

# The 2021 IRO Digital Agenda

trends and practical advice for  
IR & corporate websites

niri & investisdigital.

# Who's speaking?



**Shannon Potter**

Sr. Director, Education and Programs  
NIRI



**Lisa Hartman**

SVP, Head of Investor Relations  
Redwood Trust

 [lisahartman75](#)



**Luke Bishop**

VP, Strategic Growth,  
Investis Digital



**Rachael Zahn**

VP, Marketing Optimization  
Investis Digital

 [rachaelzahn](#)



**Gregg Lampf**

VP, Investor Relations  
Ciena

 [gregglampf](#)



**Laura Kiernan**

CEO & Founder  
High Touch Investor Relations

 [laurakiernan](#)



# What we'll cover...

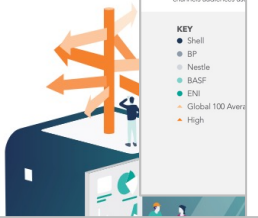
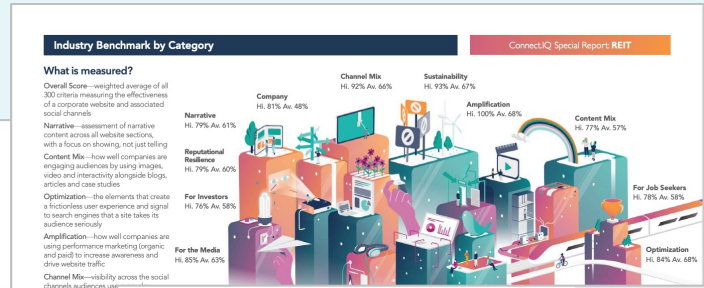
- **Digital Priorities & Purpose** - research results from a survey of NIRI Members on the 2021 'Digital Agenda' and IR & Corporate website efficacy, practice and performance
- **Great Examples** - research results from our largest study of IR & Corporate websites across the globe, highlighting 'Digital Agenda' examples
- **Great Advice** - practical advice from IRO practitioners and consultants on their own 'Digital Agenda' and navigating digital projects.

connect.IQ the Connected Content™ benchmark for corporate websites.

# Global 100 Connect.IQ Special Report

Every year, Investis Digital evaluates thousands of Corporate & IR websites, measuring the effectiveness of their digital presence. This year, we collaborated with the National Investor Relations Institute (NIRI) to match up the key initiatives of IROs along with the leaders that are doing it right. This report includes research results, a snapshot of the investor relations "digital agenda" and new benchmark for 2021.

investisdigital.



### The Global 100

Rank	Company	Score
1	Shell	76%
2	BP	73%
3	Nestle	73%
4	BASF	73%
5	En S.P.A.	72%
6	Vodafone Group	70%
7	Credit Suisse	70%
8	BASF Systems	69%
9	Merck Group	69%
10	Roche	68%
11	Hollanda	67%
12	Anglo American	67%
13	Eastly	67%
14	Verizon	66%
15	Coming	62%
16	Direct Line Group	62%
17	DSM	62%
18	ING Direct	62%
19	Microsoft Corporation	62%
20	TUI Group	62%
21	Cisco Systems	61%
22	Enelab	61%
23	IBM	61%
24	Pfizer	61%
25	Roche	61%
26	Anglo American	61%
27	Duke Energy	61%
28	Procter & Gamble	61%
29	Zurich Insurance	61%
30	PepsiCo	60%
31	Schlumberger	59%
32	DSM	59%
33	GSK	59%
34	British Land	59%
35	eBay	59%
36	Ch. Hansen Holding AS	59%
37	Boeing	59%
38	BNY Mellon	59%
39	Allianz	59%
40	Legal & General	59%
41	Texas Instruments	59%
42	ConocoPhillips	59%
43	Arcelor Mittal	59%

### Connect.IQ Special Report: Global 100

Category	Score
Overall	Shell: 76%   BP: 73%   Nestle: 73%
Content	BP: 77%   BASF: 77%   Shell: 75%
Company	BP: 81%   Nestle: 78%   Rob-Royce: 77%
Sustainability	BASF: 93%   Shell: 91%   Unilever: 91%
Reputation	Shell: 79%   Nestle: 78%   BP: 78%
For Investors	Eni S.P.A.: 76%   Coca Cola HBC: 76%   Centrica: 76%
For the Media	eBay: 85%   Nestle: 84%   Intel Corporation: 78%
For Job Seekers	Intel Corporation: 78%   BP: 77%   Vodafone Group: 77%
Content Mix	Shell: 77%   Eni S.P.A.: 73%   BASF: 71%
Optimization	Boeing: 84%   Tesco: 83%   AT&T: 81%
Amplification	Orsted: 100%   Vodafone Group: 97%   Unilever: 94%

### Our Top Priorities

- Real-time data and interactive tools stand apart.
- Only 37% explain their investment proposition.
- 23% provide detailed shareholder analysis.

### Investor Content

The number one priority of the IROs in 2021 is to share great investor content, according to our NIRI survey. We're talking about the nuts and bolts of building an investor case such as an explanation of the company's investment proposition, key financial data, integrated IR content, real-time share price, and a robust archive of investor presentations. Investors have many sources of information to research your company—some of which may surprise business. It's never been more important for a website to share a compelling business case. The Dow and Standard & Poor's 500 reached record highs in 2020, and initial public offerings around the world skyrocketed. But only the businesses that shared a compelling investor case benefited. In 2021, institutional and individual investing activity continues unabated, thus underlining the need for corporate websites to respond to the uptick in investing.

When we analyzed the websites of publicly traded firms for our report, we noticed a common thread. Every public firm shares the same compliance and disclosure information, such as share price, results presentations, share ownership, capital structure/debt, and other fundamental financial data. But the leaders don't stop there. They understand that how to share this information is also important—how it's interacted with, how it's received, and how it reaches its target audience.



### Equity, diversity and inclusion

Latest equity, diversity and inclusion news

Time for equity, time for justice, time for change

### Strategy, Simplified

An effective strategy is a simple strategy - easy to share, easy to understand.

OUR STRATEGY

How Our Strategy Works

- Supply Chain Transformation
- Merchandising Excellence
- Operational Efficiency
- Customer Engagement

# invd.co/g100

# Thank you.

Our survey has been made possible **thanks to the participation of NIRI members**. We would like to thank you for taking the time to respond to our survey and contributing to the greater investor relations and corporate communications community at large.

These insights have also been made possible thanks to **the research team at Investis Digital**, tirelessly reviewing and analyzing over 300 criteria on IR & Corporate websites for the past 14 years.



THE 2021

# DIGITAL AGENDA

Topics and initiatives that IROs plan to prioritize within their IR & corporate website and digital channels.



