meditec	10

SDAX

CompanyName	Rank
Ceconomy	1
flatexDEGIRO	2
Suess MicroTec	3
Thyssenkrupp-Nucera	4
DWS Group	5
ProSiebenSat.1 Media	6
Vossloh	7
Draegerwerk	8
Elmos Semiconductor	9
PVA TePla	9

BEST ESG COMMUNICATION

Company Name	Rank
RWE	1
SAP	1
Siemens	3
Infineon Technologies	4
E.ON	5
adidas	6
Vonovia	7
Mercedes Benz Group	8
Deutsche Telekom	9
Henkel	10

BEST IR PROFESSIONAL
DAX

Company	Individual	Rank
Deutsche Telekom	Hannes Wittig	1
adidas	Sebastian Steffen	2
RWE	Thomas Denny	3
Merck	Florian Schraeder	4
Henkel	Dennis Starke	5
Vonovia	Rene Hoffmann	6
Deutsche Boerse	Jan Strecker	7
Allianz	Christian Lamprecht	8
Beiersdorf	Jens Geissler	9
Munich Re	Christian Becker-Hussong	9

MDAX

Company	Individual	Rank
Fraport	Florian Fuchs	1
Hugo Boss	Christian Stoehr	2
Fresenius Medical Care	Dominik Heger	3
Gerresheimer	Guido Pickert	4
Puma	Gottfried Hoppe	5
Deutsche Lufthansa	Dennis Weber	6
Freenet	Tim-Frederik Oehr	6
Carl Zeiss Meditec	Sebastian Frericks	8
Knorr-Bremse	Andreas Spitzauer	8
LANXESS	Eva Frerker	8

SDAX

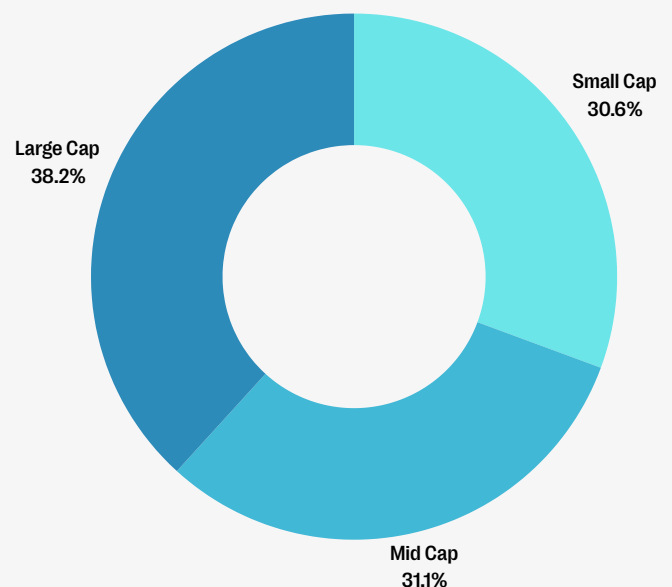
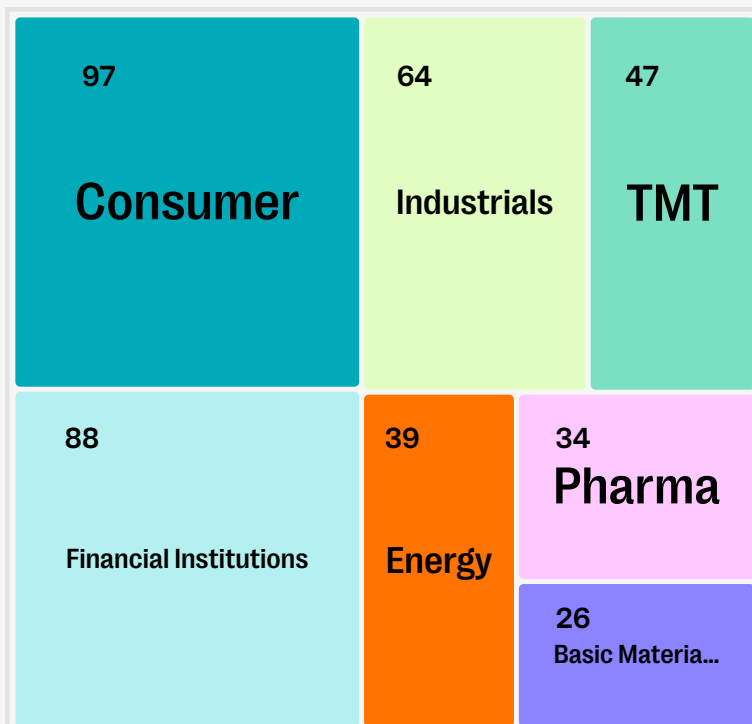
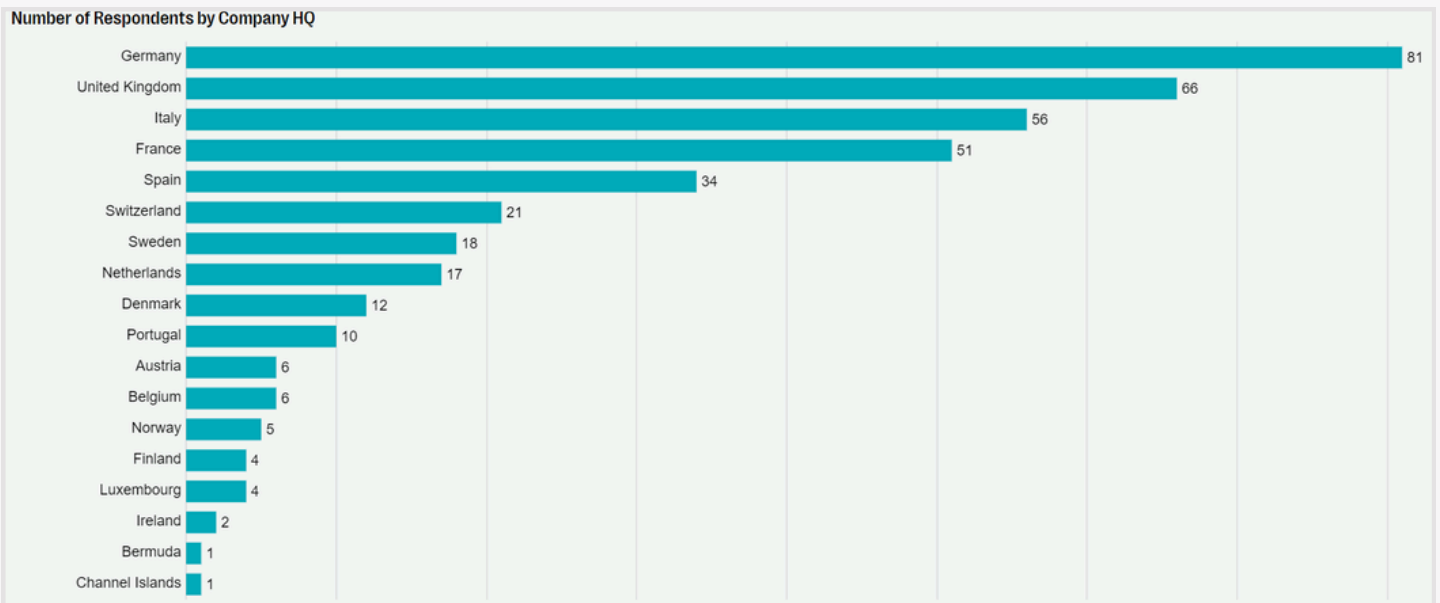
Company	Individual	Rank
Ceconomy	Fabienne Caron	1
DWS Group	Oliver Flade	2
Elmos Semiconductor	Ralf Hoppe	3
1&1	Oliver Keil	4
Thyssenkrupp-Nucera	Hendrik Finger	4
flatexDEGIRO	Achim Schreck	6
JOST Werke	Romy Acosta	7
Vossloh	Daniel Gavranovic	8
Deutsche Pfandbriefbank	Michael Heuber	9
Deutz	Christian Ludwig	9

