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RESEARCH

Going global

IR Magazine's company rankings now cover top firms from around the world, as *Lloyd Bevan* reports

The coming months bring two significant research-related developments for *IR Magazine*. September sees the launch of our brand new website, www.irmagazine.com, complete with a revamped research section. This new section will include interactive regional rankings, providing key company profile data. This information will also be available in our new IR benchmarking tool, which will allow users to create their own bespoke reports, comparing companies across sectors, cap sizes and regions.

And on the subject of comparing performance across regions, November sees *IR Magazine* and NIRI co-host the inaugural Global IR Forum. The event, to be held in New York on November 18-20, will feature a gala reception celebrating the first *IR Magazine* Global Top 50.

In this section we unveil the list of companies that have made it into the top 50, plus the short lists for the awards of Global Top IRO, Global Top Small Cap and Global Top Mid-Cap, which will be presented on the night. We also take the opportunity to compare the companies on each short list using information taken from our new benchmarking tool.

Congratulations to all the companies that have made it into the Global Top 50 and we hope to see you in New York in November.

Contenders for the top

The IR Magazine Global Top 50 is compiled from the results of our six regional awards – US, Canada, Europe, Greater China, South East Asia and Brazil – over the past year. We have taken into account the different sizes from region to region of both the surveys undertaken and the markets companies operate in. We have done this by using the following formula: total regional awards points, divided by the number of survey respondents, times total regional market capitalization.

At the reception on November 19, awards will be presented to the top five companies in the Global Top 50, and there will be three special awards for the Global Top Small Cap and Global Top Mid-Cap companies and Global Top IRO. The short lists for these are announced here.

This also gives us the opportunity to demonstrate the capabilities of our new research web tools. Such comparison reports as seen in the three short lists here can be created using our new benchmarking tool and from information available for professional-level subscribers to our website (www.irmagazine.com/research). For further details about professional-level subscriptions and our new website, please contact Nicola Valentine at +44 20 7107 2566 or nicola.valentine@thecrossbordergroup.com.

SHORT LIST FOR GLOBAL TOP MID-CAP

COMPANY	REGION	REGIONAL RANK	MAIN LISTING	TEAM SIZE	REGIONAL AWARDS
China Resources Enterprise	Greater China	5	Hong Kong Stock Exchange	Two	
Lenovo	Greater China	6	Hong Kong Stock Exchange	Six	
Natura	Brazil	3 n/a	São Paulo Stock Exchange	Three	
Wyndham Worldwide	US	16	NYSE	Four	

For the purposes of this award, mid-caps are defined as companies with a market capitalization of between \$5 bn and \$10 bn using exchange rates and closing stock prices from July 11, 2013.

Two companies from Greater China and one from Brazil are short-listed for Global Top Mid-Cap. Though Beijing computer manufacturer Lenovo is considered a small or mid-cap company, its IR requires a six-strong team to manage the function, while consumer conglomerate China Resources Enterprise, defined in its region as a large-cap firm, maintains its investor links with a team of just two. Both IR teams achieved a deal of success in their region, with China Resources Enterprise most recently securing three awards and Lenovo winning two, including the grand prix for best overall investor relations for a mid or small-cap company. Both were also short-listed in at least six further categories in their region.

In the Americas, both Brazilian cosmetics firm Natura and US hospitality specialists Wyndham Worldwide achieved similar success. Wyndham dropped four places to reach 16th in what is a fiercely competitive region, but its management was praised for its openness and lack of 'stonewalling' throughout. True to its name, Natura received recognition for its approach to corporate sustainability and efforts to replenish natural resources used in Amazonian communities, with one commenter recognizing that the company 'always performs maintenance procedures to safeguard its index, beyond its performance on the stock exchange'.

SHORT LIST FOR GLOBAL TOP SMALL CAP

COMPANY	REGION	REGIONAL RANK	MAIN LISTING	TEAM SIZE	REGIONAL AWARDS
Agile Property	Greater China	10 ↓	Hong Kong Stock Exchange	Seven	★
Kroton	Brazil	1 n/a	São Paulo Stock Exchange	Four	★★★★
Lanxess	Europe	2 ↑	Frankfurt Stock Exchange	Six	★
Pacific Basin Shipping	Greater China	7 ↑	Hong Kong Stock Exchange	Two	★★★★

For the purposes of this award, small caps are defined as companies with a market capitalization of less than \$5 bn using exchange rates and closing stock prices from July 11, 2013.

