

Building Trust

with an effective
Corporate and IR Website

niri & investisdigital.

WHO'S SPEAKING?



Luke Bishop
VP, Strategic Growth,
NIRI Member

investisdigital.



Rachael Zahn
VP, Marketing &
Sales Optimization,
NIRI Member

investisdigital.

WHAT WE'LL COVER

Insights from the **largest international survey of corporate & IR websites**

Practical advice and examples from companies that are **building trust** through their **online presence, websites** and **social channels**.

If your story doesn't connect, someone's will.

Would you rather investors learn about your vision and leadership from you or from analysts, biased by their own online research?

You have ESG initiatives in place, **but does anyone know they exist?**

Your investment thesis is strong, **but has anyone seen it?**

THEY ARE ONLINE 60%

increase in online media consumption* mainly to established media sites – partisan sites have seen very minor increases by comparison**

*Nielsen **New York Times

THEY ARE

BOMBARDED

240m

daily spam email messages related to COVID-19, alone.

18m were malware or phishing.

*Google

THEY EXPECT

DIVERSITY & INCLUSION >50%

of companies globally have a board diversity policy on their website **in 2019.**

*IR Magazine, 2019

THEY EXPECT

SUSTAINABILITY

4,800

BlackRock votes against or withheld from directors where companies and boards are not producing effective sustainability disclosures or implementing frameworks for managing these issues.

*BlackRock

THEY EXPECT

SOCIAL COMMITMENT

62%

of consumers under age 35 surveyed in June 2020 said they will be **“doing more research on brands and their inclusivity practices before purchasing.”**

*DeVries Global, S&P Global

THEY ARE STILL SEARCHING FOR PURPOSE

34%

of the NYSE & NASDAQ 100 explain their purpose, but only 1% quantify it, now 2 years after the “purpose over profit” letter from Larry Fink and 1 year after 181 American CEOs signed of the Statement on the Purpose of a Corporation.

*Investis Digital, Connect.IQ

THEY

TRUST SEARCH

65%


of respondents choose search as **the most trusted source for general news and information.**

*Edelman


WHAT WILL THEY FIND WHEN THEY SEARCH FOR YOU?

95% of respondents argued that **brands should "do something"** to assist with COVID relief, another 67% agree that brands **have a role to play in speaking out about racial injustice.**


Top stories



FINANCIAL TIMES
Hiscox faces legal action as companies pursue pandemic payouts
9 hours ago



ia Insurance Age
Covid-19: Hiscox under fresh attack for back-tracking on BI claim
47 mins ago



ia Insurance Age
Covid-19: Hiscox Action Group primed for £40m legal attack
1 hour ago

→ More for hiscox

Coronavirus: Sports Direct employees 'outraged' after being told to work despite stores being closed

'I feel massively at risk and I feel like my health, life and family ... are undervalued,' a factory worker says


Samuel Osborne | @SamuelOsborne93
Tuesday 24 March 2020 17:31 | 17 comments

Sports Direct employees have been left feeling outraged at being told they

Coronavirus: 'Pay your staff' scrawled on Wetherspoon pub

© 25 March 2020

Coronavirus pandemic



Red and white graffiti appeared on the Postal Order pub in Crystal Palace

The words "pay your staff" have been scrawled across the windows of a Wetherspoon pub in south London.

All of the chain's 850 UK pubs were closed by the government announcement to shut bars and clubs to stop the spread of coronavirus.

Company boss Tim Martin came under fire from staff after saying they could take jobs with supermarkets amid closures.

Wetherspoons is now refusing to pay suppliers until coronavirus crisis ends

View 13 comments

Faye Brown Wednesday 25 Mar 2020 4:31 pm

3.3k SHARES



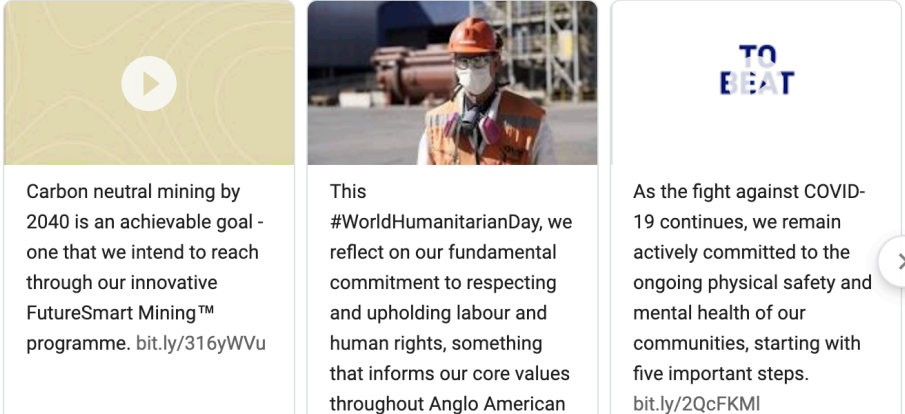
Wetherspoons boss Tim Martin is embroiled in another controversy after refusing to pay alcohol suppliers, as well as staff

Under-fire Wetherspoons boss Tim Martin has told alcohol suppliers they will not get paid until pubs re-open when the coronavirus crisis ends.

It comes a day after he was heavily criticised for telling pub staff that they would no longer be receiving wages after this Friday and should get jobs

WHAT WILL THEY FIND WHEN THEY SEARCH FOR YOU?

<https://twitter.com/AngloAmerican>
Anglo American (@AngloAmerican) · Twitter



Carbon neutral mining by 2040 is an achievable goal - one that we intend to reach through our innovative FutureSmart Mining™ programme. bit.ly/316yWVu

This #WorldHumanitarianDay, we reflect on our fundamental commitment to respecting and upholding labour and human rights, something that informs our core values throughout Anglo American

TO BEAT

As the fight against COVID-19 continues, we remain actively committed to the ongoing physical safety and mental health of our communities, starting with five important steps. bit.ly/2QcFKMI

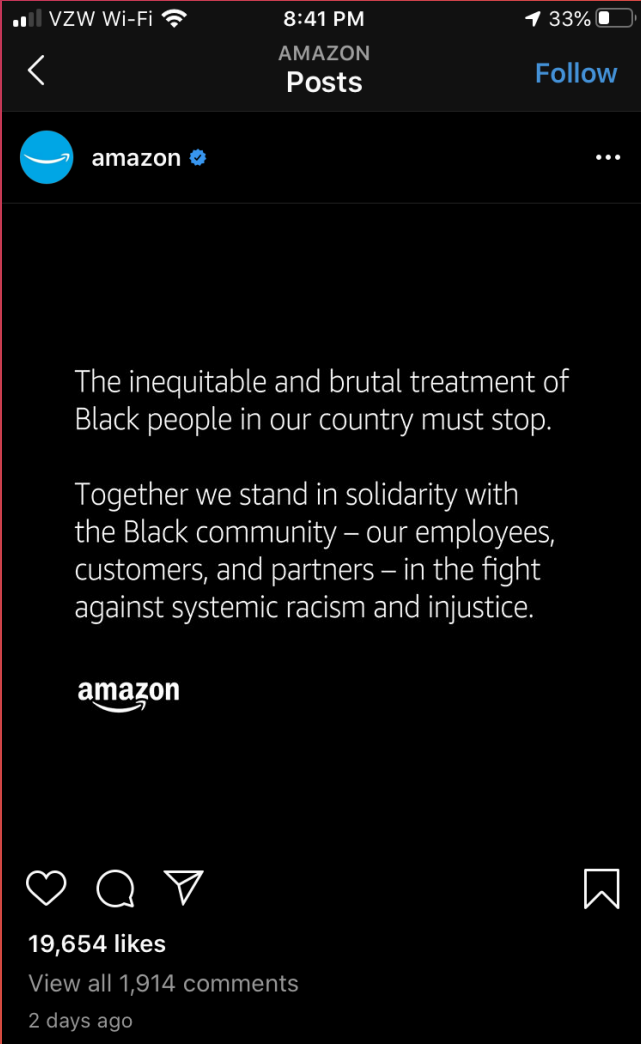
People also ask

- What does Anglo American mean? ▾
- Does Anglo American mean white? ▾
- Where is Anglo American? ▾
- How many mines does Anglo American have in South Africa? ▾
- What race is Anglo Saxon? ▾
- What Caucasian means? ▾

Feedback



WHAT WILL THEY FIND WHEN THEY SOCIALIZE WITH YOU?