MARKET TRENDS

INVESTOR RELATIONS BENCHMARK EUROPE



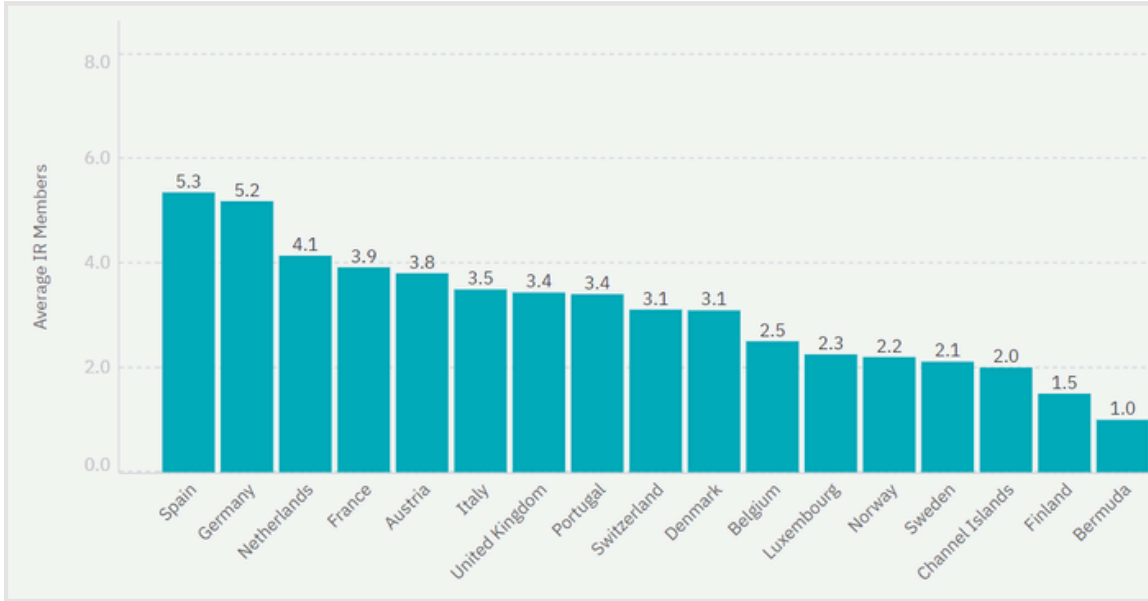
The **Corporate Insights Survey**, an essential element of the Developed Europe Executive Team, gathers insights from nearly 400 Corporate Heads of Investor Relations regarding various aspects of their outreach and engagement efforts. The feedback encompasses a wide range of topics, including remuneration, IR budgets, targeting strategies, preferred brokers, optimal investor engagements, ESG considerations, and the role of AI. Participants came from 31 different sectors, with a notable representation from Large-Cap companies. Germany had the highest number of participating companies, closely followed by the UK.



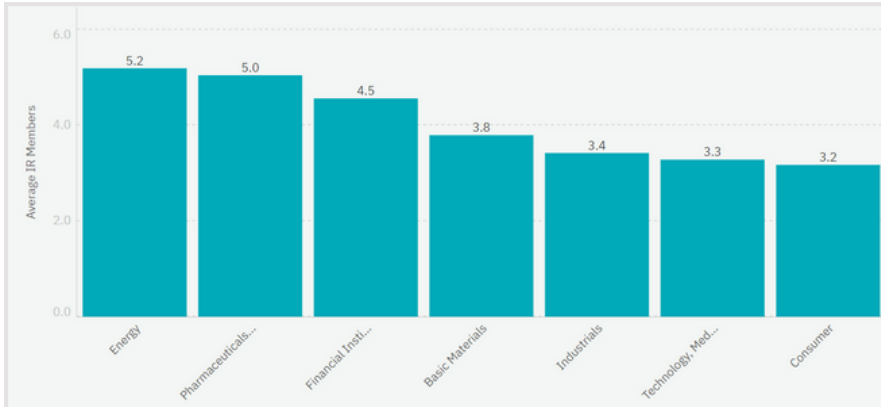
IR TEAM SIZE & REMUNERATION

Most countries exhibit stable trends year after year; however, we have observed a 2% increase in IR team resources among German firms and a significant 10% surge among Spanish companies. The additional resources allocated to investor relations teams may lead to more proactive engagement strategies, improved transparency, and heightened investor confidence. By strengthening their IR capabilities, these companies are more adept at navigating the complexities of the global market and fostering sustainable growth.

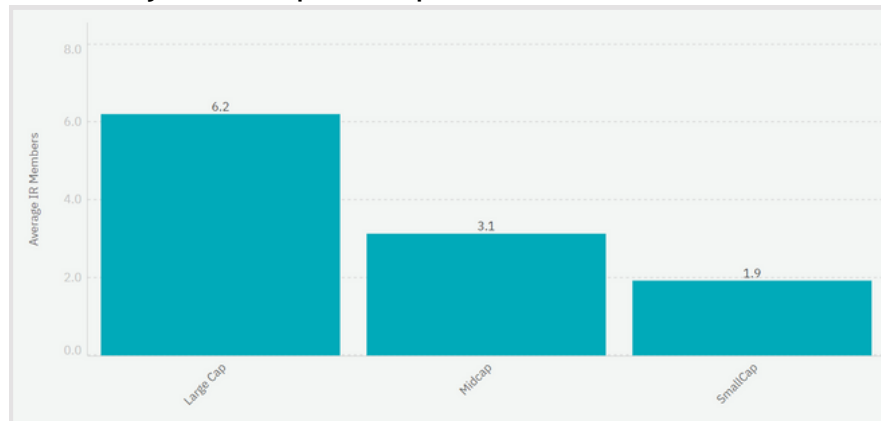
IR Team size by country in Europe



IR Teams size by sector category in Europe



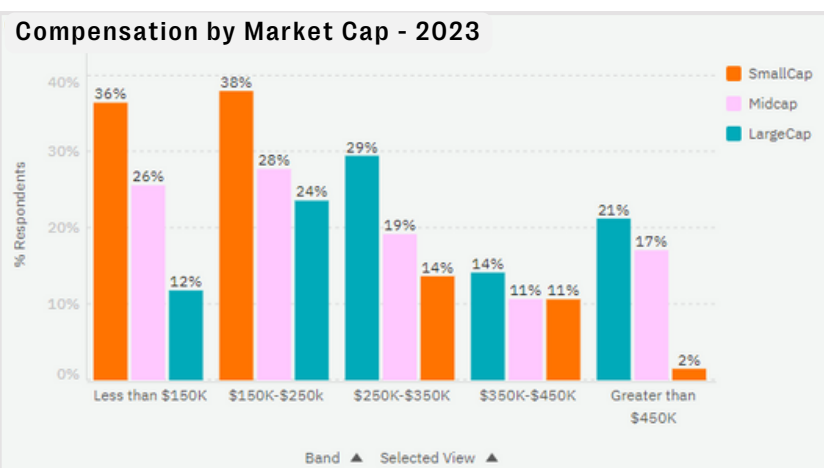
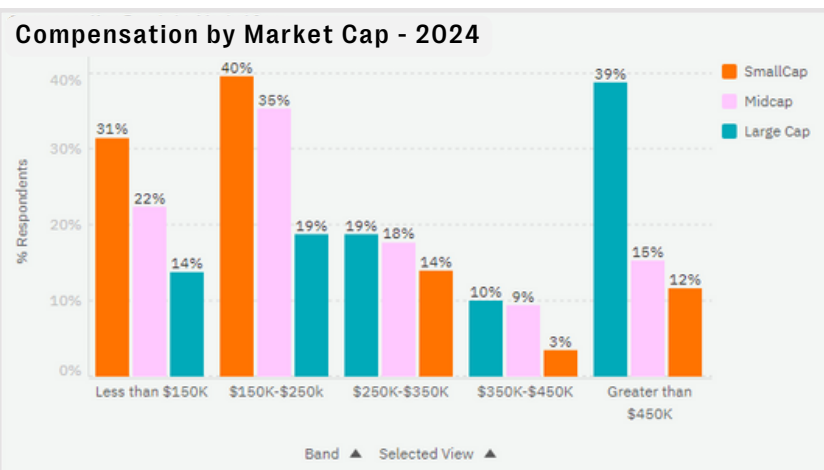
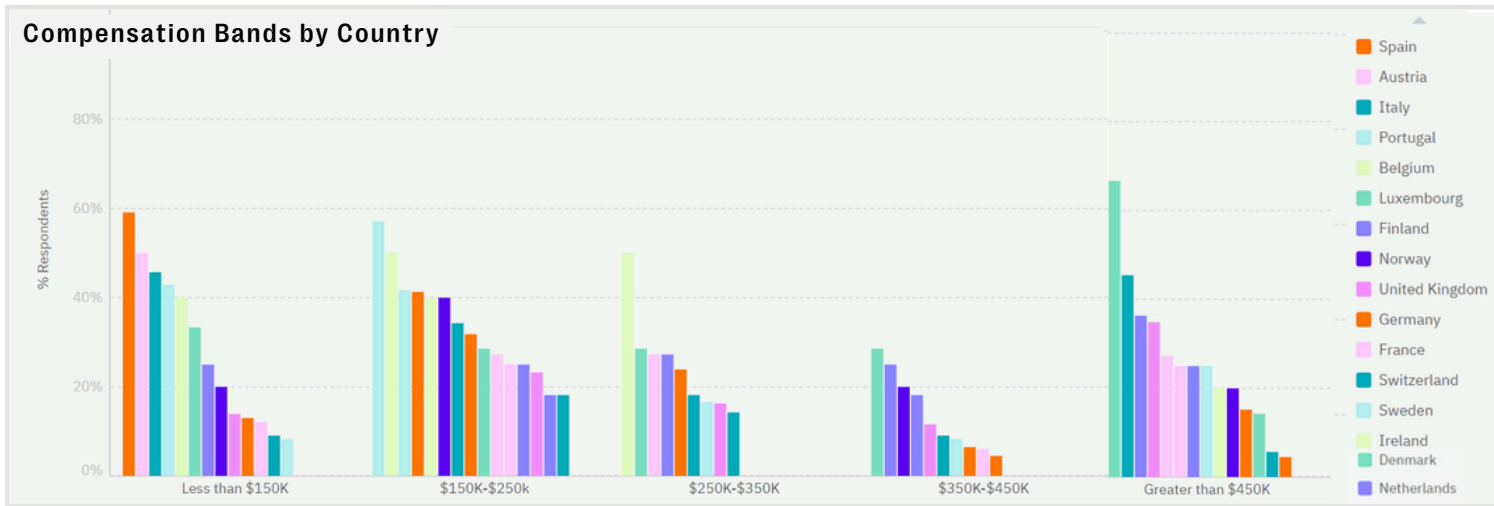
IR Teams by market cap in Europe