# 59%

# LARGE+ IMPACT

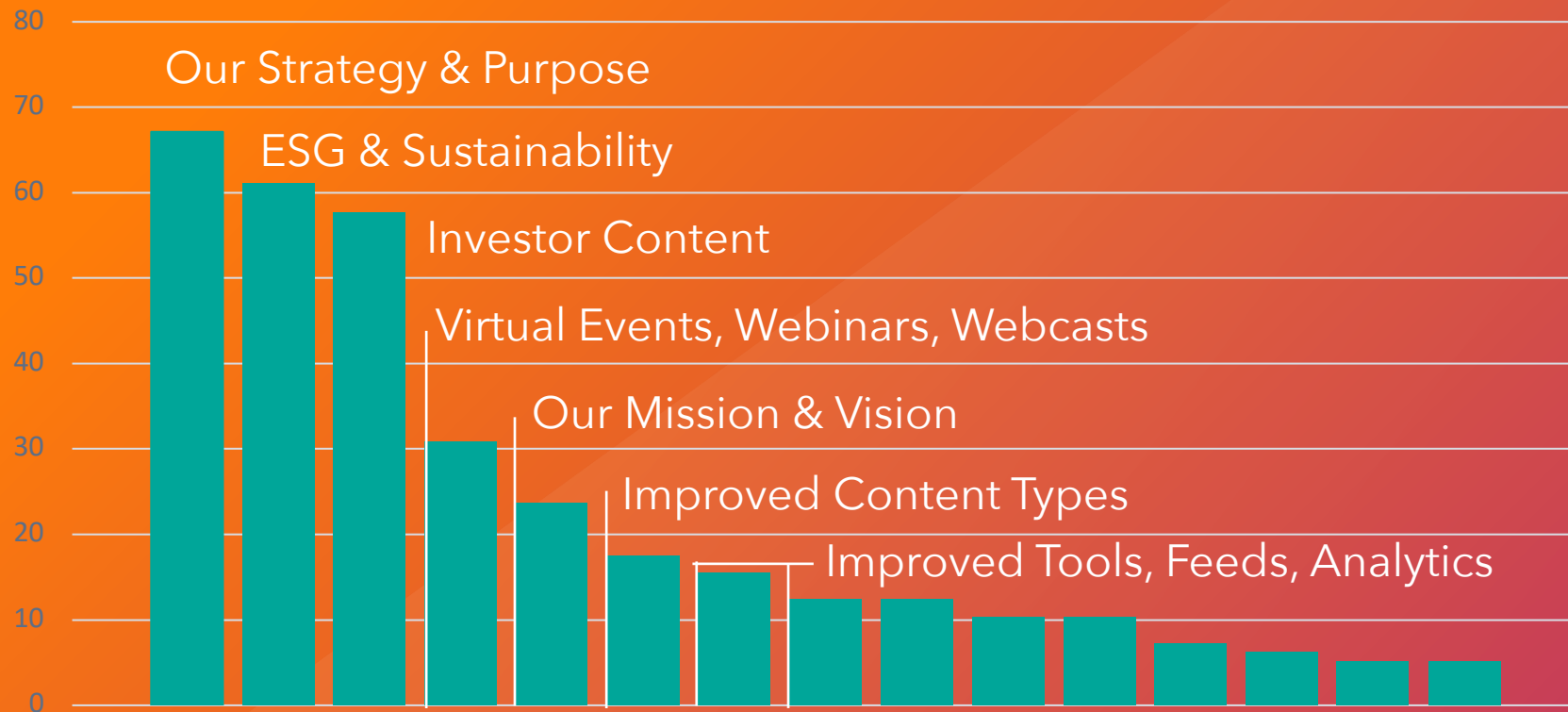
59% of IROs surveyed said that their **IR & Corporate websites** have a large or major impact on their IR efforts.

# 18%

# SHOW WELL

But only 18% believe their IR & Corporate website reflect their IR efforts very well and 43% only "moderately well."

# DIGITAL AGENDA



Topics / initiatives IROs plan to prioritize in IR & Corporate websites and digital channels in 2021.



THE CONNECT.IQ

# GLOBAL 100

The top 100 highest scoring companies of all IR & corporate websites and digital channels analyzed in 2020-21.



## The Global 100

1. Shell	76%	35. Corning	62%	69. PepsiCo	60%
2. BP	73%	36. Direct Line Group	62%	70. Schlumberger	59%
3. Nestle	73%	37. DSM	62%	71. Barclays	59%
4. BASF	73%	38. ING Group	62%	72. GSK	59%
5. Eni S.P.A.	72%	39. Microsoft Corporation	62%	73. British Land	59%
6. Vodafone Group	70%	40. TUI Group	62%	74. eBay	59%
7. Credit Suisse	70%	41. Cisco Systems	61%	75. Chr. Hansen Holding AS	59%
8. BAE Systems	69%	42. EcoLab	61%	76. Boeing	59%
9. Merck Group	69%	43. IBM	61%	77. BNY Mellon	59%
10. Roche	68%	44. Pfizer	61%	78. Allianz	59%
11. Rolls-Royce	67%	45. Aviva	61%	79. Legal & General	59%
12. Anglo American	67%	46. Duke Energy	61%	80. Texas Instruments	59%
13. Essity	67%	47. Procter & Gamble	61%	81. ConocoPhillip	59%
14. Verizon	66%	48. Zurich Insurance	61%	82. Arcelor Mittal	59%
15. Novartis	66%	49. AstraZeneca	61%	83. Hewlett Packard	59%
16. Intel Corporation	66%	50. Total S.A.	61%	84. British American Tobacco	58%
17. Centrica	66%	51. Telenor Group	60%	85. Boston Scientific	58%
18. AT&T	66%	52. BHP	60%	86. ExxonMobi	58%
19. Unilever	65%	53. AXA	60%	87. Equinor	58%
20. Coca-Cola HBC	65%	54. Bank of America	60%	88. Zalando	58%
21. Tesco	65%	55. Johnson & Johnson	60%	89. L'Oreal	58%
22. Yara International	64%	56. Mondip	60%	90. Lowe's	57%
23. Beiersdorf	64%	57. Sainsbury's	60%	91. ADP	57%
24. Novo Nordisk AS	64%	58. Citigroup	60%	92. DS Smith	57%
25. Lockheed Martin	64%	59. Standard Chartered	60%	93. Wells Fargo	57%
26. Medtronic	64%	60. Chevron	60%	94. SGS	57%
27. BT Group	63%	61. 3M	60%	95. Estee Lauder	57%
28. UPS	63%	62. Accenture	60%	96. Adobe Systems	57%
29. Royal Bank Of Scotland	63%	63. Analog Devices	60%	97. NXP Semiconductors	57%
30. Walmart	63%	64. General Electric	60%	98. Ocado Group	57%
31. Orsted	63%	65. National Grid	60%	99. Prudential Financial	57%
32. CVS Health	63%	66. Danone	60%	100. Workday	57%
33. UBS	62%	67. Exelon Corporation	60%		
34. HSBC Holdings	62%	68. Norsk Hydro	60%		

### Overall

Shell: 76% | BP: 73% | Nestle: 73%

### Content

BP: 79% | BASF: 77% | Shell: 75%

### Company

BP: 81% | Nestle: 78% | Rolls-Royce: 77%

### Sustainability

BASF: 93% | Shell: 91% | Unilever: 91%

### Reputation

Shell: 79% | Nestle: 78% | BP: 78%

### For Investors

Eni S.P.A.: 76% | Coca-Cola HBC: 76% | Centrica: 76%

### For the Media

eBay: 85% | Nestle: 84% | Intel Corporation: 78%

### For Job Seekers

Intel Corporation: 78% | BP: 77% | Vodafone Group: 77%

### Content Mix

Shell: 77% | Eni S.P.A.: 75% | BASF: 71%

### Channel Mix

Citigroup: 92% | L'Oreal: 88% | Total S.A.: 88%

### Optimization

Boeing: 84% | Tesco: 83% | AT&T: 81%

### Amplification

Orsted: 100% | Vodafone Group: 97% | Unilever: 94%

## Measure the effectiveness of your own digital presence

At Investis Digital, we unite compelling communications, intelligent digital experiences and performance marketing to help companies redefine how they communicate online. If you want to build stronger connections with your audiences and drive business performance—request your custom Connect.IQ Assessment today.



GLOBAL 100 LEADERS IN

# STRATEGY & PURPOSE

"The more your company can show its purpose in delivering value to its customers, its employees and its communities, the better able you will be to compete and deliver long-term, durable profits for shareholders."



# Our strategy

Home > The Group > Our strategy

**As a leading technology communications company in a time of uncertainty and change, it's imperative that we're able to keep society connected while building a digital future that works for everyone.**



Our purpose and ESG performance

Our strategy ensures that we can generate sustainable shareholder returns whilst delivering on our purpose of improving one billion lives and halving our environmental impact. The outbreak of COVID-19 has significantly impacted all of our lives, and we are committed to doing our utmost to support society through the critical connectivity and communications services we provide that enable our digital society. Which is why we are accelerating our strategic priorities:

For families in Europe desperate to feel close to one another, even when kept apart by changing social and professional requirements.