WHAT THIS MEANS

To build trust, IROs need to expand their focus past the balance sheet to the fundamentals that connect with, and influence audiences.

And it starts online.

COMMUNICATE

STRATEGY

14% of companies in NYSE 100 explain their strategy,
but only 4% quantify it.

Source: NYSE 100 Connect.IQ Ranking Report



STRATEGY

A business focus on brands responding to emerging consumer needs

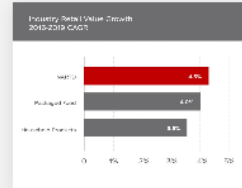
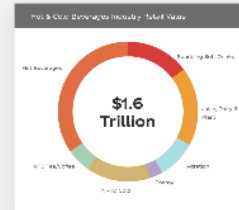
Executive Summary | Strategy | Growth Strategy | Financials | Risks

Competing In A Great Industry

How do we determine a space for volume and value growth?

Compelling Opportunity

The world's most attractive industry is a multi-category one worth a \$1.6 trillion base. This industry is accessible to our existing base and is abundant in the majority of markets and categories outside of our working markets for emerging growth opportunities for our company.

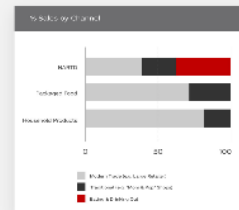


Outpaced Relative Growth

As diverse as the beverage industry, it has been outpacing the growth in other consumer product categories over the last three years and continues to grow organically with significant blue-chip brands.

Highly Diversified with Strong Pricing Power

Can companies that enter the beverage and soft drinks world attract value that is diversified across multiple markets with strong pricing power both in the developed and developing world?



Long-Term Growth Potential

There is significant long-term growth opportunity with the volume and value base of the beverage industry. Investments represent approximately 20 percent of beverage consumption in the developed world, a 20 percent share of total non-alcoholic beverage with a very small position in the non-alcoholic beverage today.

It is the value of the beverage industry, long-term, 30 years out, that is the key to the growth of the beverage industry. The global beverage market is projected to grow 80 percent of the world's population, nearly 5 billion people.

Therefore, we need to consider the global growth potential across the world through strong, the social industry and

Strategy, Visualized

Enhancing GSK's quantified strategy creates value for all stakeholders seeking to understand your business and how it will continue to be successful and sustainable in the long-term.

Coca-Cola Company
Heineken

Book a room Find a job Share price 3573.50p 27 March 2020 at 10:14 Subscribe Contact us

IHG About us Our brands Investors Responsible business News and media

How our business works

We operate hotels in three different ways – as a franchisor, a manager and on an owned and leased basis. We focus on the mainstream, upscale and luxury segments of the hotel industry and have a targeted portfolio of brands individually tailored to meet guests' needs and occasions.

Open rooms by region as at 31 December 2019

2019 Group revenue by region (\$2.083bn)

● Americas (60%)
● EMEA (25%)
● Greater China (15%)

Whether we franchise to, market maturity, owner presence in Americas and Europe, pre-emerging markets, such as Due to our asset-light approach, dramatically reduced from

2019 Operating profit by

● Americas (\$700m)
● EMEA (\$273m)
● Greater China (\$33m)

*Before exceptional items, Inc

The key differences between

Business model	How it works
Franchised	1
Managed	2
Owned and leased	3

Business Model

Details how a company creates value to its audience.

Intercontinental Hotels Group

Business models

Franchised model Managed model Owned model

Franchisees want to be in business for themselves but not by themselves. Our franchisees can brand their hotel with one of our well-known and popular brands, and benefit from a powerful loyalty programme and strong reservation system. We also provide a comprehensive set of tools such as revenue management and marketing programmes to drive business and new demand.

Our franchise fee growth is driven by three levers – room growth, revenue per available room (RevPAR) and royalty fees. The franchise agreement is generally a standard contract, with some variation across the world. A sample contract would normally have a royalty fee of 5-6 per cent of rooms revenue. However this can vary by brand and country.

Visit our [Global Development website](#) to learn more about the IHG opportunity, or [get in touch with our team](#).

Developing with us

Our global network of hotel owners is one of IHG's greatest strengths. Our success lies in matching owners with the right brands and markets, and in working together to use our scale and resources to drive strong returns.

From meeting to discuss a new project, to planning every facet of a hotel's operations, to the opening itself, we focus on building businesses. Once open, we support owners with world class, brand specific resources that help drive hotel employee performance, improved guest satisfaction and increased revenues.

We also work closely with the [IHG Owners Association](#), which represents the interests of more than 3,400 hotel owners and operators worldwide.

Whether owners choose to franchise with us, or opt for a management contract, we understand what it takes to build the successful relationships upon which long-term businesses are founded.

Want to put your hotel on the map? Visit our [Global Development website](#) to learn more about the IHG opportunity, or [get in touch with our team](#).

The System Fund

We manage a System Fund for the benefit of all hotels in the IHG® System with the objective of driving revenue. Total assessments and contributions paid by hotels into The Fund are spent on marketing, the IHG® Rewards Club loyalty programme and the guest reservation system. The System Fund is planned to operate at break even and does not result in a profit or loss for IHG.

Total assessments and contributions paid by hotels to the System Fund in 2018 were \$1.2 billion.

Carlsberg Group

Our Q1 2020 Trading Statement is out

FEATURED NEWS

CARLSBERG FORMS JOINT VENTURE WITH AMSTERDAM'S P&G IN THE UK

CARLSBERG GROUP JOINS OVER 100 GLOBAL COMPANIES TO SIGN WORLD LEADERS FOR NET-ZERO RECOVERY FROM COVID-19

Q1 2020 TRADING STATEMENT

Shareprice 2020 5.26

868

↑ 17

INVESTOR INFORMATION

DOWNLOADS

Q1 2020 Conference Call Replay

Q1 2020 Trading Statement

Annual General Meeting

Q1 2020 Trading Statement Presentation

Reports to Stakeholders

Carlsberg III Corporate Presentation

Subsidiaries

Carlsberg Group Annual Report 2019

Carlsberg Group Sustainability Report 2019

CARLSBERG MARKETS

Carlsberg Group has strong market positions globally.

23% Eastern Europe

17% Western Europe

14% Asia and Southern Europe

BETTER TOMORROW

SNAP PACK, AN INNOVATION TO REDUCE

RETHINKING PACKAGING WITH THE GREEN

HALVING WATER USAGE AT FREDERICIA

Market Environment

Analysts and investors go to great lengths to get ahead of the market, they want to know a company is well positioned to respond to changing market conditions.

Carlsberg Group

COMMUNICATE

SUSTAINABILITY

28% of companies communicate their sustainability strategy,
but only 18% quantify it.

Source: NYSE 100 Connect.IQ Ranking Report

Unilever About Our brands Sustainable Living News Careers Investor Relations

Home > ...Our strategy for sustainable growth > About our strategy

About our strategy

We believe that sustainable business drives superior performance and that this is the only way to create long-term value for all our stakeholders.

What we depend on... Relationships, Talent, Capabilities, Resources

What we do... 1. Consumer insights, 2. Innovation, 3. Sourcing, 4. Manufacturing

The value we create for... Consumers, Our people, Society, Planet, Customers, Shareholders

A multi-stakeholder value creation model, driven by our purpose

We have a clear purpose – to make sustainable living commonplace.

What do we mean by sustainable living?

We want to help create a world where everyone can live well within the natural limits of the planet. We're putting sustainable living at the heart of everything we do. That includes our brands and products, our standards of behaviour within and beyond Unilever, and our partnerships and advocacy efforts – which are driving transformational change across our value chain, and beyond.