Energy, pharmaceutical, and financial sectors have the largest investor relations teams, while industrials, TMT, and consumer companies typically allocate fewer resources to this area. Resource allocation may vary by sector due to differing complexities and regulatory demands: energy and pharmaceuticals face strict regulations and market volatility, necessitating robust communication strategies to build investor confidence, while financial firms must maintain continuous engagement due to complex products and market dynamics. In contrast, industrials, TMT, and consumer sectors often depend on operational performance and market reputation, focusing on innovation and customer engagement for organic investor interest.

IR COMPENSATION (INCLUDING BASE SALARY AND LONG-TERM INCENTIVE)

Companies recognize the importance of effective investor relations professionals for transparency, investor confidence, and reputation, leading to competitive salaries. The demand for these specialists has surged due to global market complexities and increased expectations for corporate accountability. The role has expanded beyond financial reporting to include strategic communications, crisis management, and stakeholder engagement, contributing to the competitive salary landscape. As companies prioritize strong investor relations, salaries in this field are expected to remain high, reflecting their critical role in corporate success.

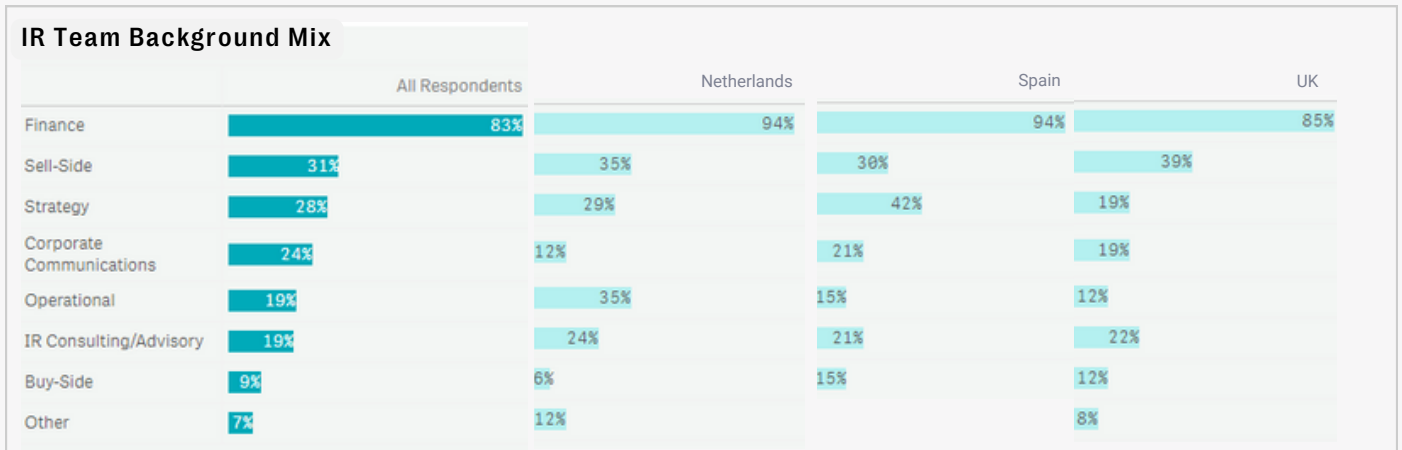
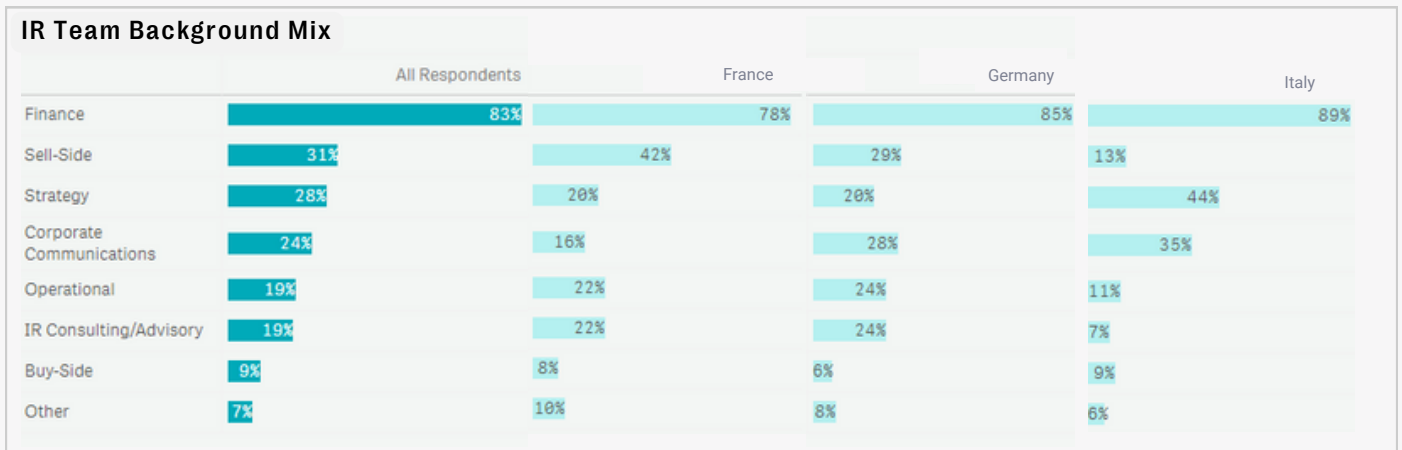


When analyzing the salaries of IR teams for 2023 and 2024, it's encouraging to see significant salary growth among small-cap companies in Europe. This increase in IR salaries reflects a heightened awareness of its role in attracting and retaining investors for small-cap firms. Moreover, it provides enhanced career prospects for IR professionals as small-cap companies continue to develop. Overall, this upward trend in salaries indicates a positive movement towards more robust and strategic investor relations practices within this market segment.

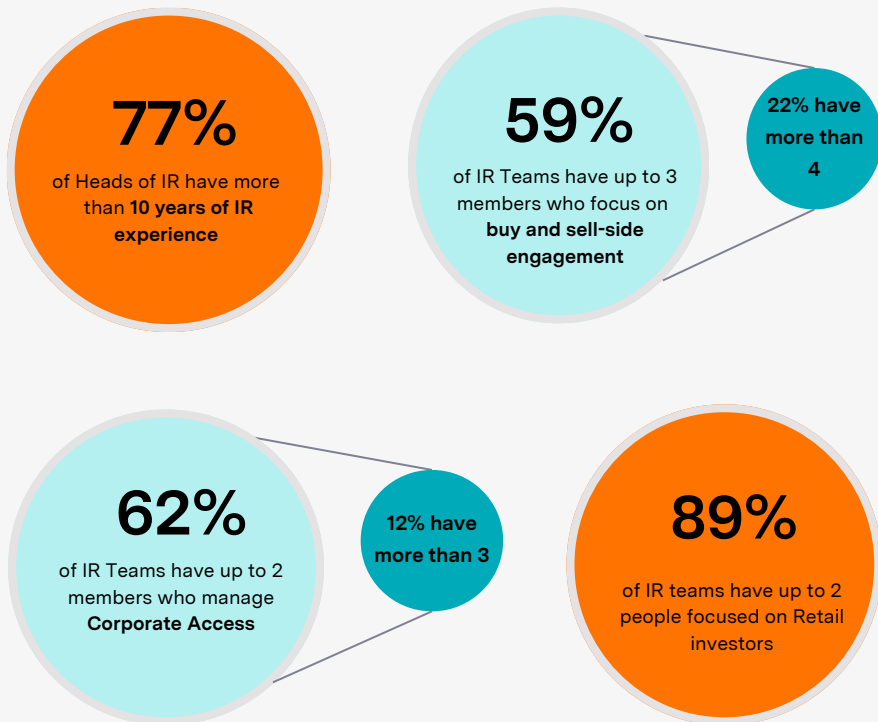
In contrast, mid-cap salaries have remained relatively stable, while the proportion of large-cap companies in the highest salary bracket has noticeably risen.