For individuals and entrepreneurs in Africa whose lives and work we're helping to transform through the technologies and services we offer.

For multinationals that rely on our digital ingenuity and infrastructure to consistently stay one step ahead of the curve.

For our shareholders and investors who deserve to earn a fair return from a socially conscious company.

Europe: a converged leader

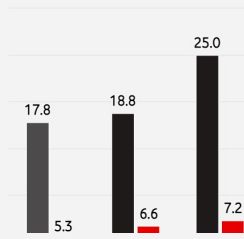
Africa: data & payment leader



## FY20 key performance indicators for European consumers

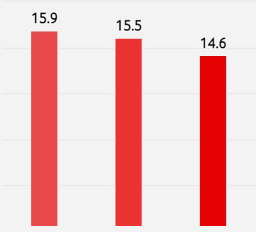
**Broadband and converged consumer customers**  
million

We aim to grow our fixed broadband customer base through market share gains, and drive convergence across our fixed and mobile customer base. During the year, we added 0.6 million broadband customers, including 1.4 million NGN custom million converged c



**Mobile contract churn**  
%

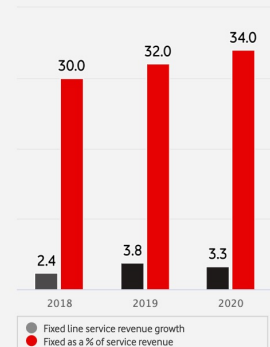
We are focused on deepening the relationship we have with our customers, in order to drive revenue growth and improve customer loyalty. In FY20, we further improved customer loyalty, with mobile contract churn down 1 percentage point year-



## FY20 key performance indicators for Business customers

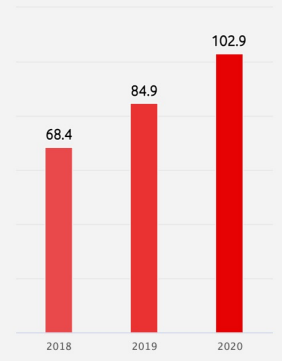
**Organic fixed line service revenue growth**  
%

Our Core Europe mobile business continued to face ARPU pressure reflecting ongoing price competition. As a result, we are seeking to diversify into fixed and business-related services to offset this pressure. In fixed, we see a significant opportunity to take market share as the market moves from WAN to SDN



**IoT SIM growth**  
million

We are a market leader in the rapidly growing IoT segment offering a diverse range of services to our business customers including managed IoT connectivity, automotive and insurance services, smart metering and health solutions. This year we grew IoT SIMs on our network by 23.3% to 102.9 million

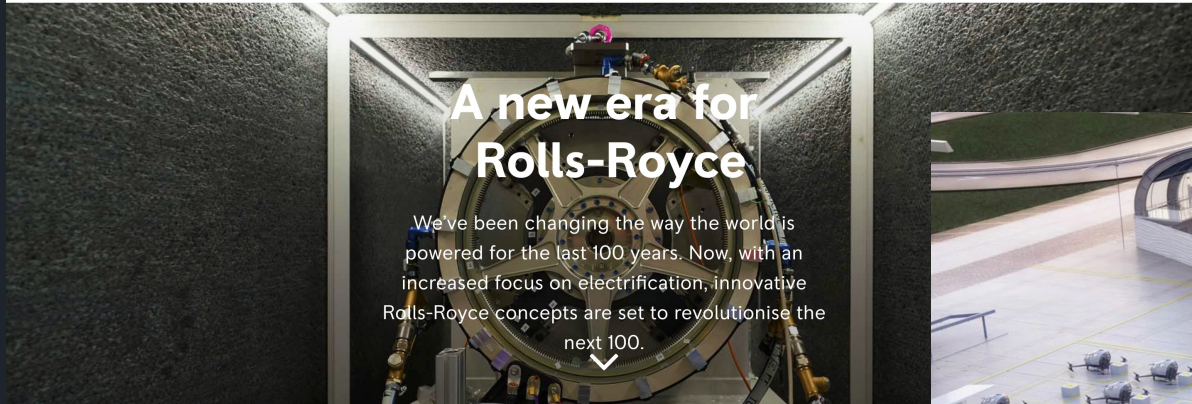


## Measured Performance

Only 23% quantify their strategy

Vodafone





## Dedication to Innovation

Only 35% have multiple pages dedicated to innovation

[Rolls-Royce](#)

### Designing a better future for our planet

Innovative design concepts, the possibility of lower noise and emissions in transp cleaner energy for growing cities – no wonder the potential of **electrification** captured everyone’s imagination.

As the world’s population grows, and urban populations increase, a new approach to building and powering cities and developing more sustainable transportation is urgently needed.

### Pursuing cleaner, safer, more sustainable power

Championing electrification across all our businesses is a central part of our corporate strategy: allowing us to lay the foundation to become

### Future planes: 2020 and beyond

There are four primary markets hybrid-electric aviation will capture in the decade ahead.

Small propeller aircraft

Air taxis / eVTOL

Commuter aircraft

Regional aircraft



#### Small propeller aircraft

Hundreds of planes look set to be sold in the next few years to companies who use planes for training or sport.

It will be the first time large segments of the public will see and experience electric flight. Small planes from ultralights all the way to the lower end of CS23, will play a key role in bringing the experience of electric flight to pilots.



“In 25 years, our business will look very different, with new customers and new competitors. We are in a unique position to really influence the future of the markets we serve, and this planet we inhabit.”

Warren East, CEO, Rolls-Royce



# STORIES

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

Watch full video

FUTURESMART MINING™ > STORIES

SHARE

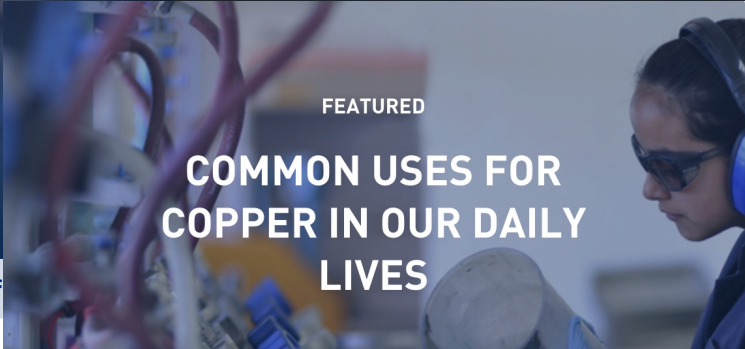
## Building on over 100 years of leadership

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.

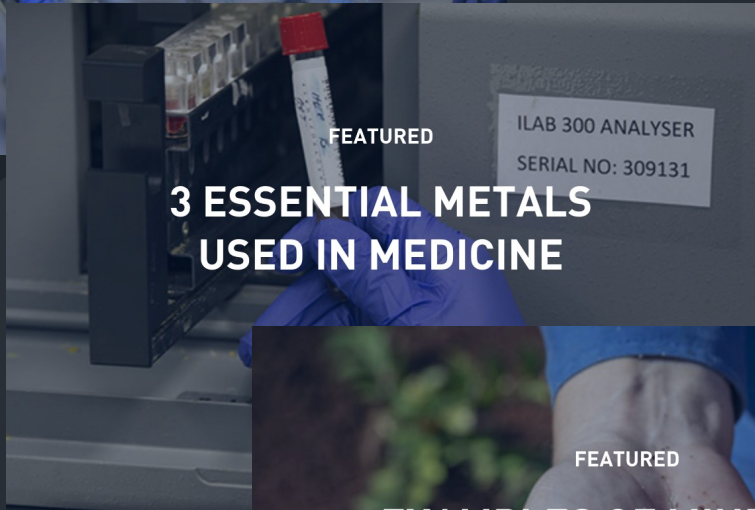
Join the innovators, thought leaders and experts of Anglo American to discover how we are re-imagining our industry, our world, and the future of mining.