We're convinced that businesses that thrive in the future will be those that are driven by purpose for the benefit of stakeholders. That's why our multi-stakeholder value creation model serves a range of stakeholders – from consumers and customers to our people, society, the planet and shareholders.

Our blueprint for sustainable growth

The Unilever Sustainable Living Plan (USLP) is at the heart of our multi-stakeholder model. It covers **all aspects of our business and value chain** (PDF 2MB), incorporates all our brands and Divisions, and covers every country we work in.

It aims to create change across our value chain – from our operations, to our sourcing, to the way consumers use and dispose of our products. The Plan, launched in 2010, is built around three big goals and nine pillars. It embraces the strategic priorities we identified through an annual **materiality analysis**.

The business case for sustainability

We have long known that growth and sustainability are not in conflict. Each year, we're gathering more evidence of the benefits our USLP is bringing to our business, as well as to society and the environment.

Transformational change beyond our business

We know that the biggest challenges facing the world cannot be addressed by one company alone. We are changing ourselves as a business. But we also want to help transform the system in which business is done. We'll do this by setting as targets for

Strategy

Join the dots between purpose and action with an overarching explanation of your sustainability strategy

Unilever

LSE 104.00p -2.65 Last updated 11:09

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RBS / SUSTAINABLE BANKING / OUR APPROACH

Stakeholder engagement

Listening, engaging and partnering with stakeholders helps us to address our business impacts and improve outcomes for customers, society and the environment.

The diagram below highlights the main stakeholders of the bank, and we continue to improve the way we listen to our stakeholders and address the areas of interest and concerns they have and the way our decisions impact them.

Stakeholder engagement

Summary of key stakeholder groups and the issues they raised in 2019 [PDF 52kb]

The Board also proactively engages with stakeholders including customers, employees, suppliers and investors to understand their views across a range of issues as described in our Annual Report and Accounts.

Section content

- Overview
- Responsible business
 - ESE & reputational risk management
 - External commitments
 - UN Sustainable Development Goals
 - Business, human rights and modern slavery
 - Tax responsibilities and payments

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 Child & Co.
 Drummonds

Annual Report and Accounts 2019
 Annual Results 2019
 Brexit Hub
 LIBOR
 Sustainable Banking at RBS
 GRG Complaints Process

Customers
 Investors
 Media
 Feedback and complaints
 Supplying goods and services
 Open Banking & Third Party Providers API Portal

Stakeholder Engagement

Company's stakeholders includes employees, customers, society and the environment. It has to protect all of their interests by understanding different perspectives, concerns and ideas.

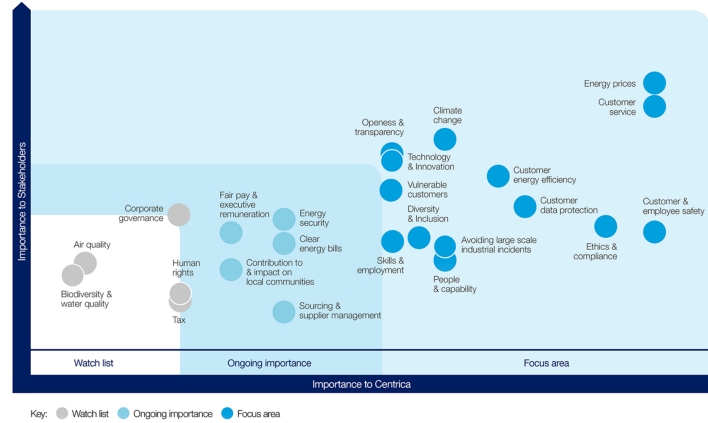
RBS

Materiality Matrix

Responding to issues that matter most to our business

To make sure that we tackle the issues that really matter, we prioritise them by assessing their 'materiality' – i.e. the extent to which they impact our business and society. We do this by using what we call our 'Materiality Matrix'.

Our Materiality Matrix



As part of this process, we prioritise key issues and aim to fully understand the risks and opportunities facing our business in the immediate and longer term. This involves:

- understanding issues of greatest concern from the [United Nations Sustainable Development Goals](#) alongside insight from key external stakeholders including our customers, colleagues, politicians, Non-Governmental Organisations (NGOs), suppliers and wider society
- engaging internal experts from across the business to understand how the issues may affect our operational or financial performance such as our reputation or growth.

Prioritising issues through this process, enables us to focus our efforts on effectively managing our impact as well as our stakeholder relationships.

Our materiality assessment is carried out every two years, with the above assessment undertaken in 2018/19. This allows us to reflect any significant changes within our business or the external environment, in order to inform the development of our [Responsible Business Ambitions](#) and activities undertaken within our [Responsible Business Foundations](#).

Find out more about how we [engage our stakeholders](#).

Materiality Assessment

Non-financial risks are a key topic – show how you approach their identification and mitigation. (currently only exists within a PDF report).

Centrica

centrica



Centrica plc is an international energy services and solutions business.

Centrica plc registered office: Millstream, Maidenhead Road, Windsor SL4 5GD, UK
Tel: +44 (0)1753 494000

Registered in England & Wales No 3033654
VAT registration number: GB 684 9667 62

Group websites

- British Gas
- Bord Gais Energy
- Centrica Business Solutions
- Centrica Hive
- Direct Energy
- Dyno Rod
- Local Heroes

Popular downloads

- Annual Report And Accounts 2019
- Corporate Factsheet
- Modern Slavery Act Statement 2019
- Our Code
- Responsible Business Ambitions Brochure 2019
- Performance and Reporting

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BUILD

REPUTATIONAL RESILIENCE

35% of companies clearly explain their purpose, vision and mission, **39% also describe innovation initiatives.**

COVID-19 About What we do Our purpose Perspectives Media Investors Careers

Our purpose

We connect for a better future

Home | Our purpose

We connect for a better future

We are a communications technology company responsible for connecting over 625 million people and organisations of all sizes to the digital society.

We are optimistic about how technology and connectivity can enhance the future and improve people's lives. Through our business, we aim to build a connected society that enhances social-economic progress, embraces everyone and does not come at the cost of our planet. That is why we have committed to improve one billion lives and halve our environmental impact by 2025, by taking concrete action in three areas: Digital society, Inclusion for All, and Planet.

to change the future positively

Digital society

We believe in a connected digital society, where data flows at speed, connecting people, communities and things to the internet like never before. With our Gigabit networks citizens will access an ever-growing range of services in real-time and businesses can develop new products and services to meet the needs of future generations. The Internet of Things (IoT) will create more efficient, safer and smarter transport; and mobile financial services will reduce poverty and enable access to essential services like healthcare and education. These services enable incredible innovation and technologies to be developed to help make our lives easier, healthier, smarter and more fulfilling.

- Gigabit network**
Connecting over 350 million people to our Gigabit networks by 2025
- IoT solutions**
Connecting over 150 million vehicles to IoT by 2025
- Mobile money**
Connecting over 50 million people and their families to mobile money services by 2025

Read more about Digital society >

Inclusion for all

Purpose, Shared.

Your reason for being that underpins all that you do. Demonstrate it's a reality with clearly defined goals and report on your progress in achieving them.

Ensure that purpose goes beyond a simple statement: show it in action and back it up with data and insights.

Vodafone
BP

bp

Reimagining energy

Ambition launch recordings >

Our purpose is reimagining energy for people and our planet

Net Zero by 2050

Our ambition is to be a net zero company by 2050 or sooner. And to help the world get to net zero. This will mean tackling around **415 million tonnes of emissions** - 105 million from our operations and 300 million tonnes from the carbon content of our upstream oil and gas production. Importantly these are absolute reductions, to net zero, which is what the world needs most of all. We are also aiming to cut the carbon intensity of the products we sell by 50% by 2050 or sooner.