IR TEAM BACKGROUND MIX

Creating a high-caliber IR team presents a continual challenge as the field evolves. Studies of successful teams indicate that diversity in backgrounds and expertise boosts innovation and enhances problem-solving capabilities. Clearly defined roles enable team members to capitalize on their strengths in areas such as data analysis and communication. Ongoing training is crucial as IR progresses, while promoting collaboration enhances the effectiveness of strategies. By studying successful teams from around Europe, organizations can adopt best practices customized to their specific needs, ensuring their IR team remains both effective and adaptable.



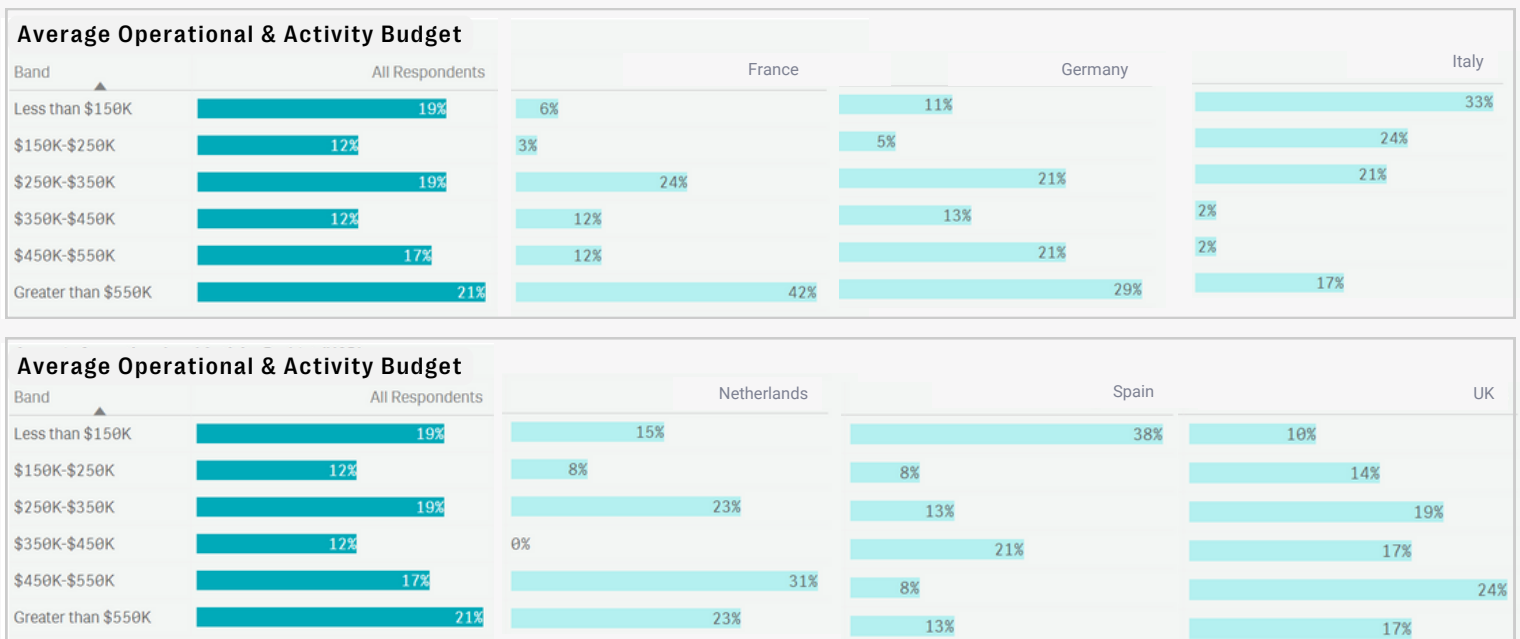
IR TEAM RESPONSIBILITIES



Heads of IR typically possess extensive experience in the field, often with a strong finance background. Currently, 59% of IR teams consist of up to three market-facing members, engaging with both Buy-Side and Sell-side, while over 22% have more than four, including 14% with five team members. Additionally, Corporate Access has gained significance in shaping the structure of the IR team, evolving into a dedicated function that plays a key role in driving strategic value through a more targeted outreach program.

In certain companies, retail investor engagement has traditionally been a core aspect of the IR team; however, we are now witnessing a broader level of integration across the board.

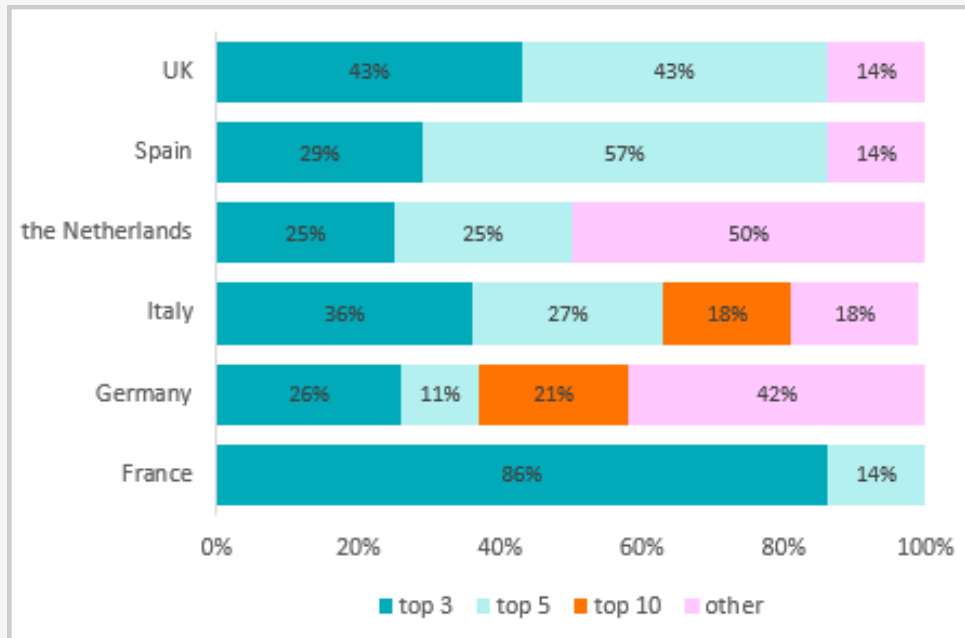
OPERATIONAL & ACTIVITY BUDGET (USD)



It is noteworthy that 59% of Spanish companies and 78% of Italian businesses operate with annual budgets below \$350,000. In contrast, a significant proportion of firms in France, Germany, and the Netherlands—49%, 29%, and 23%, respectively—manage budgets exceeding \$550,000. Additionally, 29% of UK companies possess budgets that approach, yet fall just short of, the \$550,000 mark.

MEASURING INVESTOR RELATIONS

European companies use Extel ranking analysis to measure the effectiveness of their IR work



Share price performance is often utilized as a metric for evaluating Investor IR; however, it is significantly influenced by external factors and broader financial metrics. Therefore, adopting a long-term perspective on stock performance is essential for accurately assessing the true impact of IR on financial outcomes.

Effective IR demands the establishment of quantifiable metrics for monitoring success, including trading volume, shareholder retention, and engagement analytics. Yet, the qualitative evaluation of IR poses considerable challenges, underscoring the necessity for external validation and market sentiment analysis. These elements are vital for identifying gaps in performance and aligning IR strategies with stakeholder needs.