What is FutureSmart Mining™



FEATURED

## COMMON USES FOR COPPER IN OUR DAILY LIVES



FEATURED

## 3 ESSENTIAL METALS USED IN MEDICINE

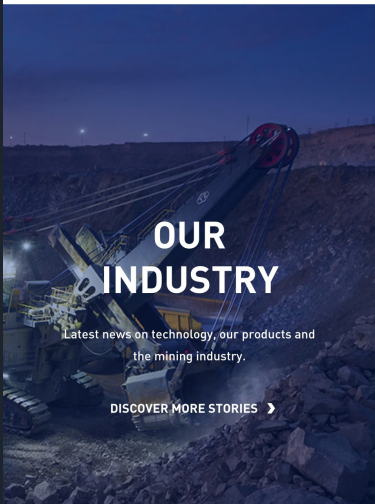
ILAB 300 ANALYSER  
SERIAL NO: 309131



FEATURED

## EXAMPLES OF MINERALS USED IN OUR DAILY LIVES

READ MORE



## OUR INDUSTRY

Latest news on technology, our products and the mining industry.

DISCOVER MORE STORIES



OUR PRODUCTS

### 3 ESSENTIAL METALS USED IN MEDICINE

07 January 2020



TECHNOLOGY

### HOW SPATIAL TECHNOLOGY IS CHANGING THE...

28 October 2019



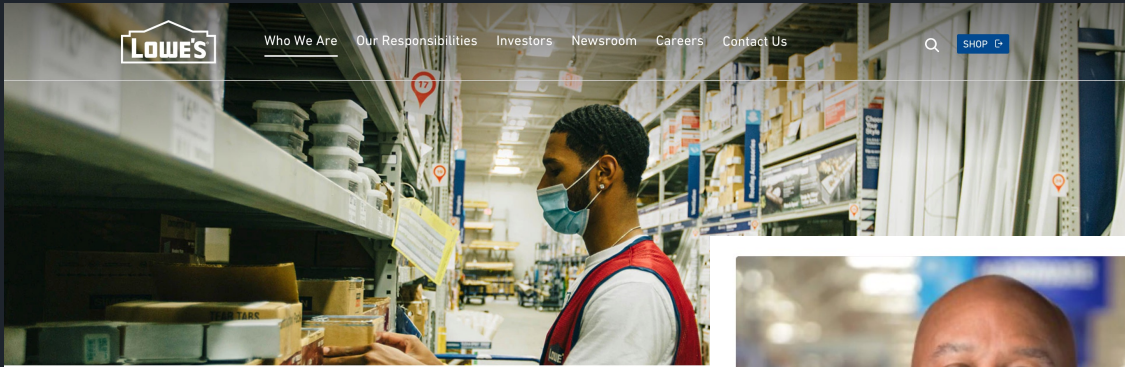
### EXAMPLES OF MINERALS USED IN OUR DAILY LIVES

The mining engineer puts down her cup of coffee and reaches for a headset. Immediately her desk, filing cabinet and...

## Innovation Case Studies

71% tell their innovation story with case studies

[Anglo American](#)



HOME ► WHO WE ARE ► OUR STRATEGY

## OUR STRATEGY

The Lowe's strategy is rooted in serving our customers. We mission: Together, deliver the right home improvement pro best service and value, across every channel and communi



In 2019, we made significant progress in transforming our company. While we are still in the early stages of a multi-year transformation, we are confident that we are on the right path to generate long-term profitable growth. We strongly believe that our intense focus on retail fundamentals will continue to pay dividends across the business in 2020. As we navigate the ongoing impacts of COVID-19, our thoughts and prayers are with those impacted. I want to thank our associates for their hard work, dedication and commitment to serving the critical needs of customers, first responders and government officials to ensure they have access to the essential products they need to keep their families safe, their businesses running and their communities healthy through this unprecedented time.

Marvin R. Ellison, President & Chief Executive Officer

## Strategy, Simplified

An effective strategy is a simple strategy - easy to share, easy to understand

Lowe's



### How Our Strategy Works

Focused on executing against our four strategic initiatives: supply chain transformation, customer engagement, operational efficiency and merchandising excellence. These initiatives are underpinned by our focus on creating a seamless omni-channel retail experience for our customer



#### Supply Chain Transformation

- Fulfillment & Delivery Optimization
- Order Management Optimization



#### Merchandising Excellence

- Improve Productivity
- Drive Localization
- Improve Reset Execution
- Best-in-Class Online Experience



#### Operational Efficiency

- Store Simplification
- In-Stock Execution



#### Customer Engagement

- Own the Pro
- Associate Engagement



#### Supply Chain Transformation

- Fulfillment & Delivery Optimization



#### Merchandising Excellence

- Improve Productivity
- Drive Localization



#### Operational Efficiency

- Store Simplification
- In-Stock Execution

#### Customer Engagement

- Own the Pro
- Associate Engagement



A photograph of three women sitting outdoors in a rural setting, drinking from a cup. The woman on the left is wearing a patterned dress, the woman in the middle is wearing a pink top, and the woman on the right is wearing a red cardigan over a patterned dress. The background shows green foliage.

GLOBAL 100 LEADERS IN

# ESG & SUSTAINABILITY

87% of the Global 100 have a dedicated section for ESG/CSR and Sustainability, while 98% make Diversity & Inclusion reporting an important part of their sustainability story.

# ESG Resources Hub



## ESG at Verizon.

Our Environmental, Social and Governance (ESG) strategy is designed to effectively govern and manage risks and opportunities that are material to our business and our strategy. We are dedicating resources to impact in a sustainable way, with integrity and respect.

### Annual allocation by category:

	Renewable Energy	Green Buildings	Energy Efficiency	Biodiversity & Conservation	Total
<b>2020</b>	\$493.7 million <sup>1,2</sup>	-	-	-	\$493.7 million
<b>2019</b>	\$143.2 million	\$319.3 million	\$36.7 million	\$0.8 million	\$500.0 million
<b>Total</b>	\$636.9 million	\$319.3 million	\$36.7 million	\$0.8 million	\$993.7 million

<sup>1</sup> For purposes of allocating net proceeds to the New York repowering. See Note 5 from Management's Assertion, which is incorporated by reference.

<sup>2</sup> The net proceeds allocated to the renewable energy purchase.

## Dedicated Section

87% have a dedicated section for ESG / CSR. The best share quantified metrics for initiatives from Diversity & Inclusion to Green Bonds.

Verizon

#### 2019 ESG Report

Every year, we share our progress on Verizon's environmental, social and governance goals and practices.

#### TCFD Report

Verizon's TCFD Report describes how we address climate-related risks and opportunities.

#### Green Bond Reports

Verizon's Green Bond Reports detail the allocation of the net proceeds of green bond issuances.

#### Green Financing Framework

Verizon's Green Financing Framework details the eligible green investment categories and related information regarding our green financing initiatives.

#### ESG Report Archive

Verizon's ESG Reports share the results of our sustainable business practices.

#### Independent Accountants' Review

We continue to measure and externally assure Verizon's key sustainability indicators and disclose our performance in the Independent Accountants' Review Report.

#### Political Engagement Reports

Twice per year we list all PAC contributions, corporate political contributions and independent expenditures made by Verizon.

#### Transparency Reports

Each year, Verizon's Transparency Reports present the number of demands we received from law enforcement in the U.S. and other countries in which we do business.