"The world's carbon budget is finite and running out fast; we need a rapid transition to net zero"
Bernard Looney, chief executive officer

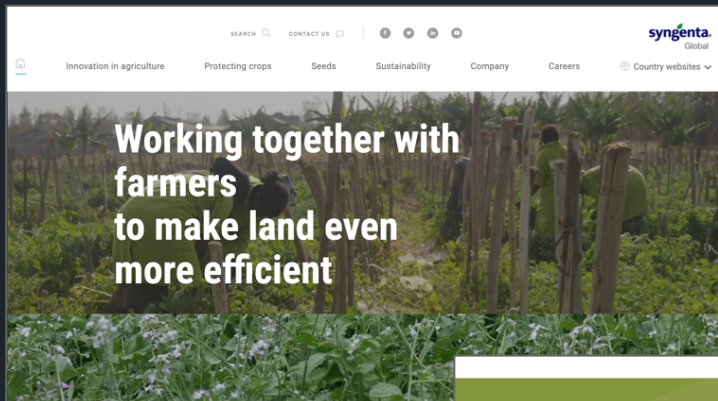
Our ambition is supported by ten aims

Five aims to become a net zero company

- Net zero operations**
Getting to net zero across our entire operations on an absolute basis by 2050 or sooner
- Net zero oil and gas**
Getting to net zero on an absolute basis from our upstream production by 2050 or sooner
- Halving intensity**
50% reduction in carbon intensity of the products we sell by 2050 or sooner
- Reducing methane**
Measurement of all our methane and gas production since 2012. Commitment: reporting and 25% reduction in methane used as methane intensity
- More \$ for new energies**
Increase proportion of investment into non-oil & gas

Five aims to help the world meet net zero

- Advocating**
Help corporate regulation, advertising and public awareness to drive industry for progressive climate policies
- T + . . .**



Our Stories

Growing the world's food is a tough business

From healthy soil to better vegetables on the shelf, from farmers' incomes to fair labor practices, our work brings positive change to people's lives.

Stories that show our impact →

An advocate for fair labor

Renukamma Umapathi, a farmer in India, tells us how she's striving for fair labor in her community.

→

Access to agronomic advice unlocks productivity

How being a Good Growth Plan reference farmer has helped Noah Naisali Kadima to become successful.

→

The Good Growth Plan

Improving the sustainability of agriculture and our business

We're accelerating the progress of the UN's Sustainable Development Goals through our six commitments to make agriculture more sustainable.

Find out more →

Accelerating innovation in a changing world

Investing where it matters to farmers and nature

We're investing \$2 billion over five years from 2020 in innovation specifically targeted at delivering a step change in agricultural sustainability.

Find out more →

syngenta Global

Innovation in agriculture | Protecting crops | Seeds | Sustainability | Company | Careers | Country websites

The Good Growth Plan

Six commitments to improve the sustainability of agriculture and our business.

How we've reached our targets →

HOME / SUSTAINABILITY / THE GOOD GROWTH PLAN

The Good Growth Plan

Delivering our commitments and looking to the future

When we launched The Good Growth Plan in 2013, we set six hard, stretch targets to be met by 2020 to improve the sustainability of agriculture. It's been a core element to the sustainability of our business and has real measurable benefits for farmers, the people they feed and the planet we all share.

We've already reached most of our 2020 goals - a year earlier than scheduled. Since embarking on this journey, we have learned some very important lessons that will now shape the next evolution of The Good Growth Plan, which we plan to announce in the first half of 2021.

Through our Good Growth Plan, we contribute to the UN's Sustainable Development Goals: all six commitments contribute directly to Goal 2 (Zero Hunger) and Goal 13 (Partnerships), as well as individually towards several other goals.

Our six commitments

These six commitments define the areas where improvement is essential to secure the future of agriculture and our planet's ecosystems:

- the resource efficiency that must underpin current agricultural productivity,
- the ecosystem resilience necessary to sustain future productivity,
- and the far-reaching knowledge transfer needed to support and strengthen rural communities

Make crops more efficient

Increase the average productivity of the world's major crops by 20% without using more land, water or inputs.

→

Rescue more farmland

Improve the fertility of 10 million hectares of farmland on the brink of degradation.

→

Help biodiversity flourish

Enhance biodiversity on 5 million hectares of farmland.

→



Why good growth matters

Humanity is facing its toughest challenge: Population growth, limited land for agriculture and low yields are challenges to feeding our growing world sustainably. Through the Good Growth Plan we're making a difference and

Purpose-Led Narrative

Moving beyond telling audiences about purpose and using that as a golden thread to create a coherent, consistent and compelling narrative. Support this narrative by showing what it means with stories, insights and more.

Join the dots between your purpose and key areas such as sustainability.

Syngenta

BUILD

INVESTOR CONTENT

>2% host on-demand video webcasts for earnings and announcements, and >10% provide their business case online.

Nestlé Good Food, Good Life

Search

About us Our stories Our Impact Brands Innovation Ask Nestlé Careers Investors Media

WHY INVEST IN NESTLÉ
A winning strategy delivering results
Nestlé's Board of Directors and management have laid out a clear path forward. We are delivering superior results and are committed to reach a sustainable mid-single-digit level of organic growth.

Executing on our strategic vision
Strong Board of Directors and management
Creating Shared Value

Our Strengths

Global reach Attractive product portfolio Powerful brands
Industry-leading R&D Talented people

Capitalizing on our differentiated competitive strengths

Shareholder returns

Total Shareholder Return
Nestlé Total Shareholder Return has outperformed the S&P 500 Global Index, the FTSE Global All-Share Index and the MSCI World Index since 2008.

Financial Performance Highlights

	Q4	1H19	1H20	Q4
Full Year 2019	3.5%	+5.0%	+11.1%	over 15.8 billion
Full Year 2020	3.0%	+5.0%	+13.9%	over 15.4 billion

Corporate, social and environmental responsibility

Creating Shared Value is the fundamental principle of how Nestlé does business. It is our way of creating value for both stakeholders and for society at the same time.

Our 36 public commitments bring to life our purpose of enhancing quality of life and contributing to a healthier future. These commitments contribute to the UN's Sustainable Development Goals. The details of our progress against them are published yearly in the Nestlé Sustainability Report.

Investment Case

Adding an investment case engages investment interest by promoting a company's story and making clear what sets you apart, why you are a long-term option and how you are positioned to capitalize on opportunity.

Nestlé

symrise

Flavor | Nutrition | Scent and Care | Our stories

A case for investment

An investment in Symrise is an investment in industry-leading growth and sustainable success

In the decade since our 2006 IPO, we've cemented our position at the forefront of the flavor and fragrance world, while more than tripling our shareholders' return.

Our continued success is defined by industry-leading growth and a comprehensive portfolio beyond traditional flavor and fragrance, underpinned by a commitment to backward integration and sustainability. Today, we employ more than 9,000 people and operate about 100 production sites across the world.

We hold market-leading positions in a number of segments – from baby and pet food to fragrance ingredients, menthol and oral care. Our overall global market share amounts to 11%.

Symrise as it's known today was founded in 2003, when the former Bayer subsidiary, Heilmann & Reimer, merged with the family-owned Dräger. The historic roots of our business however date back to 1874, when the founders of Heilmann & Reimer discovered how to produce nature-identical scents from coniferous trees. Their innovation kick-started a global industry, which continues to inspire our approach today.

6. A vision beyond traditional flavor and fragrance

Our strategy for new traditional flavor and fragrance markets is reflected in our recent acquisitions. Acquisition activities in organic, natural and traditional scents, with the growing new focus on new scents for growth.

The strategic vision of our growth strategy is centered on R&D to become leading manufacturers in the growing natural perfume company. This is the foundation of our long-term competitive advantage. We are confident that our focus on R&D will continue to drive our growth and ensure the long-term success of our business.

Six reasons to invest in Symrise

1. We operate in an attractive industry, characterized by strong defensive end-consumer markets.
2. Our strongly balanced portfolio encompasses a global range of products, businesses, regions and customer groups.
3. Our strategy focuses on industry-leading growth that maintains high profitability levels.
4. Our competitive edge is led by a cross-divisional networking and research engine, committed to innovation.
5. We're increasingly securing backward integrations across our supply chain, in service of the growing demand for naturals.
6. We're expanding into adjacent high-growth areas beyond traditional flavor and fragrance.