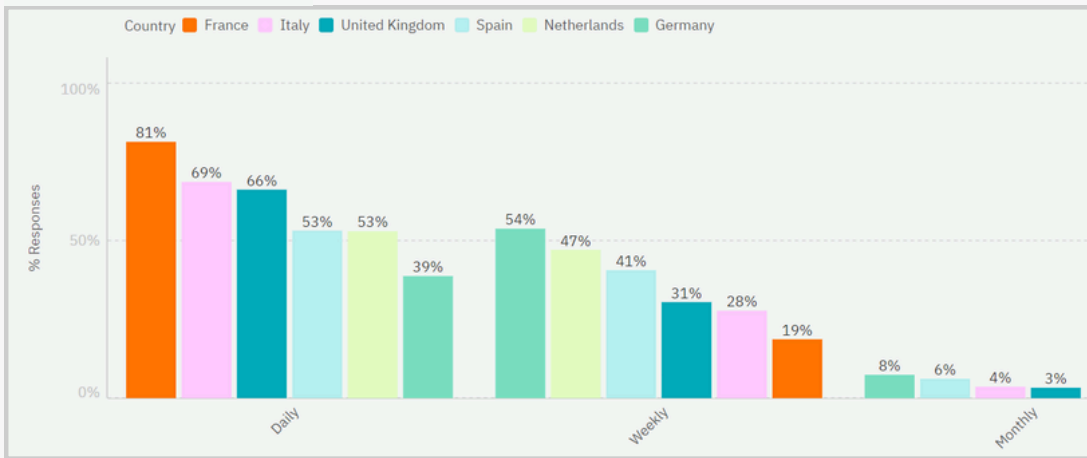
Thus, Extel’s annual ranking and comprehensive perception analysis have emerged as critical key performance indicators for assessing and tracking the quality and impact of companies’ IR efforts, grounded in independent feedback from research participants.

French companies have set ambitious targets, with over 86% striving for a top 3 ranking; this is followed by their UK and Italian counterparts. In contrast, Spanish companies have opted for a more modest goal, with 57% aiming for a top 5 result. Notably, in Germany and the Netherlands, a substantial proportion of companies—42% and 50%, respectively—express contentment with mere nominations, given that voters spontaneously identify companies. Nevertheless, 48% of German companies and 50% of Dutch companies still aspire to secure a top 10 and top 5 ranking, respectively.

INTERNAL STAKEHOLDER ENGAGEMENT

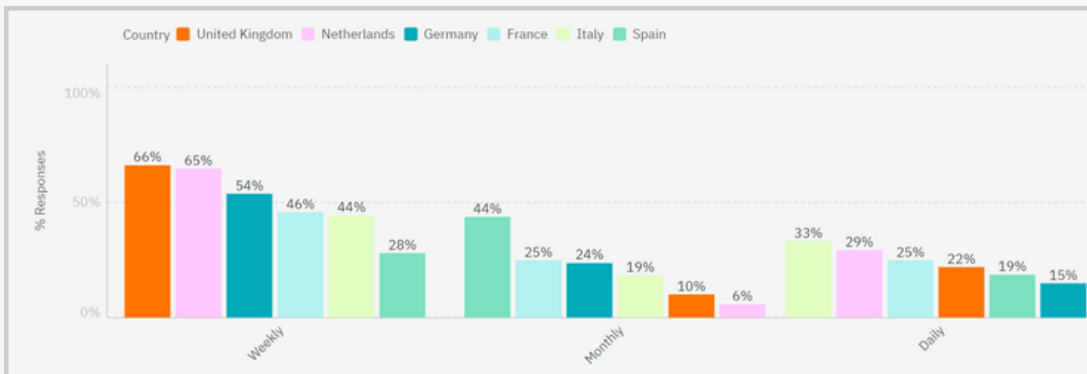
Engaging internal stakeholders in IR is crucial for fostering dialogue with CFOs and CEOs who provide valuable insights. For example, 81% of French companies meet with their CFOs daily, and many Italian, UK, Spanish, and Dutch companies do the same. In Germany, most firms meet their CFOs weekly. Additionally, 66% of UK companies and comparable numbers of Dutch firms interact weekly with their CEOs, while German companies split their time evenly between CEO and CFO. German firms also lead in weekly Board engagements, while many others focus on quarterly or monthly interactions, particularly UK and Dutch companies at 47% and 46%, respectively. Spanish and Italian companies show the lowest engagement rates.

IR Interactions with the CFO



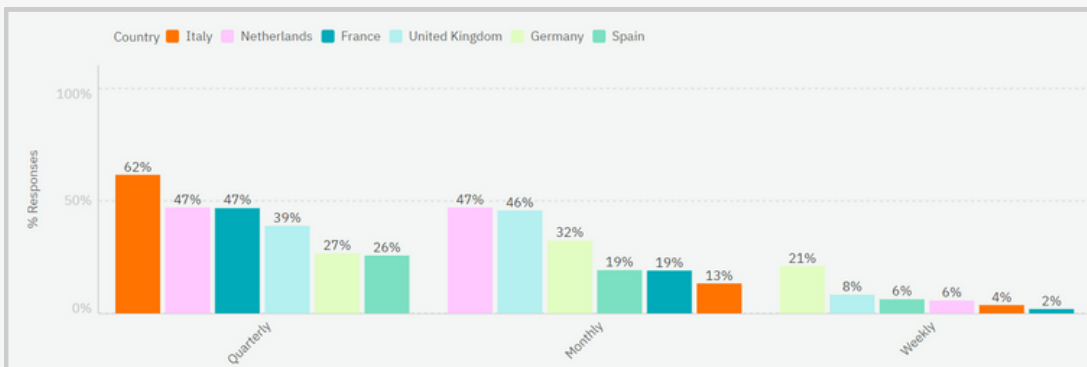
Collaboration with in-house experts enhances IR credibility, builds stakeholder trust, and promotes transparency, enabling IR teams to craft narratives that resonate with investors. This engagement deepens their understanding of market dynamics and positions the organization as a sector leader.

IR Interactions with the CEO



By leveraging executive insights, IR can align strategies with company goals and proactively address market trends.

IR Interactions with the Board



Ultimately, this internal engagement shifts IR from a reporting function to a strategic partnership, improving investor relationships, enhancing brand reputation, and supporting long-term value creation. This integrated approach empowers the organization to navigate market complexities effectively.