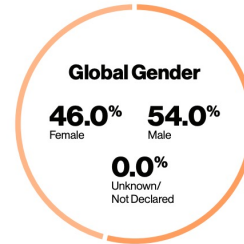
#### Diversity Representation Report

#### EEO-1 Report

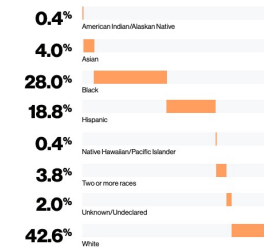
#### UK Modern Slavery Act - Verizon

#### UK Modern Slavery Act - Verizon Media

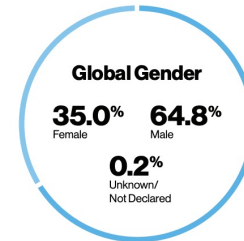
### Consumer Group



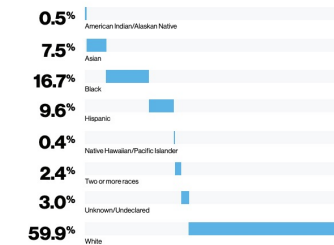
#### U.S. Race/Ethnicity



### Business Group



#### U.S. Race/Ethnicity



#### Global Gender by Position

Position	Female	Male	Unknown/Undeclared
<b>Associates</b>	76.3%	23.7%	0.0%
<b>Salaried Management (Band 9)</b>	18.5%	81.5%	0.0%
<b>Salaried Management (Band 8)</b>	46.9%	52.1%	1.0%
<b>Salaried Management (Band 7)</b>	31.1%	68.8%	0.1%
<b>Manager (Band 6)</b>	27.8%	72.2%	0.0%
<b>Director (Band 5)</b>	25.5%	74.5%	0.0%
<b>Sr. Management (Bands 4, 3, 2, and 1)</b>	28.6%	71.4%	0.0%

#### U.S. Race/Ethnicity by Position

Position	American Indian/Alaskan Native	Asian	Black	Hispanic	Native Hawaiian/Pacific Islander	Two or more races	Unknown/Undeclared	White
<b>Associates</b>	0.4%	1.3%	34.4%	6.3%	0.0%	0.9%	4.3%	52.4%
<b>Salaried Management (Band 9)</b>	0.0%	2.5%	14.8%	18.5%	0.0%	11.1%	1.2%	51.9%
<b>Salaried Management (Band 8)</b>	0.4%	4.0%	33.6%	13.6%	0.7%	3.5%	3.1%	41.1%
<b>Salaried Management (Band 7)</b>	0.6%	7.6%	14.9%	10.8%	0.4%	2.6%	3.1%	60.0%
<b>Manager (Band 6)</b>	0.4%	10.4%	7.3%	7.0%	0.3%	1.9%	2.7%	70.0%
<b>Director (Band 5)</b>	0.6%	12.9%	3.2%	4.8%	0.3%	1.6%	1.9%	74.7%
<b>Sr. Management (Bands 4, 3, 2, and 1)</b>	0.0%	11.5%	7.7%	7.7%	0.0%	1.9%	1.9%	69.3%



# 2019 SUSTAINABILITY REPORT GOALS & PROGRESS

Below is a snapshot of our 2019 progress toward our sustainability goals. For detailed information on our performance over time, download our 2019 Performance Metrics sheet.

[Download our 2019 Performance Metrics sheet >](#)

OUR WORK IS ALIGNED WITH UN SUSTAINABLE DEVELOPMENT GOALS



In 2015, the United Nations General Assembly announced 17 Sustainable Development Goals (SDGs) to address global challenges and set a blueprint for action to achieve the goals by 2030. Our sustainability priorities are aligned with the SDGs so that our actions can contribute to a greater collective impact.

Focus Area	Goal	Metrics	2018
<p><b>Agriculture</b></p>	<p>Advance environmental, social, and economic benefits to communities around the world by supporting practices and technologies that promote improved farmer livelihoods and agricultural resiliency.</p>	Achieve 100% sustainably sourced <sup>1</sup> potato, whole corn, oats, and oranges by 2020	51%
		Achieve 100% sustainably sourced <sup>1</sup> palm oil by 2020	52%
		Achieve 100% sustainably sourced <sup>1</sup> cane sugar by 2020	58%
		Achieve sustainably sourced <sup>1</sup> priority raw materials based on business needs by 2025	23%
<p><b>Water</b></p>	<p>Drive water security to assure business continuity</p>	<p>Improve water-use efficiency by 15% in our agricultural supply chain (for use) on corn, sorgho</p>	3%



In 2015, the United Nations General Assembly announced 17 Sustainable Development Goals (SDGs) to address global challenges and set a blueprint for action to achieve the goals by 2030. Our sustainability priorities are aligned with the SDGs so that our actions can contribute to a greater collective impact.



## PACKAGING



Goal	2016	2017	2018	2019	2025 Target	2019 Comments
<p><b>Packaging</b> Fundamentally change the way the world interacts with our packaging to deliver our vision of a world where plastics need never become waste.</p>						
Design 100% of packaging to be recyclable, compostable, or biodegradable by 2025	- <sup>1</sup>	87% <sup>2</sup>	88% <sup>2</sup>	88%	100%	
Increase recycled content in our plastics packaging to 25% by 2025	- <sup>3</sup>	3%	3%	4%	25%	
Reduce 35% of virgin plastic content across our beverage portfolio by 2025	- <sup>4</sup>	- <sup>4</sup>	- <sup>4</sup>	1%	35%	
Invest to increase recycling rates in key markets by 2025						<p>Our actions include:</p> <ul style="list-style-type: none"> <li>Educating and encouraging consumers to recycle</li> <li>Partnering to increase and improve recycling infrastructure and building solutions for current and future material streams</li> </ul> <p>Further information on partnerships, including with The Recycling Partnership, the Alliance to End Plastic Waste, and Circulate Capital, are detailed on the Packaging page of our <a href="#">ESG Topics A-Z</a>.</p>

## Metrics, Quantified

A dedicated section with quantified metrics, in alignment with the 17 UN SDGs shows a reputable action plan

[Pepsi Co.](#)

# ESG RANKING

Home > A More Sustainable Future > ESG Ranking

Share |

**COCA-COLA HBC HAS THE HIGHEST RATINGS IN RESPECTED ESG RANKINGS, INCLUDING MSCI ESG, FTSE4GOOD AND CDP CLIMATE & WATER**

Member of  
**Dow Jones Sustainability Indices**  
Powered by the S&P Global CSA

## DOW JONES SUSTAINABILITY INDEXES (DJSI)

We are rated Europe's most sustainable beverage company in the 2020 Dow Jones Sustainability Index. This is the 7th time in 8 years that we have been ranked Number 1 in the index and the 10th year in a row that we are among the top three Global and European beverage companies. We've been included in the DJSI every year since 2008 in recognition of our focus on continuously improving our sustainability performance. Launched in 1999, the DJSI is considered a global benchmark in corporate sustainability.

[MORE ABOUT DOW JONES SUSTAINABILITY INDEXES](#)

## MSCI ESG RATINGS

In 2020, we received the top "AAA" rating from the MSCI ESG for the sixth year in a row.

MSCI ESG rates companies across the world based on their exposure to industry specific ESG risks and their ability to manage those risks relative to peers.

[MORE ABOUT MSCI](#)



## FTSE4GOOD

We have been included in the FTSE4Good Index Series



FTSE4Good



CCC B BB BBB A AA AAA



Member of  
**Dow Jones Sustainability Indices**

Powered by the S&P Global CSA



2020



WATER

## ESG Ratings

86% validate and list ESG ratings along with accolades from ratings agencies

[Coca-Cola HBC](#)



# Equity, diversity and inclusion

We want to see a society where everyone is treated equally. We're working to create a fairer, more socially inclusive world.



This issue relates to the following Sustainable Development Goals

## Latest equity, diversity and inclusion news



**We're saying no to 'normal' and yes to Positive Beauty**  
 New research reveals 74% of people want the beauty and personal care industry to reflect a broader definition of beauty. We're taking action. Here's how...

**Where could a career in science take you?**

**How we'll help build a more equitable and inclusive society**

**Inspiring everyone to move your way**

## Time for equity, time for justice, time for change

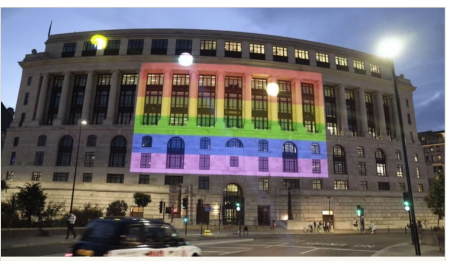
Too many people are denied opportunities. Too many people are excluded and under-represented simply because of who they are.

