



FALL 2014

RESEARCH

# On top of the IR world

*Laurie Havelock* introduces this year's IR Magazine Global Top 50, produced in partnership with BNY Mellon

The IR Magazine Global Top 50 is compiled from the results of our six regional awards in the US, Canada, Europe, Greater China, South East Asia and Brazil over the past year. We have taken a number of factors into account in the final standings, including the survey's sample size in each region and the different markets in which each company operates. This is achieved by using the following formula: total regional awards points divided first by the number of survey respondents and then by the number of award categories, and then multiplied by the regional market's total capitalization.

The top five companies in the Global Top 50 will be presented with an award at a reception in New York on November 17, 2014, as will winners in four other categories: Global Top Small/Mid-Cap, Global Top IRO, Global Top Small/Mid-Cap IRO and Most Progress in IR. The short lists for those awards are included here.

For the purposes of these awards, small/mid-caps are defined as companies with a market capitalization of less than \$7.5 bn.

## SHORT LIST FOR GLOBAL TOP IRO

NAME	COMPANY	REGION	2014 REGIONAL RANK	MAIN LISTING	TEAM SIZE	REGIONAL AWARDS
Magdalena Moll	BASF	Europe	1	Frankfurt Stock Exchange	14	★★★★★★
Rolf Woller	Continental	Europe	2	Frankfurt Stock Exchange	Six	★★★★
Cole Lannum	Covidien	US	1	NYSE	Three	★★★★★★

Three IROs from Europe and the US have made the short list for the Global Top IRO, reflecting the strength of IR performances in both regions. Magdalena Moll – of German chemicals maker BASF – and her 14-strong IR team are no strangers to awards short lists or to winning awards, after securing six titles at this year's IR Magazine Awards – Europe. BASF also ranked as the number one company in Europe for IR and picked up the grand prix for best overall investor relations at a large-cap company.

Fellow German firm Continental, meanwhile, finished immediately behind BASF in the Euro Top 100 rankings. The auto parts manufacturer's six-person IR team took home four of the eight awards it was nominated for, including the best-in-sector gong for consumer discretionary companies.

Both German IROs are up against another award-winning IR team in the form of Covidien, which won six US Awards in 2014. Cole Lannum, the firm's head of IR, was named best investor relations officer at a large-cap company, while he and his two IR colleagues took home the grand prix for best overall investor relations at a large-cap company. Like BASF, Covidien was nominated for nine awards in total.

## SHORT LIST FOR GLOBAL TOP SMALL/MID-CAP

COMPANY	REGION	2014 REGIONAL RANK	MAIN LISTING	TEAM SIZE	REGIONAL AWARDS
Agile Property	Greater China	5	Hong Kong Stock Exchange	Five	★★
Lanxess	Europe	13	Frankfurt Stock Exchange	Five	★★
StarHub	South East Asia	2	Singapore Exchange	Two	★★
Wright Medical Group	US	8	NASDAQ	One	★★★

## SHORT LIST FOR GLOBAL TOP SMALL/MID-CAP IRO

NAME	COMPANY	REGION	2014 REGIONAL RANK	MAIN LISTING	TEAM SIZE	REGIONAL AWARDS
Maggy Mui	Agile Property	Greater China	5	Hong Kong Stock Exchange	Five	★★
Oliver Stratmann	Lanxess	Europe	13	Frankfurt Stock Exchange	Five	★★
Jeannie Ong	StarHub	South East Asia	2	Singapore Exchange	Two	★★
Julie Tracy	Wright Medical Group	US	8	NASDAQ	One	★★★

The same four companies – and their heads of IR – comprise the short lists for both the Global Top Small/Mid-Cap IRO and for the Global Top Small/Mid-Cap company and are located around the world: two in Asia, one in Europe and one in the US.

Wright Medical Group, a manufacturer of healthcare equipment based in Memphis, Tennessee, was one of the US Top 100's most improved companies, climbing 127 places to reach eighth in the 2014 rankings. Julie Tracy, Wright's head of IR, is the sole IRO at the company but steered the firm to pick up three of the US Awards for which it was nominated, including the grand prix for best overall investor relations at a small cap. Lanxess, a German mid-cap chemicals firm, also won the grand prix for best overall investor relations at the Europe Awards. Like Tracy, Oliver Stratmann, who heads Lanxess' five-strong IR team, was handed the IR Magazine Award for best investor relations officer at a small or mid-cap company. Lanxess was short-listed in two further categories in Europe: best IR by a CEO and best in sector – materials.

