

# RESEARCH REVIEW

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

June 2021



## ESG HAS SEIZED THE ATTENTION OF HEAD IROs

The data doesn't lie. For the first time in the history of our global research among head IROs, the single most important IR goal being set for the upcoming year is NOT identified as "achieving fair valuation for your company."

Earlier this spring, we interviewed 269 head IROs in Europe (as well as over 600 in North America) and found that "improving ESG/sustainability communications" has seized the top spot in both regions, dramatizing the slow

### Most Important Goals for IR Program in 2021

(Among European Senior-Most IROs, Spring 2021, n=269)\*



\* Multiple responses.

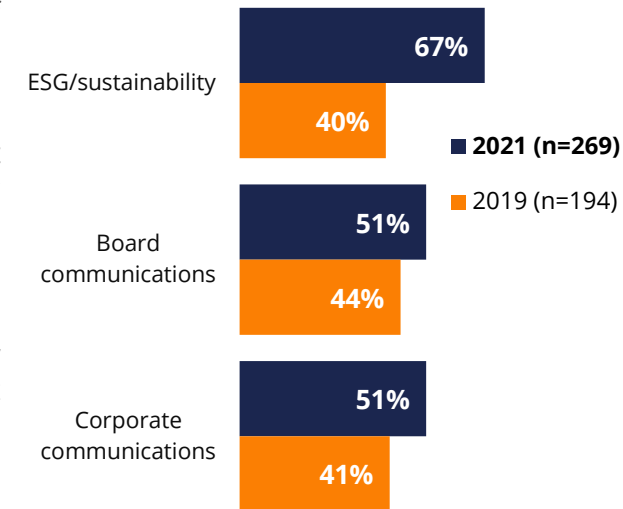
but seismic shift currently affecting the investment predispositions of investment professionals on both sides of the Atlantic. ESG risks, as well as opportunities, have moved sharply from being seen as nice to know to "must know" as societal and investor consciousness of climate change as well as social trends has peaked in the wake of the pandemic.

Obviously, communicating ESG savvy won't always be IROs' top objective as it invariably becomes increasingly woven into the fabric of investment decisions. But for now the risk lies in being late to the game in developing a coherent ESG gameplan for your company, mastering its intricacies and helping make sure that it is integrated into the long-term business strategies being laid out by senior management.

Investors are looking for reassurance as they place their bets on what promises to be a healthy period of economic growth and, hopefully, robust equity markets and reliable financial performance.

### Top 3 "Other" Responsibilities Requiring an Important Amount of IRO's Time\*

(Among European Senior-Most IROs)



\* "Other" defined as responsibilities in addition to primary IR role.

### 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.

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