The system isn't working – so we need to change it. That means going further than ever to break down barriers and create opportunities in our workplaces, our supply and distribution chains, and in society at large.

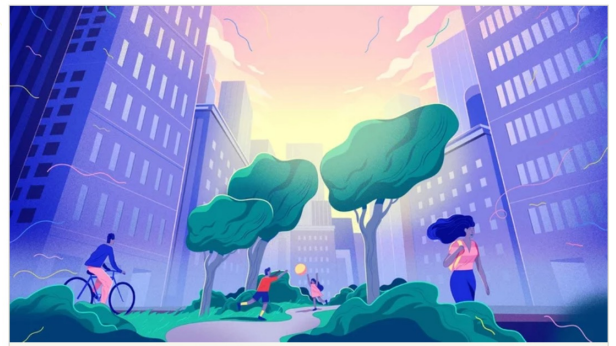
This will not only help build a fairer world, it will strengthen our business.



**Taking a stand**  
 You don't need to look far to see the need for action to build a fairer and more socially inclusive world.



**Strategy and goals**  
 For us, equity means fair treatment, and fair access to opportunities, information and resources for all, so that everyone can thrive in truly inclusive societies.



**Our position on**  
 We're always listening to understand issues of concern. Find out more about the issues that matter most to you.



**Take action**  
 This is how you can get involved too. Take action on the issues that you care about and let's make a positive difference to our planet and our society together.

# Diversity = Sustainability

98% make diversity & inclusion reporting part of their sustainability statement

Unilever



# Planet & Society

We're a company of brands and people with a big purpose: to make sustainable living commonplace.

We want to push our business – and the way business is done – further than ever before. Find out how we're taking action on the issues affecting our world.



## Diversity = Sustainability

98% make diversity & inclusion reporting part of their sustainability statement

Unilever



GLOBAL 100 LEADERS IN

# INVESTOR CONTENT

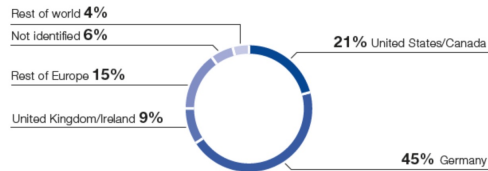
Building the investment case is at core of investor relations, yet only 37% explain their investment proposition, even less break down the details, digitally.

# Broad Base of International Shareholders

With over 600,000 shareholders, BASF is one of the largest publicly owned companies with a high free float. An analysis of the shareholder structure carried out at the end of 2019 showed that, at around 21% of share capital, the United States and Canada made up the largest regional group of institutional investors. Institutional investors from Germany accounted for around 12%. Shareholders from the United Kingdom and Ireland hold 9% of BASF shares, while investors from the rest of Europe hold a further 15% of capital. Approximately 33% of the company's share capital is held by private investors, nearly all of whom reside in Germany. BASF is therefore one of the DAX 30 companies with the largest percentage of private shareholders.

## Shareholder structure

By region, rounded



## Employees becoming shareholders

In many countries, we offer share purchase programs that turn our employees into BASF shareholders. In 2019, for example, around 25,400 employees (2018: around 25,600) purchased employee shares worth €70.5 million (2018: €79 million).

[More information on employee share purchase programs](#)

### SERVICE & DOWNLOADS

- [Chart Generator](#)
- [Chart Gallery](#)
- [Compare with last year](#)
- [Download chapter as PDF](#)
- [Download Center](#)

### RELATED LINKS

- [Investor Relations](#)
- [Compensation and Benefits](#)

### GRI INDICATORS

The GRI box shows all relevant indicators on this specific page.

GRI 102-5

### Key share data

- [Key Figures Comparison](#)



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Last Update Feb 28, 2020

### Follow us



### About This Report

Content and Structure  
Data  
Audit and Evaluation  
Forward-Looking Statements  
Functions in the Online Report

### Sustainability

How We Create Value  
GRI and Global Compact Index  
Employees  
Supplier Management  
Energy and Climate Protection

### Financial Statements

Statement of Income  
Balance Sheet  
Statement of Cash Flows  
Statement of Changes in Equity  
Notes

### Topics

BASF Global Website  
"Creating Chemistry" Magazine  
News Releases  
Data protection @ BASF

### Services

Chart Generator  
Chart Gallery  
Downloads  
Glossary and Trademarks  
Order Service

## Detail & Depth

Only 23% provide detailed shareholder analysis

BASF

## Chart Generator – Overview

The interactive Chart Generator lets you compare key values over the past ten years. First select the category of values to compare.

Sales	Earnings	Key share data	Cash flow and depreciation
Capital expenditures and R&D expenses	Efficiency ratios	Balance sheets	Emissions of greenhouse gases
Emissions to air	Emissions to water	Safety, security & health	Employees



BASF Online Report 2019

[Shareholders](#) [Management's Report](#) [Corporate Governance](#) [Financial Statements](#) [Overviews](#)

DE  

 **BASF**  
We create chemistry

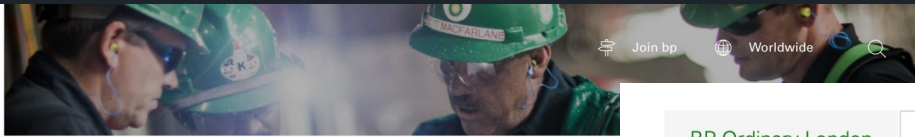
# Insights 2019

Selected topics at a glance

## Interactive Format

Honorable mention for separate interactive, animated, video-filled insights report

[BASF](#)



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← Menu

Investor tools

Share price

Share price calculator

Reimagining energy

Sign up for news

GBP 306.7 (-5.25)

USD 25.44 (+0.03)\*

Home / Investors / Investor tools

## Investor tools

We provide a range of interactive tools providing in-depth information for our investors



Share price chart



Share price calculator



BP p.l.c. 20-F and SEC filings



BP p.l.c. regulatory news service

BP Ordinary London

BP ADS New York

BP Ordinary Frankfurt

### Calculate the value of holding

The current share price is approximately

\$ 25.44

Enter the number of shares that you own

Calculate

The value of your holding currently stands at

\$ 0.00

### Calculate the change in value of your holding

Select the date of purchase: (date, month, year)

21 03 2021

Enter the value of your holding (at purchase)

(Or) enter the number of shares that you own

Calculate

Estimated purchase price of your shares (per share)

\$ 0.00

The value of your holding currently stands at

\$ 0.00

The Absolute change in value of your holding since purchase

\$ 0.00

The Percent change in value of your holding since purchase

0.00

### Share price look-up

Select the date of purchase: (date, month, year)

21 03 2021

Calculate

Historic Share Price

\$ 0.00

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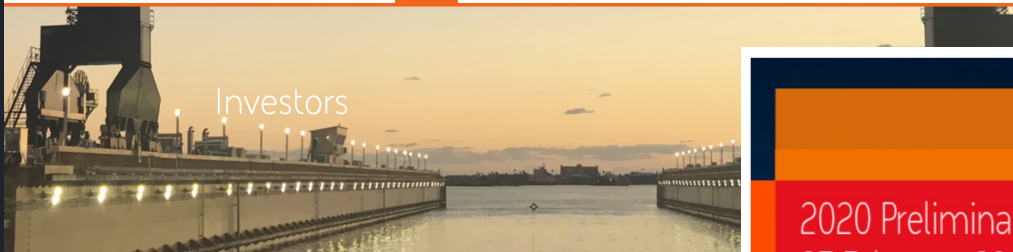


## Investor Tools

Real-time data and interactive tools stand apart

BP





# Investors

Investors

**Preliminary Results**  
25 February 2021

[View the webcast](#)  
[View the statement](#)  
[View the presentation](#)

**2020 Preliminary Results**  
25 February 2021

baesystems.com

[View the webcast](#)