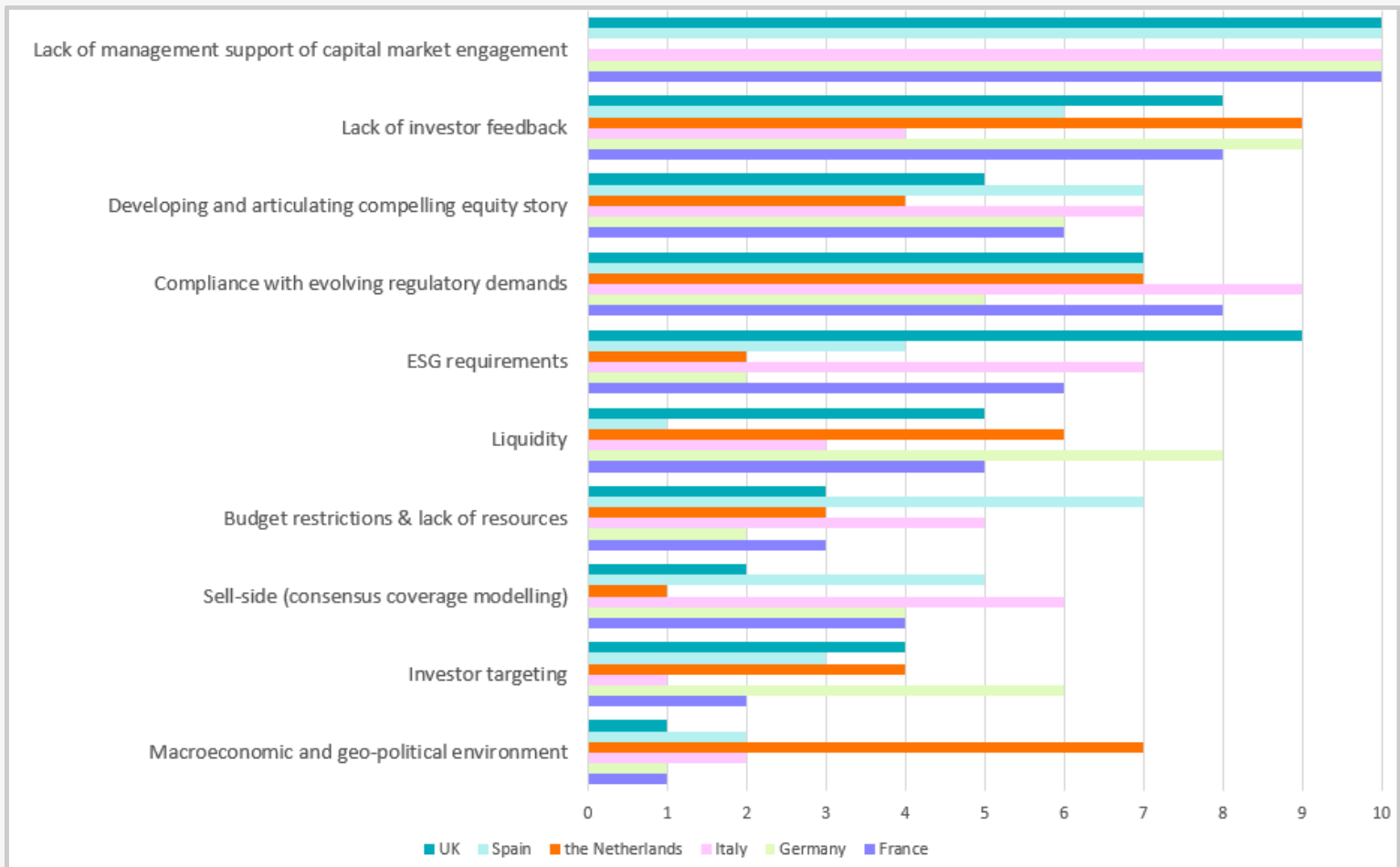
IR CHALLENGES AND PRIORITIES

The efficacy of the IR function is fundamentally linked to the management's readiness to engage with the capital markets. It is reassuring to note that, across the six surveyed countries, all companies consistently regard the lack of management support for capital market engagement as a minimal concern. In contrast, a more diverse array of feedback has emerged regarding pressing challenges. Specifically, firms in France, Germany, and the UK identify the macroeconomic and geopolitical environment as the most significant influences on their operations. In contrast, Italian companies emphasize difficulties related to investor targeting, while Dutch firms grapple with issues concerning sell-side consensus, modeling, and coverage. Spanish companies, on the other hand, are contending with decreased liquidity.

Additional challenges surfaced include budgetary constraints faced by firms in France, Germany, the Netherlands, and the UK; interestingly, the first three of these countries report the highest number of companies with substantial budgets in Europe. Furthermore, Germany and the Netherlands have flagged stringent ESG requirements among their top three hurdles.

In conclusion, the macroeconomic and geopolitical landscape, along with capabilities in investor targeting, consistently rank among the top five challenges identified by these organizations.

What are the biggest challenges impacting your IR work?

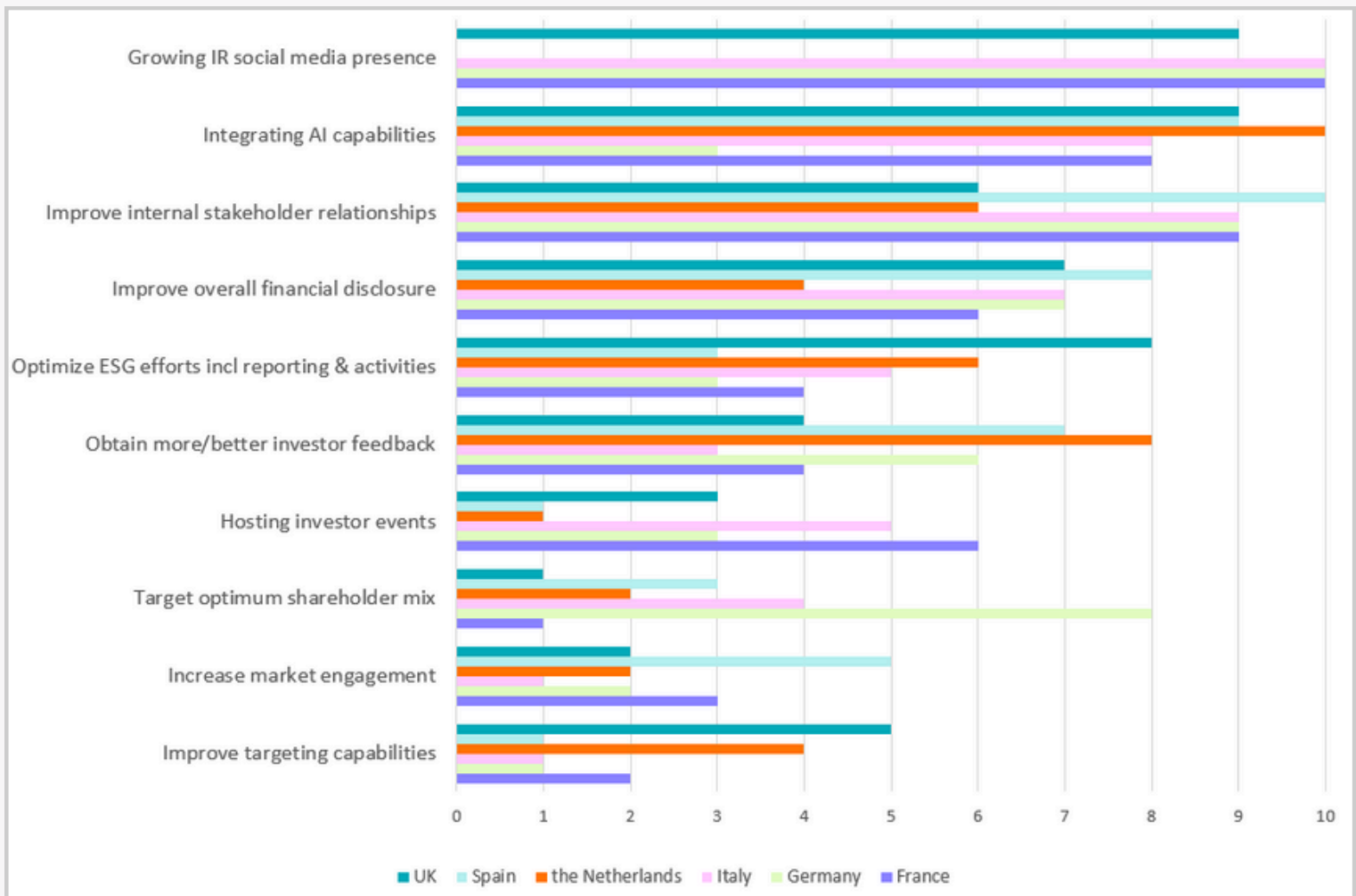


Aligned with the findings from Extel research that identifies the enhancement of investor targeting capabilities as a critical challenge in IR, this priority emerges as one of the top three objectives for IR teams in France, Germany, Italy, and Spain. In the Netherlands and the UK, it ranks as a top five priority. Additionally, there is a consistent emphasis among firms in these countries on increasing market engagement.

Specifically, both France and the UK have identified achieving an optimal shareholder mix as their foremost priority. Meanwhile, the Netherlands and Spain are directing their efforts towards organizing and hosting investor events to bolster engagement.

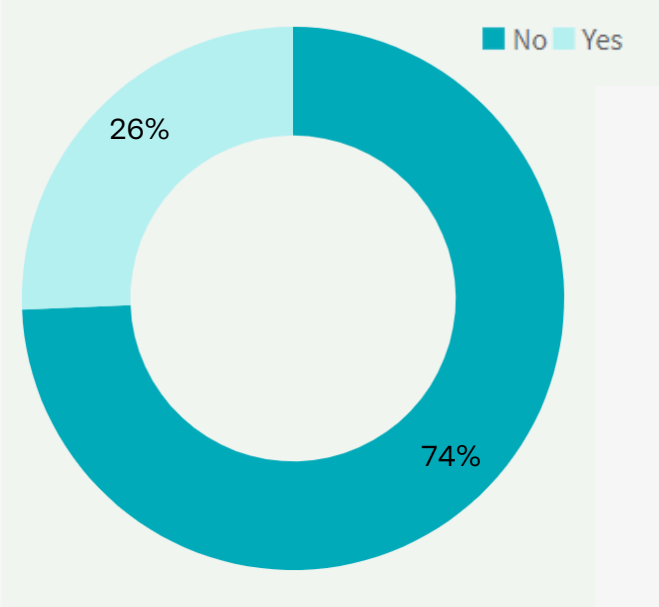
Conversely, certain areas are receiving less attention, including increased efforts in social media utilization, which has garnered minimal focus. Furthermore, there is a notable lack of emphasis on integrating artificial intelligence capabilities, except in Germany, where it ranks among the top three priorities.

What are your main priorities to improve your IR work?



ESG RESOURCING IN IR

Have you had to add additional staff to your IR team to address growing ESG demands?