1. An attractive industry

As the size and spending power of consumers around the world continues to increase, manufacturers of food & beverages, perfume and cosmetics – our clients – see an increasing demand for their products.

These are products that fulfil the basic, daily needs of people all over the world, and our ingredients and solutions are at their core. We estimate that on average, people interact with our ingredients 20-30 times in just a single day. The demand for our ingredients is constant and ever-growing, both in mature and emerging markets.

Beyond the basic need to eat and drink, new consumption patterns and trends fuel a growing desire for our increasingly diverse solutions. Whether responding to the trend for healthy, natural ingredients or the growing demand for sustainable, transparently sourced raw materials, our core offering is extremely resilient to change in our individual clients' needs.

What's more, the cost vs. value ratio of our ingredients is extremely positive. The percentage cost of our flavor or fragrance ingredients is extremely low, yet as the key buying criteria for food, beverages and fine fragrances its value is extremely high.

Where we are, where we're heading

2006 - today: over a decade of success

By 2006 we traded on the First Open on the Frankfurt Stock Exchange, becoming the largest IPO in Europe that year.

Since then, we've expanded our global footprint and achieved strong growth in all our key markets.

DEVELOPMENT OF SALES / REVENUE

Sales in € million, million in € million, million in € million

Year	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Sales	150	170	190	210	230	250	270	290	310	330	350	370	390	410	430

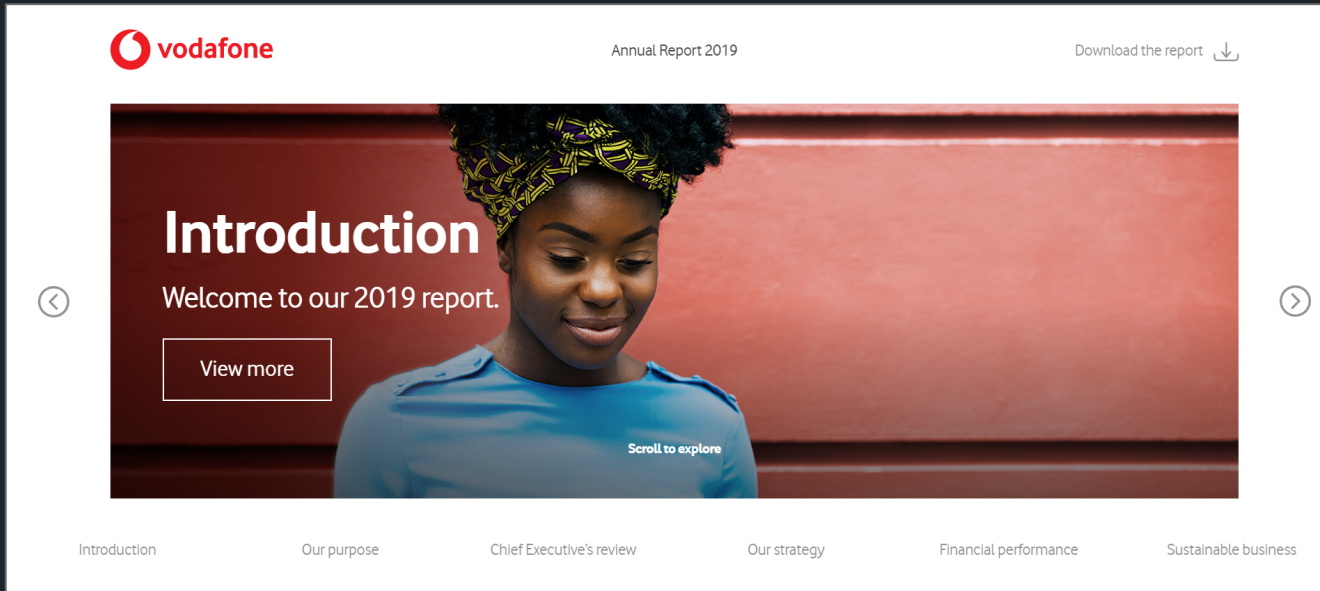
On track to hit our 2020 goals

"Having promptly established ourselves as a leading company in the industry over the past years, our goal can only be to consolidate and expand this position. We want to achieve this not by being hasty, but instead by implementing a well thought out and, more importantly, sustainable strategy."

Make Detail Manageable

Cater to the needs of different audiences by offering bite-sized overviews and detail to dive into. Smart UX and navigation can help facilitate reading and ensure users know what to expect on any given page.

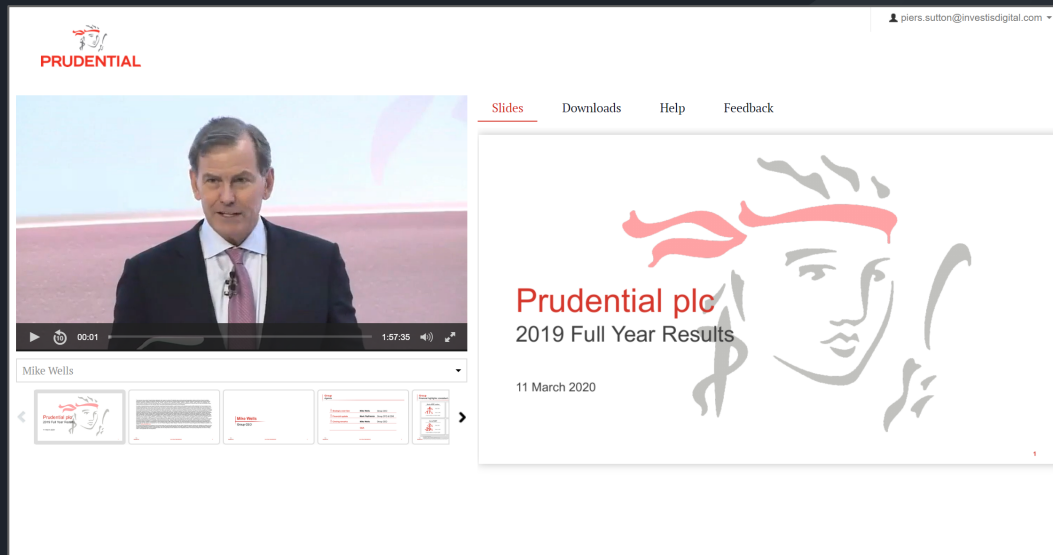
Symrise



Annual Report Site

ESEF, while supported in the EU, is a usability / UX best practice, that like other measures set in place to build stakeholder trust are bound for the US in the future. Embedded and XHTML Annual Reports will improve accessibility, analysis and comparability of financial statements for stakeholders.

Vodafone



Video Webcasts

By adding a video webcast it gives more engagement with key audience, especially in the current climate

Prudential

centrica Who We Are What We Do Stories Sustainability Media Investors Careers 37.88p -3.7%

Home Investors Centrica as an investment Ownership Profile

Ownership profile

Analysis of shareholders as at 31 December 2019

Distribution of shares by type of shareholder	Number of holdings	Shares
Non-natural and institutional investors and other companies	3,334	3,542,027,250
Individuals	495,227	276,527,389
Total (including Treasury shares)	498,561	3,818,554,639
Treasury shares	1	10,248,366
Total (including Treasury shares)	498,562	3,828,803,005

Size of holding	Number of holdings	Shares
1-1000	402,296	10,248,366
1001-10000	35,427	30,015,000
10001-100000	31,282	30,341,001
100001-1000000	4,125	28,674,793
1000001-10000000	1,898	30,200,019
10000001-100000000	121	10,875,000
100000001-1,000,000,000	422	166,500,766
1,000,000,001 and above	391	3,348,242,217
Total (including Treasury shares)	498,562	3,828,803,005

As at 31 December 2019 there were 58,958 participants in FlexiShare, with an aggregate shareholding of 131,884,161 shares registered in the name of Equiniti Corporate Nominees Limited.

