



## **IR Magazine Awards – US people’s choice award nominees**

**DistributionNOW** – for innovating across its website, analyst days and roadshow calendar

In the last two years DistributionNOW has implemented a ‘Key Takeaways’ deck to accompany earnings calls, revised conference attendance based on those with the greatest return as measured by length and amount of investment, created 3D models for an analyst day from a 3D printer to showcase some of its equipment, planned a collaborative European non-deal roadshow with another energy company, designed and implemented an animated conference presentation that provides a 3D image of operations in process, and added infographics to the IR website.

**Estée Lauder Companies** – for rethinking the corporate site as a luxury publication

In September 2016 the Estée Lauder Companies launched its redesigned corporate website ELCompanies.com, coinciding with the release of its 2016 annual report. The website is more like a glamorous brand/product site than a traditional corporate site. It offers investors a modern design with user-friendly tools and feeds that facilitate quick and easy access to financial reporting, upcoming events, latest news, historical data and FAQs. Beyond the investors section, it features an in-depth visual timeline with rarely seen photos, an interactive map illustrating the company’s footprint and regional content, interviews with the executive leadership and videos of employees.

**Honeywell** – for launching a new site, leading a China trip and deploying a new communications strategy

In response to investor feedback that its website was dated and difficult to navigate, Honeywell launched a redesign in 2016; call volume has since decreased on the IR website hotline. In early 2016, global experts voiced uncertainty about China’s growth outlook; the Honeywell team responded by organizing a trip to four Chinese cities in five days, with 20 investors and analysts. Finally, the IR team deployed an integrated PR and IR communications strategy to ensure investors were well informed about Honeywell events, including the announcement of a CEO succession.

**Luxoft** – for offering access beyond the C-suite and unusual digital tools

The Luxoft IR team interacted with more than 1,400 investors and sell-side analysts during 2016. These interactions were not only the typical C-suite conference calls and meetings; most included a variety of Luxoft representatives and site visits to Luxoft delivery centers around the globe. The transparent and investor-friendly nature of the IR team is further demonstrated by the recently redesigned investor site, which offers resources beyond those found on a typical IR web page, including historical presentations that allow investors to compare how the company’s position and messaging has changed, or remained consistent, over time.



**Ryder** – for launching introductory Ryder 101 videos

Ryder developed a ‘Ryder 101’ video with both its CEO and CFO, which is intended to replicate the experience of an initial investor meeting and cover the most common questions investors typically ask. This allows investors to focus in actual meetings on more in-depth discussions rather than on the basics of learning the company, benefiting both the investor and management. The videos can be watched in their entirety or investors can select topics of particular interest. They also allow investors unable to secure a one-to-one meeting with the CEO and CFO to have that experience virtually.

**Sprint** – for offering video, blogs and industry education

Sprint’s newly redesigned website provides investors with a treasure trove of information delivered through many different platforms that go beyond traditional materials. Management videos and blogs give users unique insight into Sprint’s strategy while infographics and company factsheets provide important highlights visually through easy-to-understand charts and pictures. The wireless industry as a whole has become more and more complex, which is why Sprint added a dedicated section called ‘Sprint 101’ where investors can find resources to help understand some of the more complicated topics in its industry.

**Valeant** – for thinking outside the box during challenging times

From an investment/IR perspective, Valeant went through a very difficult period in the last 18 months, rocked by rumored scandals, management turnover and change in strategic course. The company is trying to emerge from this difficult period and the IR team has been working hard to shift sentiment and provide clarity. Managing investors through this challenging time required Valeant’s IR director to be constantly accessible, to think outside the box on providing clarity – such as providing FAQs to tamp down rumors, hold post-earnings lunches with analysts and offer transparent presentations – while remaining ever-patient with investors.

**Zillow** – for redesigning the IR site, shaking up the earnings process and making use of an IR blog

In 2016 the IR team redesigned the IR website and increased its social media presence. The most transformative addition was an interactive analyst center, which presents financial data in easy-to-use online and downloadable spreadsheets. The new IR website landing page prominently features the Twitter feeds of the company, CEO and head of IR. The firm has also started releasing prepared remarks before analyst calls, saving time spent with analysts explaining key messages, and uses its IR blog to keep investors up to date on the latest news.