Brazil's private education specialist Kroton and German chemicals manufacturer Lanxess both proved that companies with lower capitalization can still boast the best in IR; they finished first and second, respectively, in their regions. In Europe, Lanxess gained one award and was short-listed across five highly competitive categories; in Brazil, Kroton scooped the grand prix and the award for best IR in the consumer cyclical sector.

These firms are up against two Asian companies that were both short-listed for their region's grand prix for small or mid-cap firms. Despite its smaller IR workforce, Hong Kong-based Pacific Basin Shipping was recognized with four award wins in 2012/2013, the third-most of any firm within greater China. At the same time, Agile Property, which operates on the Chinese mainland, secured a top 15 placing in the Asia Top 50 and an award for the best IR within the real estate sector.

SHORT LIST FOR GLOBAL TOP IRO

NAME	COMPANY	REGION	REGIONAL RANK	MAIN LISTING	TEAM SIZE	REGIONAL AWARDS
Rolf Woller	Continental	Europe	5 ↑	Frankfurt Stock Exchange	Six	★
Coleman Lannum	Covidien	US	1 →	NYSE	Three	★★★★
Oliver Stratmann	Lanxess	Europe	2 ↑	Frankfurt Stock Exchange	Six	★
Jeffrey Chastain	Noble Corp	US	25 ↑	NYSE	One	★

All four short-listed global top IROs are from companies based in Europe and the US, each with at least one regional award win to his name. Rolf Woller of Continental and Oliver Stratmann of Lanxess both represent German companies with a six-person IR team. Each company won a single trophy at the IR Magazine Awards – Europe 2013. Stratmann was praised by investors for 'never leaving a question unanswered', among other qualities. Woller was described as being 'always on top of things' while steering 'the most shareholder-friendly company in the sector'.

Noble Corp's Jeffrey Chastain has directed his company's interactions with investors single-handedly. Noble itself ranks 25th in the US Top 100 in 2013 and Chastain won the award for best IRO at a mid-cap company. His influence was duly reflected in the Texas firm climbing more than 120 places since 2012. Covidien's Cole Lannum, meanwhile, was named best IR professional at a large-cap company while overseeing the company's grand prix-winning IR program. He heads a three-person IR team at the Massachusetts healthcare giant. ■■



The companies listed (right) comprise the IR Magazine Global Top 50, in alphabetical order.

3M, US
Allianz, Germany
Amadeus, Spain
ASML, Netherlands
BASF, Germany
Baxter International, US
Bayer, Germany
BNP Paribas, France
Broadcom, US
CapitaLand, Singapore
China Resources Enterprise, Hong Kong
China Telecom, China
Cisco Systems, US
CN, Canada
Continental, Germany
Covidien, US
Danaher, US
DBS Group, Singapore
Delta Electronics, Taiwan
Diageo, UK
EDP – Energias de Portugal, Portugal
Express Scripts, US
FedEx, US
Galp Energia, Portugal
Honeywell, US
Iberdrola, Spain
Intel, US
Itaú Unibanco, Brazil
JPMorgan Chase & Co, US
Kansas City Southern, US
Kroton, Brazil
Lanxess, Germany
Lenovo, China
Natura, Brazil
NextEra Energy, US
Novo Nordisk, Denmark
Pacific Basin Shipping, Hong Kong
PetroChina, China
Qualcomm, US
Repsol, Spain
Roche Holding, Switzerland
Rogers Communications, Canada
Royal Dutch Shell, UK
RWE, Germany
SABMiller, UK
Sanofi, France
SingTel, Singapore
Taiwan Semiconductor Manufacturing Company, Taiwan
TD Bank Group, Canada
Texas Instruments, US
The Linde Group, Germany
Unilever, UK
Volkswagen, Germany
Wyndham Worldwide, US
Yara International, Norway

GLOBAL TOP 50

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BNY MELLON