Major shareholders

Centrica has received notification of the following material shareholdings pursuant to the Disclosure Guidance & Transparency Rules:

Shareholder name	Shares	% holding
Shutterstock Investment Management Limited	40,347,264	11.12%
Equiniti PLC	216,022,116	6.00%
Standard Life Aberdeen plc	20,202,228	4.99%
Equitable Asset Management Limited	18,522,119	4.99%
Truist Investment Management Limited	27,110,078	4.99%

centrica Centrica plc is an international energy services and solutions business. Centrica plc registered office: Wellington House, Marshfield Road, Wexford, W45 5GJ, UK. Tel: +44 (0)1753 494000. Registered in England & Wales No. 3229252. VAT registration number: GB 684 9687 62.

Group entities
 ☑ British Gas
 ☑ British Energy
 ☑ Centrica Business Solutions
 ☑ Centrica Film
 ☑ Centrica Energy
 ☑ Centric Fuel
 ☑ Local Heroes

Popular downloads
 ☑ Annual Report And Accounts 2019
 ☑ Retail Gas Energy
 ☑ Corporate Factbook
 ☑ Modern Slavery Act Statement 2019
 ☑ Our code
 ☑ Centrica Energy
 ☑ Responsible Business
 ☑ Anticorruption 2019
 ☑ Performance and Reporting

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HEINEKEN Our company Our brands Our global presence Our sustainability story Investors Newsroom Careers

HOME INVESTORS SHARE INFORMATION SHAREHOLDER BASE

Shareholder base

Heineken N.V. share distribution

Share distribution by geography Heineken N.V. shares*

Based on 238.3 million shares in free float (excluding the holding of Heineken Holding NV and FEMSA in Heineken NV).

*Source: CM2i estimate based on available information December 2019.

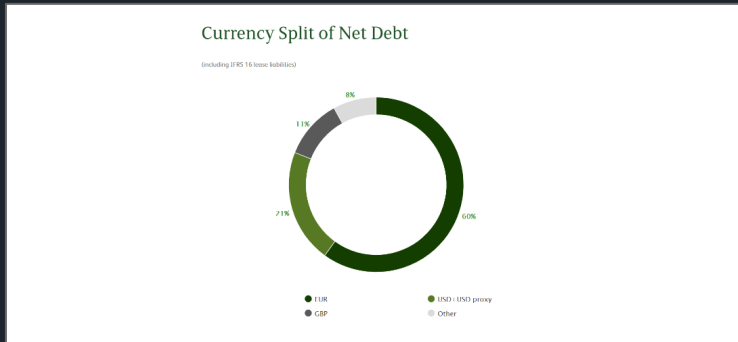
Share distribution by geography Heineken N.V. shares*

Based on 210.6 million shares in free float (excluding the holding of Heineken Holding NV and FEMSA in Heineken NV).

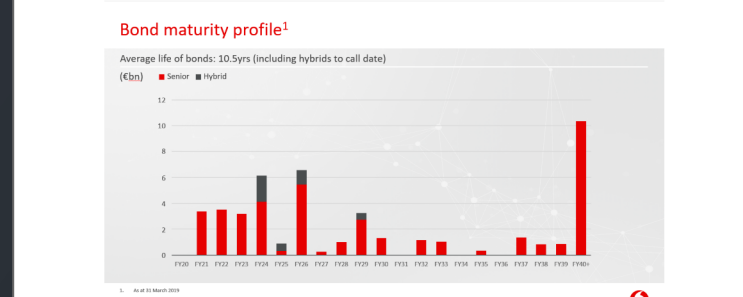
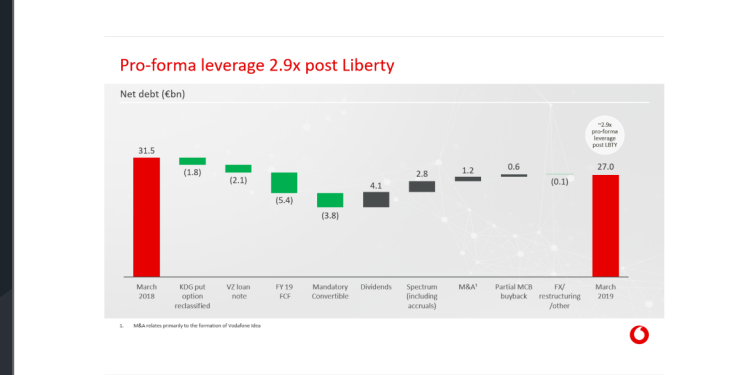
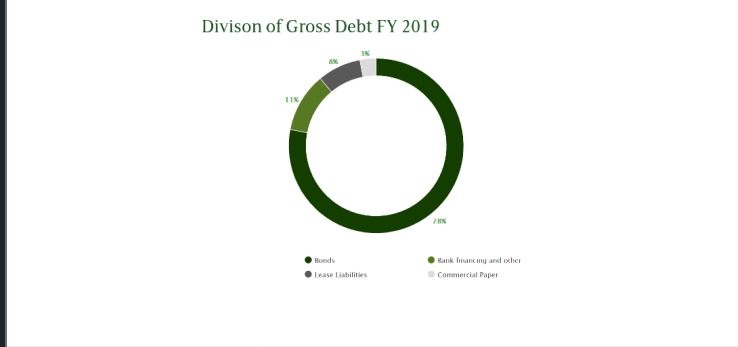
Major Shareholders

Listings by shareholder category, holding size and geographical distribution are common.

Centrica
Heineken



Gross debt amounted to €17,052 million as at 31 December 2019. After netting cash in cash pooling arrangements subject to legal offset rights, gross debt amounts to €16,452 million, which consists for 78% of bonds, 8% of lease liabilities, 3% commercial paper, and 11% of bank financing and other.



Capital Structure & Debt

Details of funding sources, debt maturity and bonds issued.

Heineken
Vodafone

BUILD

MEDIA CONTENT

17% publish research online, and 43% provide whitepapers and thought leadership from senior management.

And we are up to the challenge.

Thought Leadership

Move beyond copy and explore different ways of bringing your experts to the fore through film, animation and more.

BP

bp

Home / Energy economics / Energy Outlook

BP Energy Outlook

Content in this section is taken from the BP Energy Outlook 2019, published in February 2019

The Energy Outlook explores the forces shaping the global energy transition out to 2040 and the key uncertainties surrounding that transition. It shows how rising prosperity drives an increase in global energy demand and how that demand will be met over the coming decades through a diverse range of supplies including oil, gas, coal and renewables

2020 launch date announcement

In light of the circumstances surrounding Covid-19, BP has decided to postpone the launch of this year's BP Energy Outlook, currently scheduled for 23 April.

We will use the additional time to consider any longer-term issues raised by current events and to ensure that the key insights from the Outlook are fully incorporated into BP's strategy.

This year's Energy Outlook is likely to be published in the third quarter ahead of BP's Capital Markets Day in September. The dates for both events will be announced in due course.

Download the 2019 booklet or explore the fully interactive Outlook using the

Download the 2019 Energy Outlook booklet

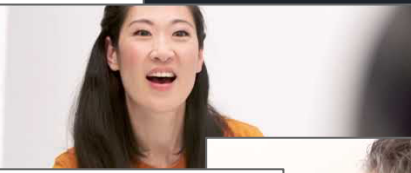
Watch the video - Spineless energy

Introduction Global

Regions Carbon Comparisons Insights

Bite-sized - the Outlook on video

Global backdrop Demand by sector Demand by region Demand by fuel Carbon emissions Comparisons



Anglo American

ABOUT PRODUCTS SUSTAINABILITY FUTURESMART MINING INVESTORS CAREERS

FUTURESMART MINING™

At Anglo American, we are re-imagining mining to improve people's lives.

Watch full video

FUTURESMART MINING SHARE

Building on over 100 years of leadership

One of the most explicit ways in which we are living up to our Purpose is through FutureSmart Mining™ technology, digitalisation and sustainability working hand in hand.

FutureSmart Mining™ is our innovation-led approach to sustainable mining. These are the step-change innovations that will transform the nature of mining - how we source, mine, process, move and market our products - and how our stakeholders experience our business. It is about transforming our physical and societal footprint.