[View the Statement](#)

**Regulatory News**

Tue 16 Mar 2021 16:06  
[Director/PDMR Shareholding](#)

Wed 10 Mar 2021 12:04  
[Director/PDMR Shareholding](#)

[View more Regulatory news >](#)

**Share Price**

**489.50** Gbp

04:36 PM GMT, 19 Mar 2021

[View Share price information >](#)

**News Releases**

Thu 18 Mar 2021  
First intake of Kickstart recruits welcomed into the business

Wed 17 Mar 2021  
BAE Systems bolstering workplace safety at munitions site through relationship with DEKRA

[View more Press releases >](#)

**Sustainability**

Our Sustainability Agenda aligns stakeholder priorities with the Group's Environmental, Social and Governance risks and opportunities

[Sustainability Review](#)

**Latest Reports**

2019 Annual Report

[View PDF >](#)



**Investment Case**

We target the delivery of a high-performing, well-run sustainable business which will generate long-term shareholder value

**Results Centre**

Information on results, announcements and annual reports

**Events Calendar**

22 Apr 2021  
Ex-Dividend date

**Investors**

- Investment Case
- Sell Side Consensus
- Bond Issue April 2020
- Bond Issue September 2020
- Leadership
- Results Centre
- AGM**
- Financial calendar
- Share price information
- Regulatory news
- Financial information
- Shareholder information
- Corporate governance

**2019 Annual Report**

[View the PDF](#)

**2020 AGM**

[View Notice of meeting](#)  
[AGM poll results](#)

**Corporate Responsibility**

[View Corporate responsibility review](#)

## Investor Tools

Eye-catching content formats help drive engagement

[BAE Systems](#)



## 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

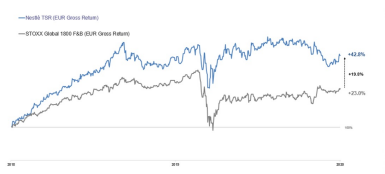
### Our Strengths

- 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 STOXX Global 1800 F&B Gross Return Index (December 1, 2018 - December 31, 2020; in EUR)

### Financial Performance Highlights

	OG <sup>1</sup>	UTOP	UEPS	OCF
Full Year 2020	3.6% 17%	+20 <sup>100</sup>	+3.5% CHF 4.2	CHF 14.4 billion
Full Year 2019	3.5% 17%	+60 <sup>100</sup>	+11.1% CHF 4.4	CHF 15.8 billion
Full Year 2018	3.0% 17%	+50 <sup>100</sup>	+13.9% CHF 4.02	CHF 15.4 billion

<sup>1</sup> OG: Organic growth (unrestated); UTOP: Underlying Trading Operating Profit margin (is calculated in constant currency and is before exceptional items); UEPS: Underlying Earnings Per Share (is constant currency items); OCF: Operating Cash Flow

### Executing on our strategic vision

- Sharpening our strategic focus on food, beverages and nutritional health
- Fueling growth through continuous innovation
- Ensuring continued moderate margin improvement through cost reduction and growth leverage
- Allocating capital with discipline

### Strong Board of Directors and management

- A shared vision focused on long-term, sustainable value creation
- Board members with diverse, highly relevant and complementary skills
- Management with deep industry and company knowledge

### Creating Shared Value

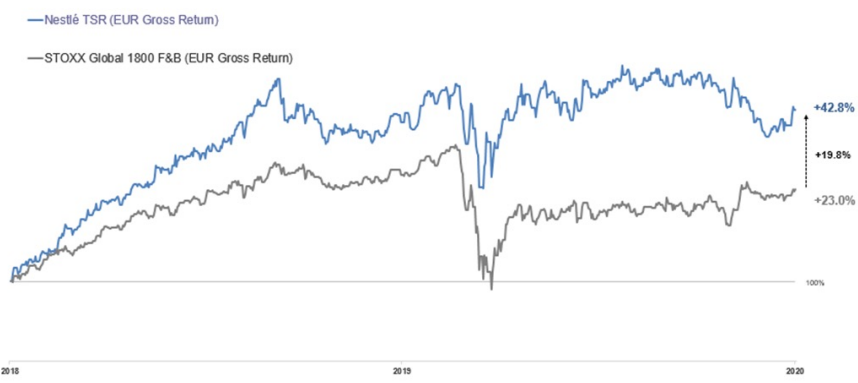
- Creating long-term value for society and our shareholders
- Focusing on nutrition, water and rural development, where our business intersects the most with society
- Addressing the next generation of consumers

## Investment Thesis

Only 37% explain their Investment Proposition

Nestlé

### Shareholder returns



### Total Shareholder Return

Nestlé Total Shareholder Return has outperformed the STOXX Global 1800 F&B Gross Return Index (December 1, 2018 - December 31, 2020; in EUR)



GLOBAL 100 LEADERS IN

# VIRTUAL EVENTS

Throughout 2020, many corporations realized the shift to virtual events could be achieved – and now, stands to be one of the biggest areas of innovation and evolution in 2021.



EN FR

INVESTORS

# Investor Day

Analyst & Investor Conference



View the replay

ACCESS →



#### Technical requirements

For maximum compatibility, please use any recent web browser supporting HTML5. Should you experience any difficulties, please visit the [following web page](#) for support.

## Previous Webcasts



### Half Year 2020 Earnings

[FIND OUT MORE →](#)



### 2020 Shareholders' Meeting

[FIND OUT MORE →](#)



### Full Year 2019 Earnings

[FIND OUT MORE →](#)



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## Virtual Innovation

Virtual events reflect a corporation's commitment to communications and innovation

[AXA](#)







EV Readiness Index 2021



# What's next in EVs

## Video Thought Leadership

Community building through video and influencer content

[LeasePlan](#)



## LeasePlan Community

### Register

Welcome to What's next in EVs must register using the form below. You will be emailed a password when you register.

First name

Last name

Company name

Job title

Email address

I consent to my details being used for cookies being used on this site with other attendees, for marketing purposes and for the creation of cookies used on this site.

Register now

Dashboard

Live Stream

Agenda

Speakers

Resources



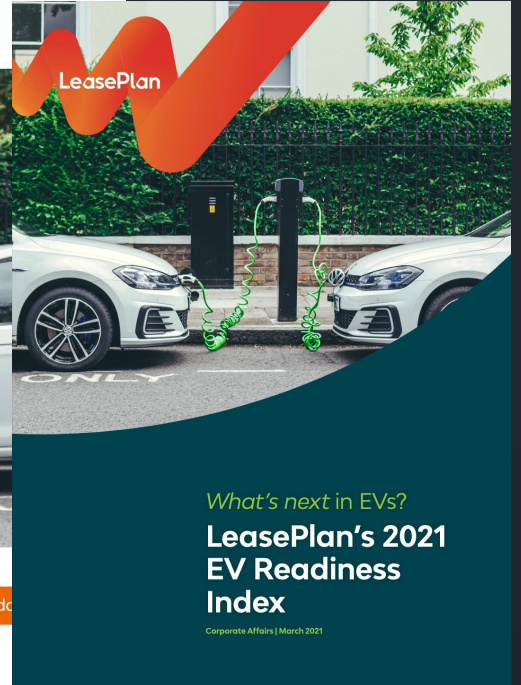
# What's next in EVs

View full agenda

March 5 2021

What's next in EVs Moderator

Closing remarks



What's next in EVs? LeasePlan's 2021 EV Readiness Index

Corporate Affairs | March 2021



# 2020 IN REVIEW

Take a look at the numbers behind 2020 at PepsiCo.



