



A LONG-STANDING PILLAR WITHIN THE IR COMMUNITY IN SWITZERLAND

In 2022, the IR club Schweiz celebrates its 30-year anniversary! Over this period many things have happened. Today, the challenges facing IR professionals are larger and developing faster than ever. The IR club continues to develop its activities to help and support the IR community in Switzerland. With ever-increasing requirements on corporates' strategic communication, the IR club plays a central role in promoting the importance and evolution of the IR profession.

By Christine Kukan

In the past three decades, a lot has changed for IR professionals. The function has developed from being the "assistant" of the CFO, preparing PowerPoint presentations and arranging a few investor meetings, to now acting as an advisor to executive management on strategic communication. The IR community faces new challenges brought about by the constantly changing environment: digitalization of investor communication through a multitude of channels, changes in regulations such as MIFID II, the COVID-19 pandemic with all its implications, including

the fast adaptation to virtual conferences and roadshows – just to name a few. The most substantial transformation has probably been the shift towards non-financial topics in the last few years. The requirements on ESG-related communication, reporting, and disclosure from investors, analysts, regulators, rating agencies, and proxy advisors have been – and still are – developing at an unprecedented speed.

The purpose of the IR club is to help and support IR Officers to master these challenges. Accordingly, the activities and offering for members

have been significantly expanded over the years. In the past five years alone, the number of events has doubled, more knowledge updates are shared, the content on the website has been enhanced, the cooperation with partners has been further developed – and the number of members has increased by 39%.

Going forward, IR club will continue to offer the IR community in Switzerland an excellent platform to network, share experiences, knowledge, and ideas, to find support – and not to forget: to meet and have fun!

3 Questions for the past and present presidents of the IR club

1
What is the best part of being an IRO?

2
Please mention one of the greatest challenges you have experienced as an IRO?

3
Which is the greatest advantage of being a member of the IR club?



BERNHARD FUCHS
Former president



MICHEL GERBER
Honorary president



LORNA DAVIE
Current president

You are at the heart of the decision-making process of your organization and are instrumental to provide your independent view and the view of how investors and analysts will judge any given communication.

Closely working with all the key decisions makers like the CEO, CFO, and the Board of Directors and knowing the company as a whole.

Each week provides new challenges and an opportunity to learn from your experience.

To stay independent and express my view, especially if it was not in agreement with the CEO's or CFO's view.

Providing feedback to the executives and board members on how the financial community is judging the company. In this advisory role my opinion was not always heard or appreciated during my career.

Needing to be flexible to adapt to the evolving landscape we operate within across all our internal and external stakeholders.

Discussing latest developments and trends in both the IR and the corporate world with IR officers from local and multinational companies in various sectors that have experience in respective fields.

The IR club has become a true networking platform over its 30 years of existence. Attending the events and discussing with peers is a great way of accessing IR knowledge and best practice.

Learning from others and sharing knowledge and ideas with the members and wider IR community.

Gender split of members 1992 and 2022



● 2 women
● 16 men



● 29 women
● 53 men

Gender split of board 1992 and 2022



● 2 women
● 2 men



● 4 women
● 2 men

Milestones 1992 to 2022

● Internal Milestones
○ External Milestones

Foundation, Number of members: 18

Launch of first website

Cooperation with SIX

Cooperation with CCR

Launch of IR club newsletter

Launch of Professional Development section on website

Number of members: 82

Market capitalization of SMI companies: CHF 250 billion

Introduction of electronic trading

Member and Partner Testimonials

"The connection with the Swiss IR community means a lot to me: we all have so much in common despite sector and corporate culture differences, and all share the same passion and challenges. The IR Club is not only for me a great networking opportunity but the right forum to keep up to date with new regulations, best practices, best use of technology in this incredibly fast-changing post-Covid world. It is equally the right place to share experience with the next IR generation."

Pierre Bénaich, Head of Investor and Media Relations, Givaudan and member of the IR club

"As a member of the IR club Schweiz I get to share experiences with other IR professionals. I can also learn from them and transfer the knowledge to practice. I especially enjoyed being part of the Regional Chapter networking event in Berne last year – a great opportunity to get to know peers from my region, talk about common challenges and discuss current trends."

Joachim Matha, Head of Investor Relations, Valiant and member of the IR club

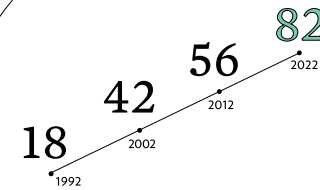
"Our partnership with the IR club Schweiz offers us the unique opportunity to connect with dedicated Investor Relations professionals within Switzerland. With its 30 years of experience in the IR field we believe that the IR club makes a valuable contribution to the development and promotion of the IR profession - a mission we are delighted to support. We closely work with many IR teams all over the world who maintain an ADR program to attract further US investment."

Nadja Schliebener, Vice President, BNY Mellon and gold partner of the IR club

2022

11 Gold Partners
4 Partner Associations
1 Network Partner

IR club members



Number of Events in 2017 and in 2021