Two Asian companies make up the rest of the global short list, one each from Greater China and South East Asia. Agile Property, which finished fifth in the 2013 Greater China Top 30, currently holds two regional awards: the grand prix for best overall investor relations at a small or mid-cap company and the best-in-sector award for real estate. Though Maggy Mui, Agile's head of IR, did not win an individual award, she and her four IR colleagues were short-listed in five categories in total.

Singaporean technology firm StarHub also won two awards in 2013, including the best investor relations officer gong for Jeannie Ong, chief marketing officer at the firm. The telecoms company's two-person IR team was named best in its sector and nominated across five further categories.

#### SHORT LIST FOR MOST PROGRESS IN IR

COMPANY	REGION	2014 REGIONAL RANK	CAP SIZE	MAIN LISTING	TEAM SIZE	REGIONAL AWARDS
China State Construction Engineering Corporation	Greater China	8	Large	Shanghai Stock Exchange	Two	★
Loblaw Companies	Canada	9	Large	Toronto Stock Exchange	Three	★★★
SEB	Europe	18	Large	NASDAQ OMX Stockholm	Four	None
Simon Property Group	US	44	Large	NYSE	Three	★

The four companies making up the global short list for Most Progress in IR have significantly improved on their 2013 regional rankings, with two from North America, one from Europe and one from Greater China.

Last year was the first in which China State Construction Engineering Corporation appeared in the Greater China rankings at all, debuting with an award for best in sector – diversified industrials. The large-cap firm's IR is carried out by a two-man team, which oversaw the construction and contracting firm finish inside the Greater China Top 10, ending up in eighth place. Loblaw Companies, Canada's largest food distributor, also rose to finish inside its region's top 10 in 2014, having finished joint 146th in 2013. Also boasting a modest, three-strong IR team, the large-cap company picked up three awards as well as its improved ranking, including the gong for best IR during a corporate transaction.

South of the Canadian border, Simon Property Group was one of the US' top improvers, rising to finish in 44th spot after placing 313th in 2013's rankings. The large-cap company's three-strong IR team also took home the award for best in sector – real estate. European large-cap company SEB, meanwhile, did not secure any regional awards itself but was short-listed for the award for best in sector – financials. The Swedish bank did rise more than 250 places in the European Top 100, however, to reach 18th place in 2014 – no mean feat for head of IR Ulf Grunnesjö and his team of three. ■■



**Agile Property**, China  
**AkzoNobel**, Netherlands  
**Allianz**, Germany  
**Amadeus**, Spain  
**American Express**, US  
**BASF**, Germany  
**Bayer**, Germany  
**CapitaLand**, Singapore  
**China Resources Enterprise**, Hong Kong  
**China Telecom**, China  
**CN**, Canada  
**Continental**, Germany  
**Covidien**, US  
**Danaher**, US  
**DBS Group**, Singapore  
**Delta Electronics**, Taiwan  
**Deutsche Post**, Germany  
**Diageo**, UK  
**EDP – Energias de Portugal**, Portugal  
**Ferrovial**, Spain  
**Honeywell**, US  
**Iberdrola**, Spain  
**Intel**, US  
**Itaú Unibanco**, Brazil  
**Johnson & Johnson**, US  
**Kansas City Southern**, US  
**Kroton**, Brazil  
**L Brands**, US  
**Lanxess**, Germany  
**Lenovo**, China  
**Munich Re**, Germany  
**Natura**, Brazil  
**Nestlé**, Switzerland  
**NextEra Energy**, US  
**Novo Nordisk**, Denmark  
**Qualcomm**, US  
**Roche Holding**, Switzerland  
**RWE**, Germany  
**SEB**, Sweden  
**SingTel**, Singapore  
**Southern Company**, US  
**Starbucks**, US  
**StarHub**, Singapore  
**Swedbank**, Sweden  
**Taiwan Semiconductor Manufacturing Company**, Taiwan  
**TD Bank Group**, Canada  
**TELUS**, Canada  
**Texas Instruments**, US  
**The Linde Group**, Germany  
**Unilever**, UK  
**Volkswagen**, Germany  
**Wright Medical Group**, US  
**Yara International**, Norway

GLOBAL TOP 50

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