On average, 26% of companies have expanded their IR teams to meet the growing demand for ESG initiatives. While many IR teams work closely with ESG, CSR, and Sustainability teams, much of the data collection and nuanced understanding required is essential for crafting a consistent narrative that incorporates sustainability.

In Germany, 30% of companies have increased their workforce to fulfill ESG obligations, whereas only 7% of French companies felt the need to enhance their IR functions for ESG purposes. Spain leads in resource allocation for ESG, with 41% of companies augmenting their staff. The Netherlands and Italy align with the average, while the UK falls slightly below it.

These varied strategies for allocating resources to ESG across countries are also evident in the professional backgrounds of those taking on ESG roles within IR teams. Although most individuals come from financial or traditional IR backgrounds, the percentages of IR personnel with a technical ESG background are low: 8% in France, 2% in Germany, and 6% in Italy. In contrast, the Netherlands and Spain show slightly higher ESG expertise in their IR teams, with 12% and 9%, respectively, while the UK only has 4%.

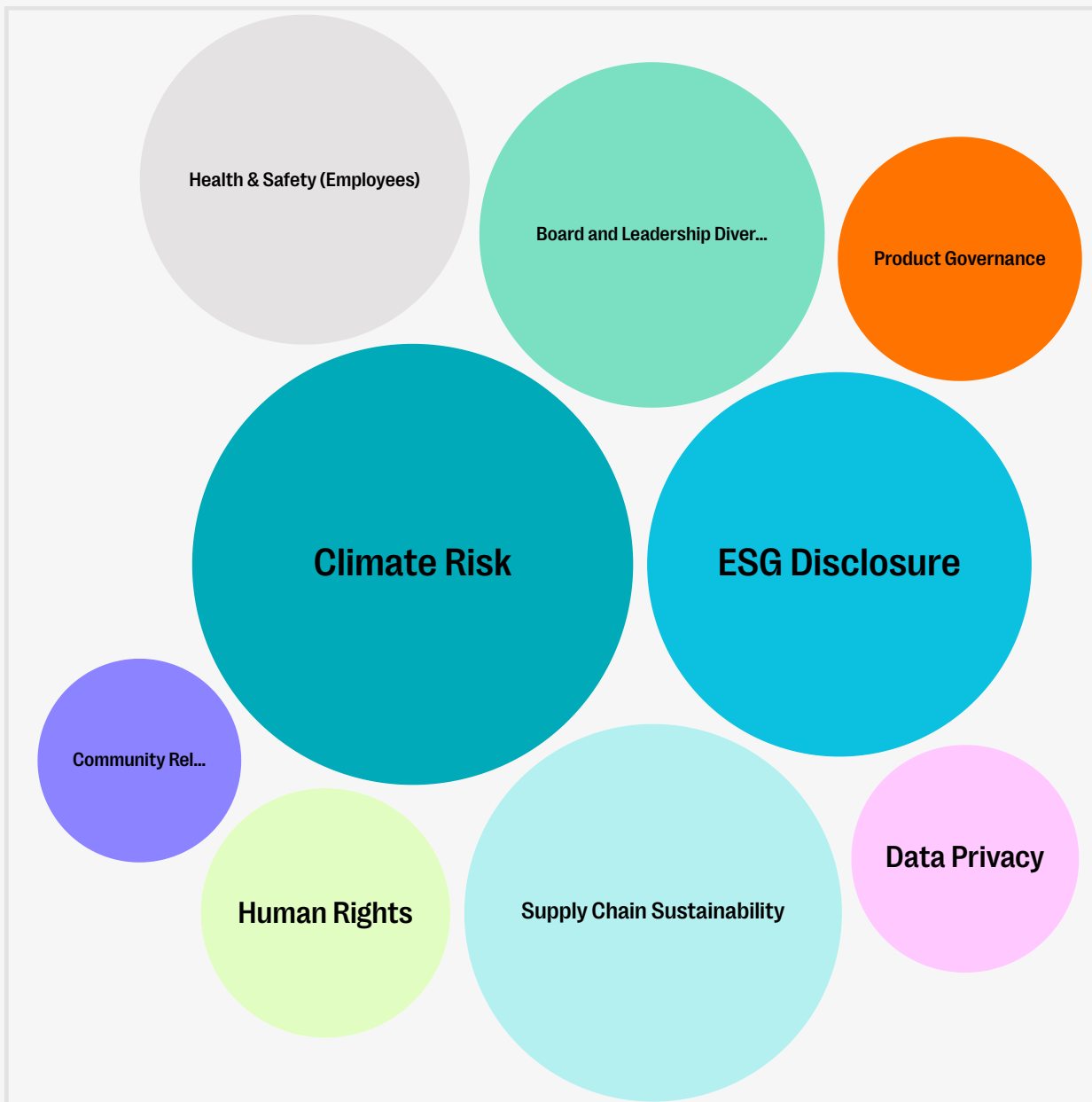


ESG CHALLENGES AND PRIORITIES

A discernible polarization emerges across the six surveyed countries concerning the paramount areas of interest and strategic priorities in IR. Our research indicates that, despite a decline in significance—from 5th to 8th place—since 2022, ESG considerations continue to preoccupy many IR teams alongside their ESG/CSR counterparts.

Notably, climate risk has been identified as the foremost pressing issue for both Corporate IR and ESG teams. In stark contrast, community relations are perceived as the least critical matter. While the top three issues—climate risk, ESG disclosures, and supply chain sustainability—consistently resonate among the surveyed countries, certain notable divergences are present. In Italy and the Netherlands, the health and safety of employees ranks as the third most important topic to address. In Spain, risk management emerges as a significant concern, whereas in the UK, issues pertaining to board and leadership diversity take precedence.

Most pressing ESG topics



While we can notice much greater convergence when IR professionals have to think about the priorities within in ESG, we notable discrepancies in what IR teams consider to be the biggest challenges.

For France and Spain number 1 challenged, to a slightly lesser extend for the Netherlands in 2nd positions, is the completion of the ratings surveys. UK and Germany seem slightly less phased by the arduous process of submitting the surveys, but still ranked within the top 5 challenges and for Italy it is in 7th place. For both Germany and Italy a much bigger challenge, ranking in number 1, is the incorporation of changing material metrics into reporting and strategy. While for the UK keeping abreast of and aligning with reporting frameworks and regulatory requirements is the biggest challenge. For the Netherlands the lack of resources make it harder to meet all requirements and resource to complete ESG related tasks.

UK companies have further struggles with identifying relevant and measurable KPIs to track goal attainment. which is shared by Italian companies too as well as the lack in transparency of screening criteria of investors, which is conversely the least worry for Spanish companies.

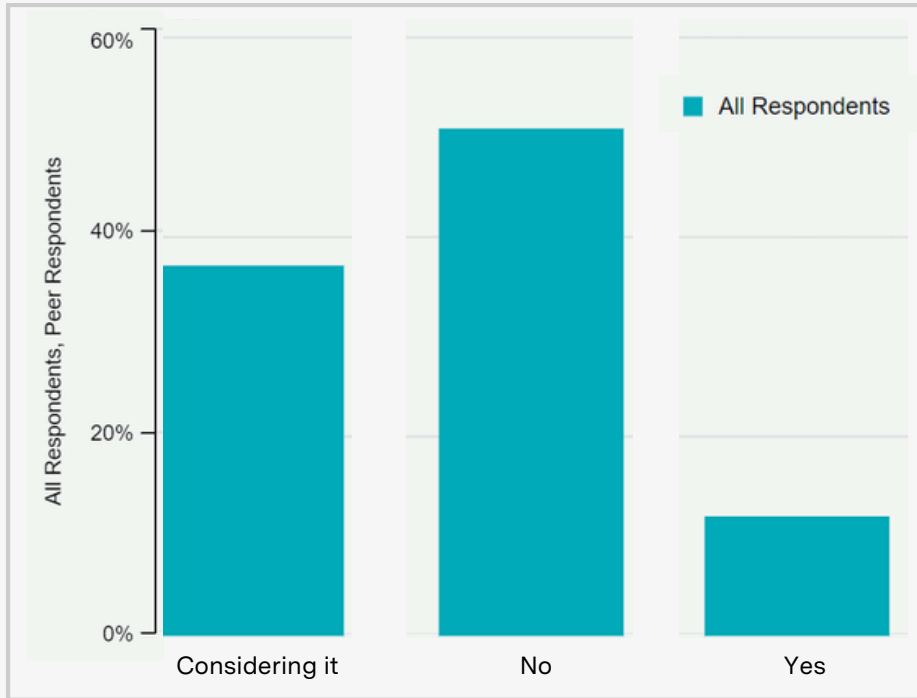
While France and the Netherlands do not seem to struggle with gathering and consolidating relevant data fro,m different departments, partners, customers and suppliers, Germany Spain and the UK consider this in the top 3 challenges.