Join the innovators, thought leaders and experts of Anglo American to discover how we are re-imagining our industry, our world, and the future of mining.

What is FutureSmart Mining™

OUR INDUSTRY

Discusses on technology, our products and the mining industry.

DISCOVER MORE STORIES

OUR PRODUCTS

3 ESSENTIAL METALS IN MINING

07 January 2019

MINING EXPLAINED

A TOUR OF A MODERN MINE

18 August 2017

Learn about the processes and equipment used at our mines and operations.

REAR DUMP HAUL TRUCK

HYDRAULIC FACE SHOVEL

PIT FLOOR

ENVIRONMENT

AS TURN TO GREEN POWER OPTIONS

4 October 2018

Anglo has long had a strong focus on environmental stewardship.

ENVIRONMENT

THREE WAYS BIODIVERSITY AWARENESS IS... IN ORDER TO FACE

10 September 2019

In order to face the challenges of a changing world, we need to be more aware of our impact on biodiversity.

MINING EXPLAINED

DIGGING DEEPER: MINING METHODS EXPLAINED

TECHNOLOGY

HOW SPATIAL TECHNOLOGY IS CHANGING THE MINING...

28 October 2019

Context & Prominence

Bring expertise to the forefront: siloed thought leadership assumes that users will find your most relevant content by actively searching for it. Bring it to the forefront, encourage exploration through linked content and by putting stories in context.

Position expertise in context of the wider industry to show your pioneering approach.

Anglo American

Research Sharing

By sharing proprietary research and insights, companies position themselves as leaders in the industry and as those who are looking to the future. Such content can also feed into sustainability messaging and shows a desire to engage with wider viewpoints, trends and the communities they operate in.

Vodafone
Sainsbury's
Intercontinental Hotel Group

Title	Reports
Sainsbury's Living Well Index September 2018	Download
Sainsbury's Living Well Index May 2018	Download
Sainsbury's Living Well Index September 2017	Download

IHC Trends Report series

The power of provenance: Shaping brands in a changing world

Our 15th and 14th Trends Report explore the five stages that build a brand's story and heritage into sustainable growth.

Provenance is the foundation for enduring brand success and the become more important as we see our organisations learning to succeed in today's complex, competitive environment.

IHG's 2018 Trends Report reveals The Provenance Chart, five interconnected stages that provide a demonstrable link between provenance and sustainable growth.

Created in partnership with **ARCATURE**

Keith Barr, CEO, IHG: "We believe provenance is a brand's an essential foundation for enduring leadership and enduring success, which is why it is at the heart of IHG's approach to our individual hotel and corporate brands."

Previous reports

- 2017 IHG Trends Report: 'The Uncompromising Customer'
- 2016 IHG Trends Report: 'Meaningful Membership'
- 2015 IHG Trends Report: 'Building Trust Capital'

Global Trends Barometer 2019

The four key trends businesses should prepare for in 2019

We asked over 1,700 business leaders across the globe about the importance of future trends and how businesses should prepare for the opportunities and challenges they will bring in 2019. This extensive research revealed four key trends:

- In a digital world, trust is king**
A top concern for businesses is restoring the trust of customers. Second was keeping up with technology and third was losing important data. Only the businesses who prove themselves to be trustworthy can expect a successful year ahead.
- Prioritising ethics is central to winning the competitive race**
The world is starting to recognise the correlation between profit and purpose. It's no longer just about price or product. Now social, ethical and political factors are playing a bigger and bigger role in people's purchasing decisions.
- A balance is being struck between humans and machines**
Business management is learning to balance the skills provided by humans versus efficiencies provided by AI. Our research uncovered that most businesses are excited about the future of AI, and particularly optimistic when it comes to technologies like artificial intelligence and machine learning.
- Technology-led disruption is putting people at the heart of the business**
The power of technology lies in its speed and has created a 'culture of now' - consumers expect immediacy even as their needs are shifting all the time. In this climate, human relationships are invaluable. You need to be able to connect with your customers so that you can keep up with their needs.

Businesses of all sizes will face a year of challenge and change, but also a huge opportunity for businesses to grow, develop and succeed. Understanding and addressing these trends is essential for every business to ensure its success.

Download the Trends report 2019 to find out more.

Our Global Trends Barometer 2019

[Download the report](#)

DIVERSIFY

CHANNEL MIX

77% companies utilize Twitter, 73% companies utilize LinkedIn,
yet only 55% use Instagram, despite growing popularity.

OPTIMIZE & AMPLIFY

TARGET YOUR AUDIENCE

41% have increased paid media spend in the last 2 years,
yet only 38% allocate spend to Facebook, despite reach.



**You can manage
what you can measure**

Start with a trusted source of truth



**12
YEARS**

of analysis data on Investor
and Corporate Websites



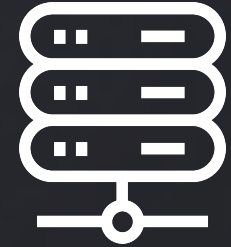
**DATA &
DESIGN**

Data collected for a
comprehensive analysis
between tools and manual
research, not just reliant on
one source



**1,000+
SITES**

Scored every year
along with 5 major
stock exchanges
across the globe and
industry specific rank
reports

