

# RESEARCH REVIEW

The latest data on hot topics  
from Rivel's Research Database

April 2021

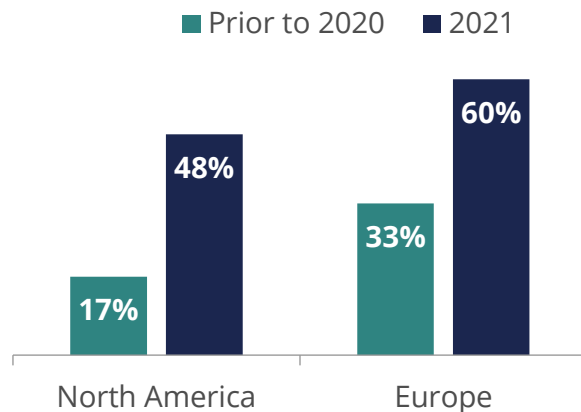


## A SURGE IN CAPITAL MARKETS DAYS

The pandemic has disrupted preconceived notions of investment appeal and plans for long-term growth as have few events in history. Assiduous forecasts of what issuers can achieve and return to their shareholders have been upended.

In response, companies are now rushing to reassure the investment community of their resilience, inherent value and long-term prospects. Investor engagement has become more assertive. An annual capital markets day, perhaps once seen as a nice to have bonus in gaining command of management's calibre and strategy, has in 2021 become an essential conduit of insight

### Percentage of Companies Planning to Hold a Capital Markets Day in Current Year

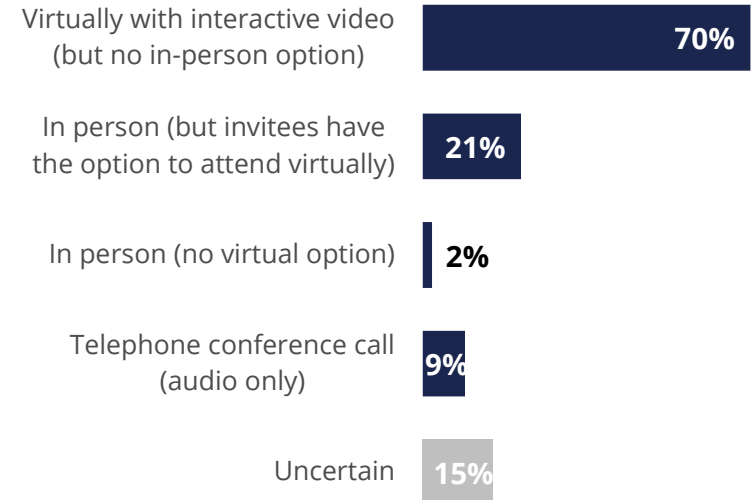


crucial to soothing jangled nerves and bridging perception gaps between issuers and the investment community. Just look at some of our most recent data. When we asked at the outset of the pandemic how often companies typically held a capital markets day, only a quarter or fewer reported doing so on an annual basis. That number has now (March 2021) shot up to half or more companies (60% in Europe and 48% in North America) who have a capital markets day on their agenda for 2021 alone.

No doubt the surge also reflects pandemic-induced social distancing rules as virtual days have been replacing traditional in-person events. ESG also plays a role as efforts to reduce carbon footprints argue against events that require travel.

The great majority of 2021 capital markets days will be virtual with interactive video (and our data show that this is fine with investors ... at least for now). But over the long term, a hybrid approach likely will win out – in-person capital markets days for which invitees have the option of attending a) in person (and gaining added insight from personal interaction or peer networking) or b) virtually (obviating time and cost lost to travel).

### Ways in Which 2021 Capital Markets Days Will Be Held (Among European and North American IROs, March 2021, n=209)



Note: Multiple responses accepted.

### Rivel Intelligence

This data has been selected from Rivel Intelligence, the only resource of its kind, pairing the perspective of the global buy-side with that of IROs globally in the discussion of what is "best-in-class IR".

Rivel is the leading investor perception provider globally. Our services create greater alignment between the board, C-Suite, IR and the investment community. We capture qualitative feedback and create quantitative measurements, providing actionable insights to mitigate risk and improve valuation.

#### Contact:

Claire Lavery  
Executive Director,  
Europe and Asia

+44 (0) 20 3356 2791  
clavery@rivel.com  
www.rivel.com