What are the biggest challenges impacting your ESG work



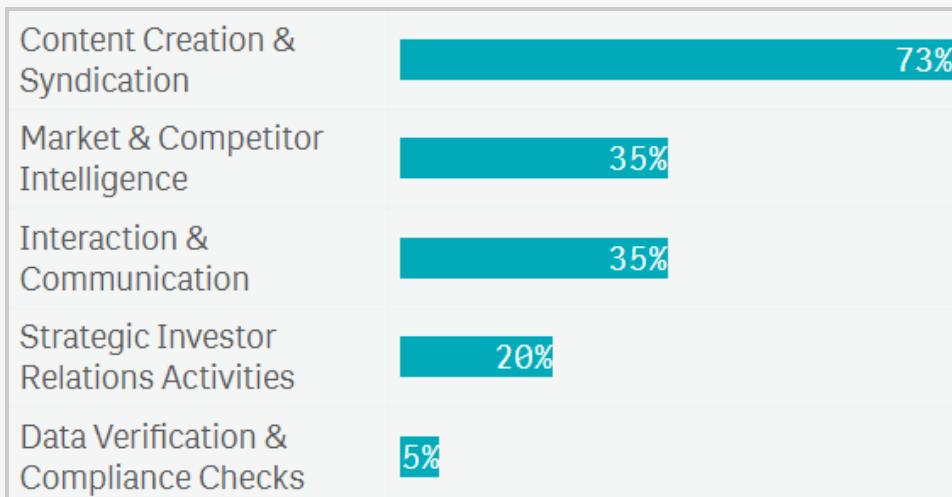
ARTIFICIAL INTELLIGENCE IN IR

Are you using generative Artificial Intelligence (AI) to help with your IR activities?



The significance of AI is undeniable, given the extensive media coverage and thought leadership surrounding it. However, we observe that most IR teams have yet to implement it. Nonetheless, over 30% are actively contemplating its use and strategizing how to integrate it within a company framework that is guided by appropriate policies and security measures.

What IR activities have you used generative AI for



In France, AI adoption is at 18%, with 63% used for content creation and syndication, 50% for market and competitor intelligence, 25% for interaction and communication, and 13% for data verification and compliance. 3% of German companies have already adopted AI. Like in France the majority is adopted with respect to enhancing content Creation & Syndication.

24% of Market Intelligence, 35% on Interaction & Communication and 18% on Strategic IR activities, including investor targeting, note taking tools, CRM/Corporate Access Platforms. While there is some adoption of AI in Germany and France, Italy only shows a 6% adoption rate, and no companies in Spain have reported any usage, with just 31% contemplating it. In the Netherlands, 63% of companies have not utilized AI, demonstrating a 25% below-average interest in adoption. Only 13% have actively incorporated AI into content creation, market intelligence, and strategic investor relations. In the UK, 13% of companies are adopting AI across all five areas, with a particular emphasis on content creation. Meanwhile, 37% are considering it, and content creation remains the primary application for AI, although 50% are still not using AI at all.

UNRIVALLED INSIGHT. DRIVEN BY DATA.

CORPORATE INSIGHTS DASHBOARD

Extel closes the market feedback gap with qualitative and quantitative data driven perception and ranking research insights.

For over 20 years, our annual global Executive Team Surveys have delivered independent performance assessment for buy- & sell-side and Corporate IR & Executive Management teams. This 3-way feedback loop, a self-perpetuating ecosystem, collects critical and candid feedback to drive better performance and engagement.

The perception and ranking analysis is delivered via the **Corporate Insights Dashboard**, a strategic data visualization tool. It enables a multi-dimensional approach to navigate comparative peer analysis across 20+ IR performance metrics and 8+ demographic groups and regions.

Find out how you measure up against your peers and what investment professionals say about you!

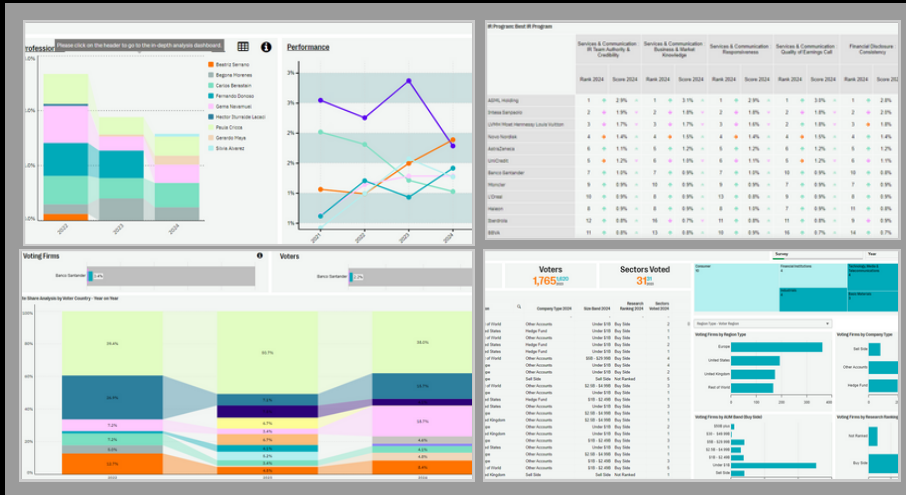


Vision

In an industry where knowledge is everything, we unlock a wealth of independent data that you can't find anywhere else. From global market trends, to peer-to-peer performance analysis and competitive benchmarking, you can dive deep into the data to identify actionable insights; giving you the tools to make smarter decisions every day.

About Us

For over 50 years, Extel has been conducting independent research surveys with global investment professionals who evaluate and determine the best performing sell-side service providers, asset managers and CEOs, CFOs, IROs and IR Programs across Europe, Emerging EMEA, Asia Pacific, North America and Latin America. The research data independently captures evaluations of companies, investment professionals and executives from investment managers, banks, research providers and corporate issuers, to deliver detailed peer-to-peer comparative analyses every year; the feedback helps inform strategic decision making and improve resource and process management.



- Measure IR fairly and qualitatively
- Deliver stakeholder value
- Close the feedback gap
- Reduce cost of capital
- Maximize C-Suite time
- Deliver strategic and deliberate IR
- Identify the right sell & buy-side targets
- Control company narrative/market story



DIRK - DEUTSCHER INVESTOR RELATIONS VERBAND

Der DIRK – Deutscher Investor Relations Verband ist der größte europäische Fachverband für die Verbindung von Unternehmen und Kapitalmärkten. Wir geben Investor Relations (IR) eine Stimme und repräsentieren rund 90% des börsennotierten Kapitals in Deutschland. Als unabhängiger Kompetenzträger optimieren wir den Dialog zwischen Emittenten, Kapitalgebern sowie den relevanten Intermediären und setzen hierfür professionelle Qualitätsstandards. Unsere Mitglieder erhalten von uns fachliche Unterstützung und praxisnahes Wissen sowie Zugang zu Netzwerken und IR-Professionals aus aller Welt. Zugleich fördern wir den Berufsstand der Investor Relations und bieten umfangreiche Aus- und Weiterbildungsmöglichkeiten in enger Zusammenarbeit mit Wissenschaft und Forschung.

Mehr über unser Selbstverständnis, die Definition und das [Leitbild](#) der Investor Relations sowie alles Wissenswerte über den DIRK erfahren Sie in unserer Imagebroschüre ([hier](#) geht es zur Imagebroschüre als PDF).

EXTEL

For 54 years, Institutional Investor's highly recognised survey-based research has produced an independent evaluation of quality across key markets and stakeholder groups – with rankings for top global sell-side research teams and corporate executives setting the industry standard, with a global presence spanning Europe, Emerging EMEA, Asia Pacific, North America and Latin America.

Extel conducts independent research surveys with global investment and sell-side professionals who evaluate and determine the best performing CEOs, CFOs, IROs and IR Programs across these regions. The survey results provide an independent performance validation of IR activities and Executives relative to specific sector and country peers based on multiple assessment criteria and metrics. The market intelligence identifies best practices and empowers greater productivity and efficiency through targeted IR team collaboration and directional guidance for C-Suite investor outreach.

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Exciting news in our latest newsletter! 🎉 Dive into latest cutting edge research from Asia, America, and Japan, and catch the highlights from the Equity Industry's most anticipated event—where the top performers from buy-side, sell-side, corporate IR, and executive management were recognized and networked.

Uncover how AI is shaking up the equity research industry.

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