

THE CROWDED BUY-SIDE RADAR SCREEN

Gaining the global buy-side's attention, let alone interest and support, is no easy task. Their radar screens are choked with a myriad of competing investment options to choose from. In fact, our research shows that at any one point in time an investor is following **122** companies! In Europe, the average exceeds 130 companies.

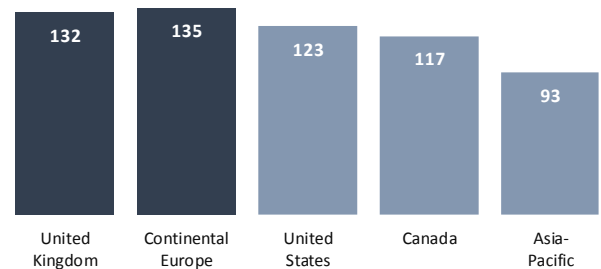
While the total varies from region to region, nowhere does it fall below 90 companies.

Clearly, succinct and compelling messages are at a premium. Without them your story simply will not be heard as widely as you'd like. It follows that messages also need to be delivered in as impactful a manner as possible. It's no surprise that direct interaction with senior management is the prized way by which investors want to gain the insights and intelligence they use in making decisions about which stocks to follow and, more important, to buy and hold.

IROs, and senior management specifically, need to grasp these simple facts and recognize that getting out and communicating proactively with the buy-side is much more than a routine chore. It is something they **need** to do. Otherwise, your company will merely remain a tiny blip on a coveted investor's crowded radar screen.



Average number of companies followed by region



RIVEL NEWS: IN CASE YOU MISSED IT...

The next installment of our short 'IRO Flashpoint' surveys is now open. This round is addressing **corporate governance** and **activism** and should take you no more than five minutes to complete. As a thank you for participating, we'll send you the top-line results. If you missed it and need us to resend the survey link, please contact Claire Lavery.

THE INTELLIGENCE COUNCIL

This data has been selected from **Rivel's Intelligence Council**, the only programme of its kind that pairs the perspective of the global buy-side with that of IROs worldwide in the discussion of what is best-in-class IR. Learn more at rivel.com or contact Claire Lavery.