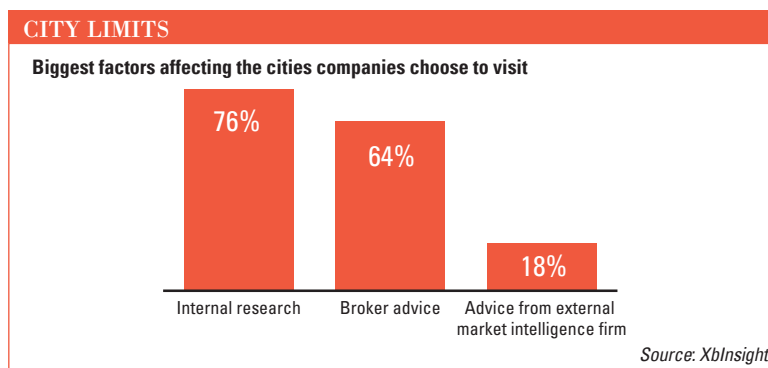
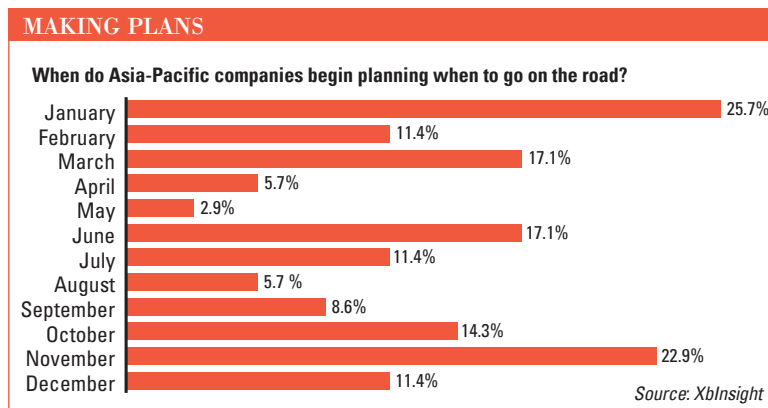
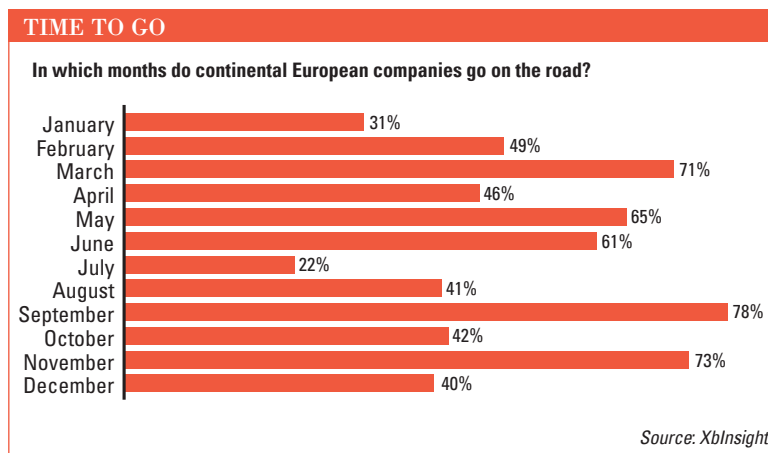
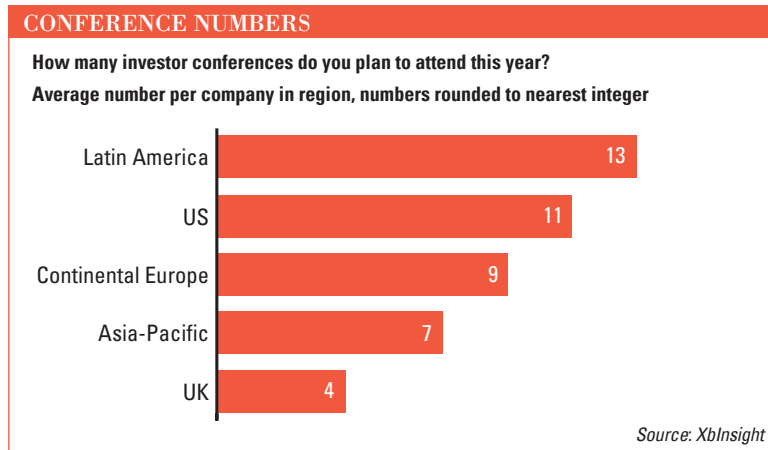


# SURVEY SNAPSHOTS

SOME RESULTS FROM XBINSIGHT'S RECENT IR PRACTICES SURVEY



## ABOUT XBINSIGHT

XbInsight is *IR magazine's* research brand, building on the publication's established global research efforts. Since 1991, *IR magazine* has taken its renowned investor perception study around the world to markets as diverse as Brazil, China, Singapore, the Nordic region, South Africa, Canada, the UK and the US. In every market, the process is the same: each year thousands of buy-side analysts, sell-side analysts and portfolio managers are asked which companies have the best investor relations.

XbInsight is building on that expertise and launching a series of studies examining successful investor relations and the key drivers of investor sentiment. It also provides:

- High-quality thought-leadership studies
- Benchmarking initiatives, including *IR magazine's* online interactive benchmarking tool
- Global consolidated *IR magazine* research.

Specifically, the research division at XbInsight is looking to understand why some companies perform better than others in *IR magazine's* investor perception studies. The first step in conducting this analysis is to gain a deeper understanding of the different IR practices at listed companies around the world. Previously, we have been able to benchmark companies only with their peers in the region where they operate. In response to the large number of companies that have truly global peer groups, however, we have sought to make our IR rankings comparable across regions.

For the first time, therefore, we have normalized the rankings generated by our investor perception studies in the US, Canada, Europe and Asia-Pacific to allow professionals to benchmark their IR performance against their global peer group. To generate customized reports on your global peer group, please visit our website: [www.insideinvestorrelations.com/research](http://www.insideinvestorrelations.com/research).