## Crunchin' Numbers: 2020 in Review

2020 was an unprecedented year, but our teams came together and rose to the challenges. Take a look at the numbers behind 2020 at PepsiCo:

11 million

\$60 million

### Motion Graphics

Only 1% show latest results or strategy using motion graphics

[PepsiCo](#)



Group plc Share price 280.60p 15:24 on 19 Mar 2021

Legal & General

About us **Investors** CSR Media centre Careers Contact Inclusive capitalism

## Results, Reports and Presentations


All Reports Results Presentations Capital markets events

Email alert →

Year ↓

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10 Mar 2021 **Full year results 2020**



Press release	HTML	PDF 1.8MB
Key financial table		XLSX 222KB
Presentation slides		PDF 316KB
Annual Results 2020 – Group CEO Presentation with transcript	13:56	PDF 90KB
Annual Results 2020 – Group CFO Presentation and Group CEO Summary with transcript	21:56	PDF 183KB
Full year results 2020 infographic		PDF 122KB
Q&A Teleconference audio with transcript	MP3 11.9MB	PDF 332KB

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10 Mar 2021 **Legal & General Finance PLC**

Full year results 2020	PDF 1.3MB
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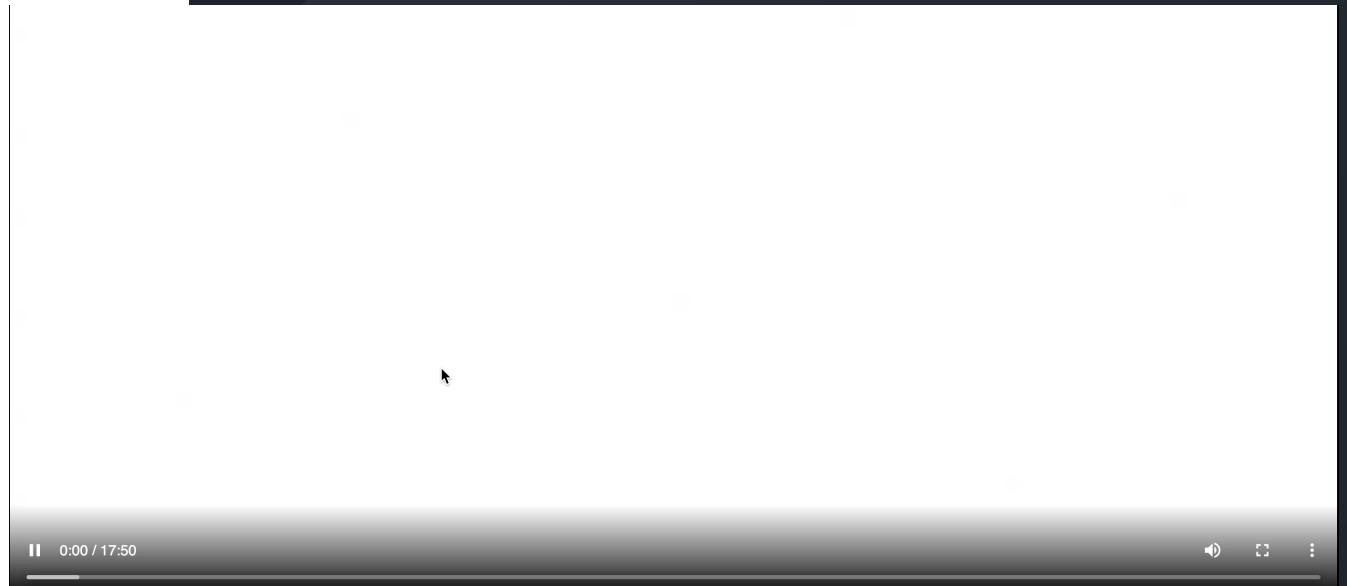
8 Mar 2021 **SFDR and FCA Remuneration Disclosure as at 31 December 2020**

Download report	PDF 150KB
-----------------	-----------

## Assets Archived

Only 31% present an archive of previous virtual events, presentations and webcasts

[Legal & General](#)



# 77%

# REVIEW $\geq$ QR.

41% of IROs surveyed review their **IR & Corporate website performance once a quarter**, 17% never, and 19% aren't sure. 2% review website performance daily, 4% weekly, 16% monthly.

This same audience reviews digital presence (all digital channels) at a similar rate.



# 47% USE HELP

Only 47% rely on strategic partners **to inform website strategy and performance**, even less (31%) do the same across all digital channels.

So while 82% think the website is not a good reflection of their efforts, only 31% & 47% procure help.

limited resources *visual* *video content*  
**attention** build case **cocktail**  
incremental investment **build** analytics  
**content**  
**communicate materials** *time*  
*redundancy*

...ways IROs think the IR & Corporate website can improve in 2021.



# Introducing...



**Shannon Potter**

Sr Director, Education and Programs  
NIRI



**Lisa Hartman**

SVP, Head of Investor Relations  
Redwood Trust

 [lisahartman75](#)



**Luke Bishop**

VP, Strategic Growth,  
Investis Digital



**Rachael Zahn**

VP, Marketing Optimization  
Investis Digital

 [rachaelzahn](#)



**Gregg Lampf**

VP, Investor Relations  
Ciena

 [gregglampf](#)



**Laura Kiernan**

CEO & Founder  
High Touch Investor Relations

 [laurakiernan](#)



QUESTION #1

# Your digital agenda?





QUESTION #2

# Your digital advice?





QUESTION #3

# Your digital assessment?

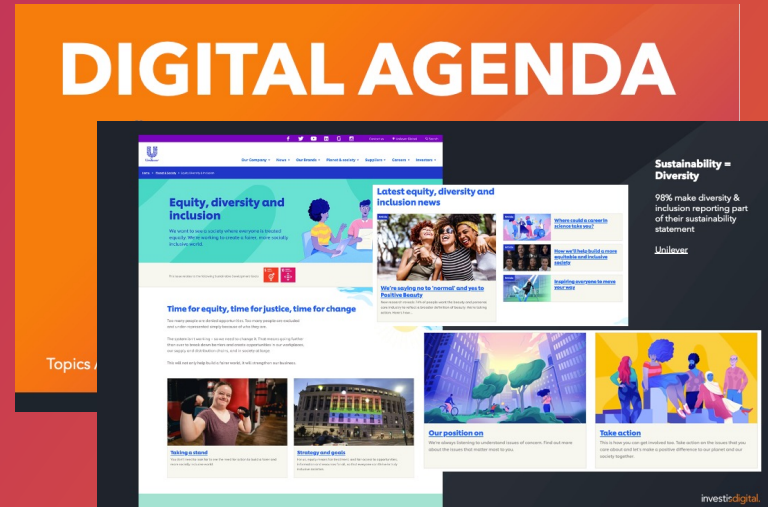




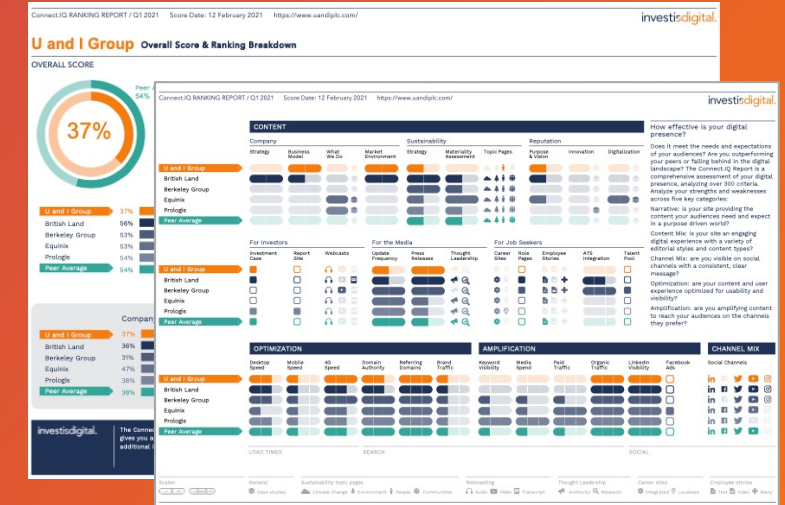
# Download ready...



The Connect.IQ Global 100 Special Report



Presentation Slides & Sample Links



Connect.IQ Custom Analysis

# invd.co/g100