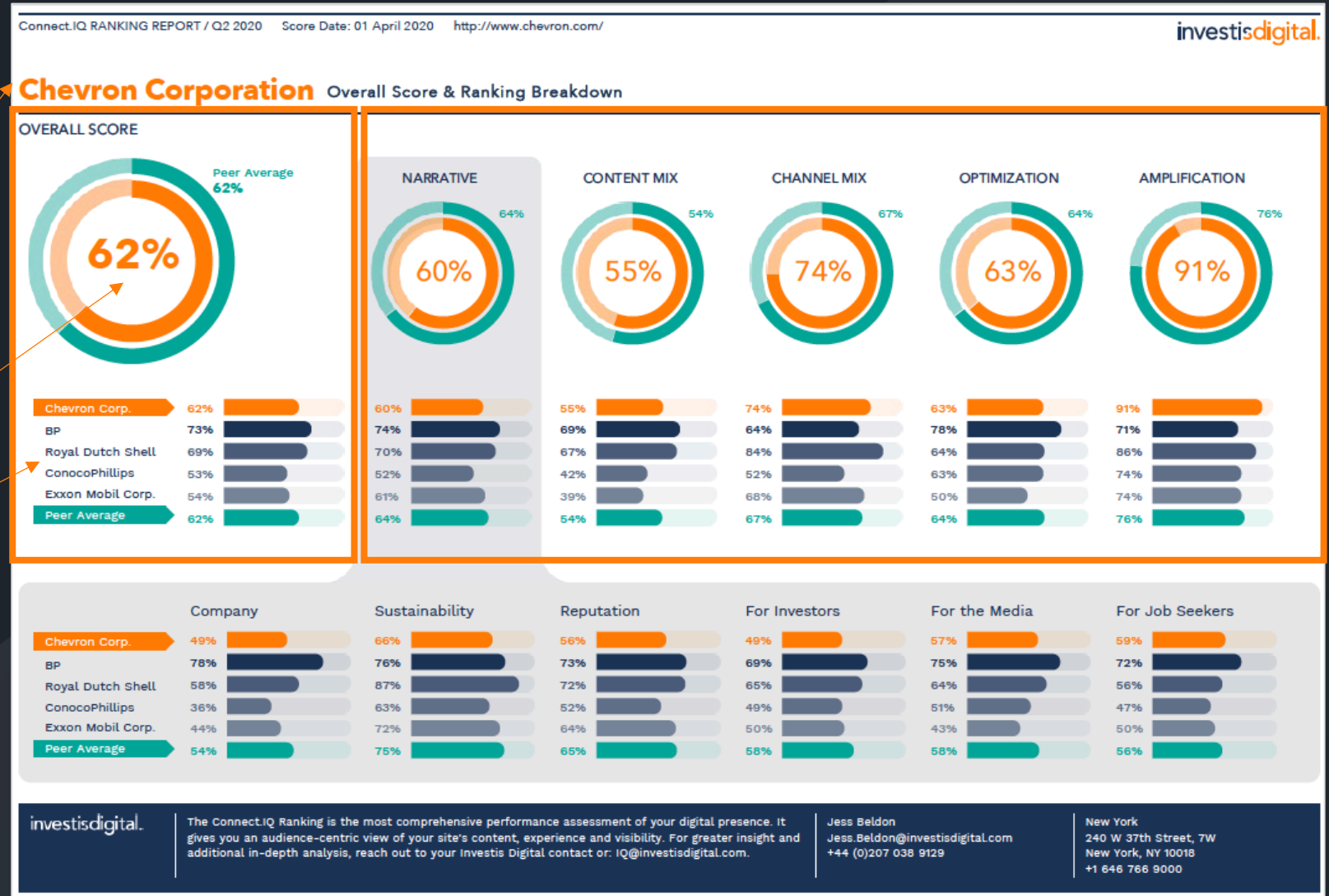


**300+
CRITERIA**

analysis criteria, check-
points across a company
digital presence

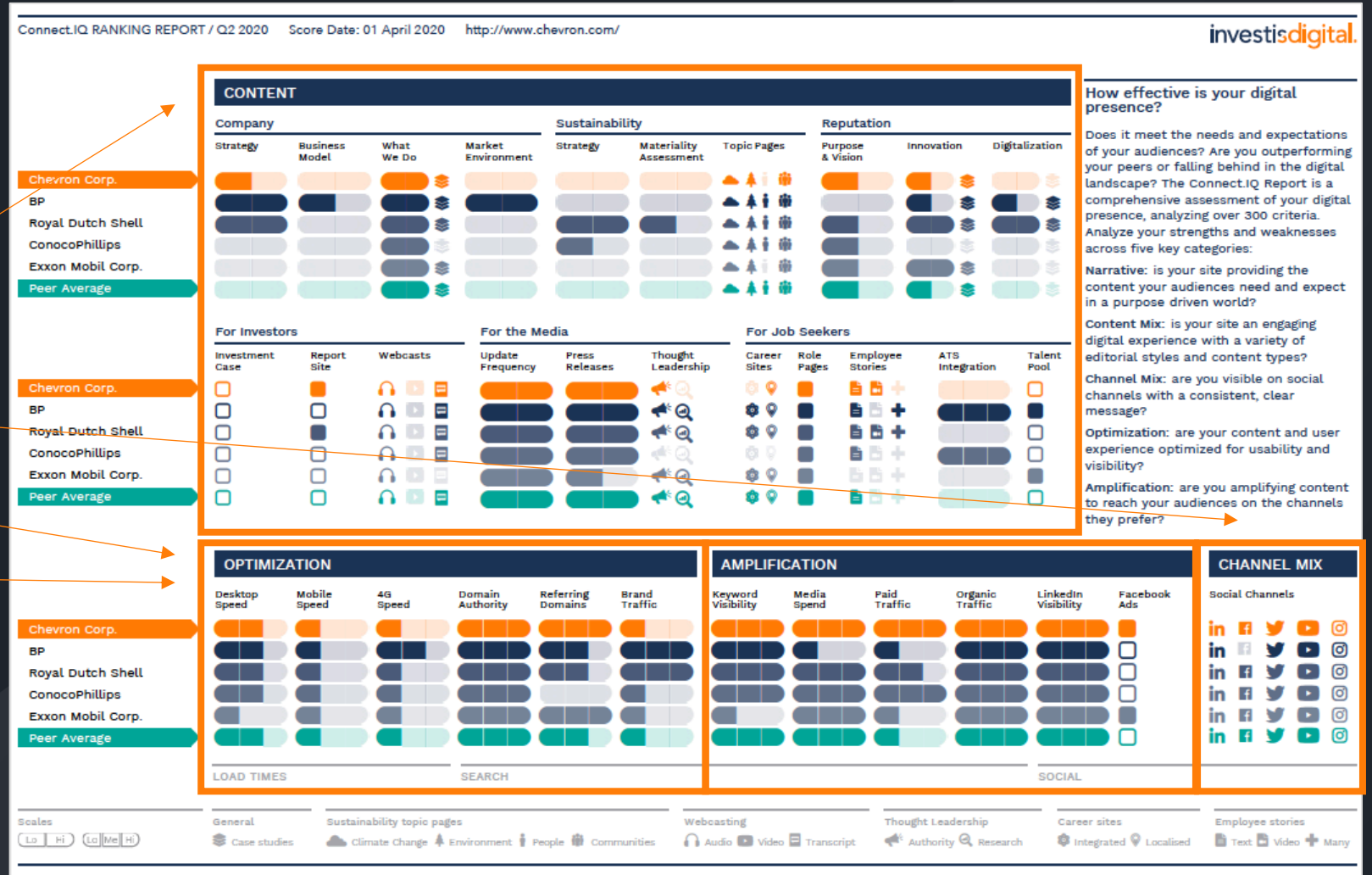
The more valuable the criteria, the higher the score

- 1 Report
- 1 Company
- 1 Overall Score
- 4 Competitors



The most valuable & actionable criteria

Content Mix
 Channel Mix
 Optimization
 Amplification



RESEARCH & INSIGHTS

Ranking Briefs & Reports:

invd.co/buildingtrust

NYSE 100 RANKING LEADERS

NYSE 100 Ranking Leaders

Top 25 Leaders

1 AT&T 64%

2 Merck & Co 64%

3 Accenture 64%

Top 25 Leaders (continued)

4. Lockheed Martin	64%	15. General Electric	60%
5. CVS Health	63%	16. Bank of America Corporation	59%
6. UPS	63%	17. BNY Mellon	59%
7. Corning	62%	18. Boeing	59%
8. Verizon	62%	19. Chevron Corporation	59%
9. Walmart Inc	62%	20. Duke Energy Corp	59%
10. IBM	61%	21. Hewlett Packard	59%
11. Pfizer	61%	22. Johnson & Johnson	59%
12. 3M	60%	23. Medtronic	59%
13. Citigroup	60%	24. Schlumberger	59%
14. Exelon Corporation	60%	25. MasterCard	58%

Criteria Leaders

Narrative
AT&T: 64% | Merck & Co: 64% | Accenture: 64%

Our Company
FedEx: 58% | Corning: 56% | Lockheed Martin: 55%

Sustainability
Johnson & Johnson: 87% | Exelon: 84%
Merck & Co: 83%

Reputational Resilience
Eaton Mobil: 67% | Accenture: 67%
Johnson & Johnson: 64%

For Investors
Coming: 61% | CVS Health: 61% | Estee Lauder: 59%

For the Media
Walmart: 77% |

For Job Seekers
General Electric:

Content Mix
MasterCard: 71%

Channel Mix
Citigroup: 92% | CVS Health: 80%

Optimization
Merck & Co: 81%
Lockheed Martin:

Amplification
Medtronic: 97% | Southern Compa

NYSE 100 OVERALL SCORE: 64% High

NARRATIVE | FOR INVESTORS

Investment Case, Webcasting, Capital Structure & Debt

Investor communication priorities have changed as a result of the COVID Crisis. From the obvious need to change the physical arrangements for results announcements and AGMs to a refocusing on financial fundamentals such as capital structures and debt, we'll see further changes as more companies report on the pandemic's impact on their business.

We've seen a significant increase in demand for webcast services, as forward-looking IR teams look to increase senior management face-time while remaining socially distanced.

Every IRO has their standard deck they use on roadshows to engage new investor interest. However, our research shows that less than 10% promote their equity story online with a dedicated investment case page. With key investor content often spread across site sections, various presentations and reports—a well structured investment case provides potential investors with a great starting point for their decision making journey.

2% use video webcasting for their results

NASDAQ 100 RANKING REPORT

NASDAQ 100 Ranking Report

Investor Relations

>10% of companies have an investment case

14% explain their capital structure and debt profile

3.6% Core Snacks Category Growth

STRONG GEOGRAPHIC FOOTPRINT

NYSE 100
NASDAQ 100
Global Health 100
Industry Reports