

DIRK

Deutscher  
Investor Relations  
Verband e.V.



## DIRK Trend Indicator, Autumn 2012

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## Introduction

- **Survey Details**

## Trend Indicator

- Economic situation: Current and expected trend
- Number of covering analysts and IR employees

# Survey details



- Half-yearly survey of IR professionals (DIRK members)
- Internet-based written survey from 06.09.2012 to 21.09.2012
- Basis: 324 DIRK members (1-2012: 309 )
- Responses: 97= 30% (1-2012: 28%)
- Broken down by indices, the responses came from:
  - 10 DAX companies (= 33% of all DAX-listed companies)
  - 23 MDAX companies (= 46% of all MDAX-listed companies)
  - 10 TecDAX companies (= 33% of all TecDAX-listed companies)
  - 13 SDAX companies (= 26% of all SDAX-listed companies)
  - 41 companies that are not part of a selection index
- 55% of all the companies to have responded belong to the Prime Standard segment

# Survey details



- Half-yearly survey of IR professionals (CIRA members)
- Internet-based written survey from 06.09.2012 to 21.09.2012
- Basis: 62 CIRA members
- Responses: 21 = 34% (1-2012: 26%)



## IR club

- Half-yearly survey of IR professionals (IR Club members)
- Internet-based written survey from 06.09.2012 to 21.09.2012
- Basis: 61 SIRV members
- Responses: 19 = 31% (1-2012: 32 %)

## Introduction

- Survey Details

## Trend Indicator

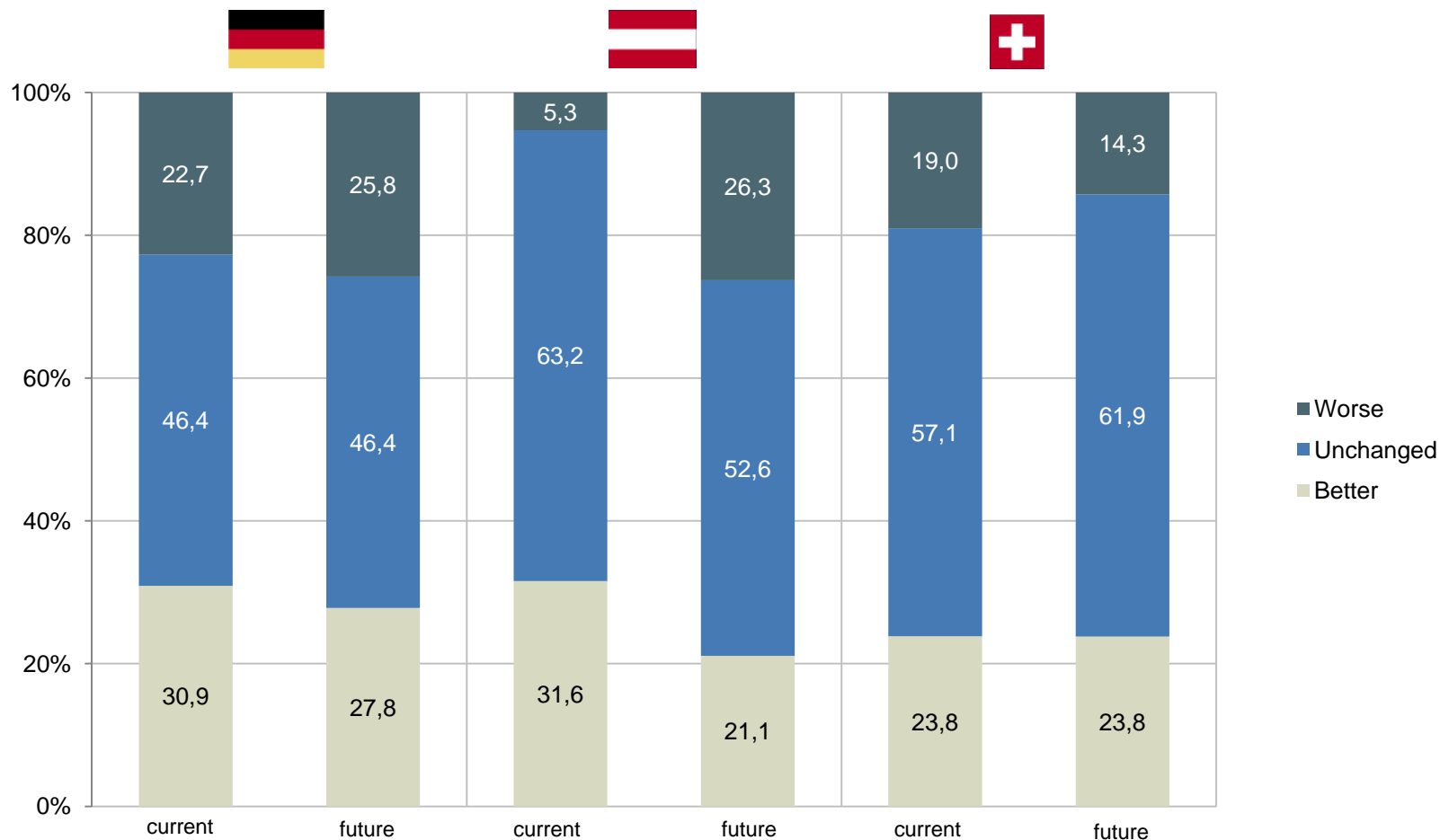
- **Economic situation: Current and expected trend**
- **Number of covering analysts and IR employees**

# Questionnaire

1. How is the situation in your company compared to 6 months ago? (better – the same – worse)
2. What are your expectations regarding the development of the economic situation of your company in the next 6 months?  
(better – the same – worse)
3. In the next 6 months the number of employees in the area of Investor Relations will increase - stay the same – decrease
4. In the next 6 months the number of investor meetings will increase - stay the same – decrease
5. In the next 6 months the number of sell-side analysts covering you will increase - stay the same - decrease

# The companies' economic assessment is cautious

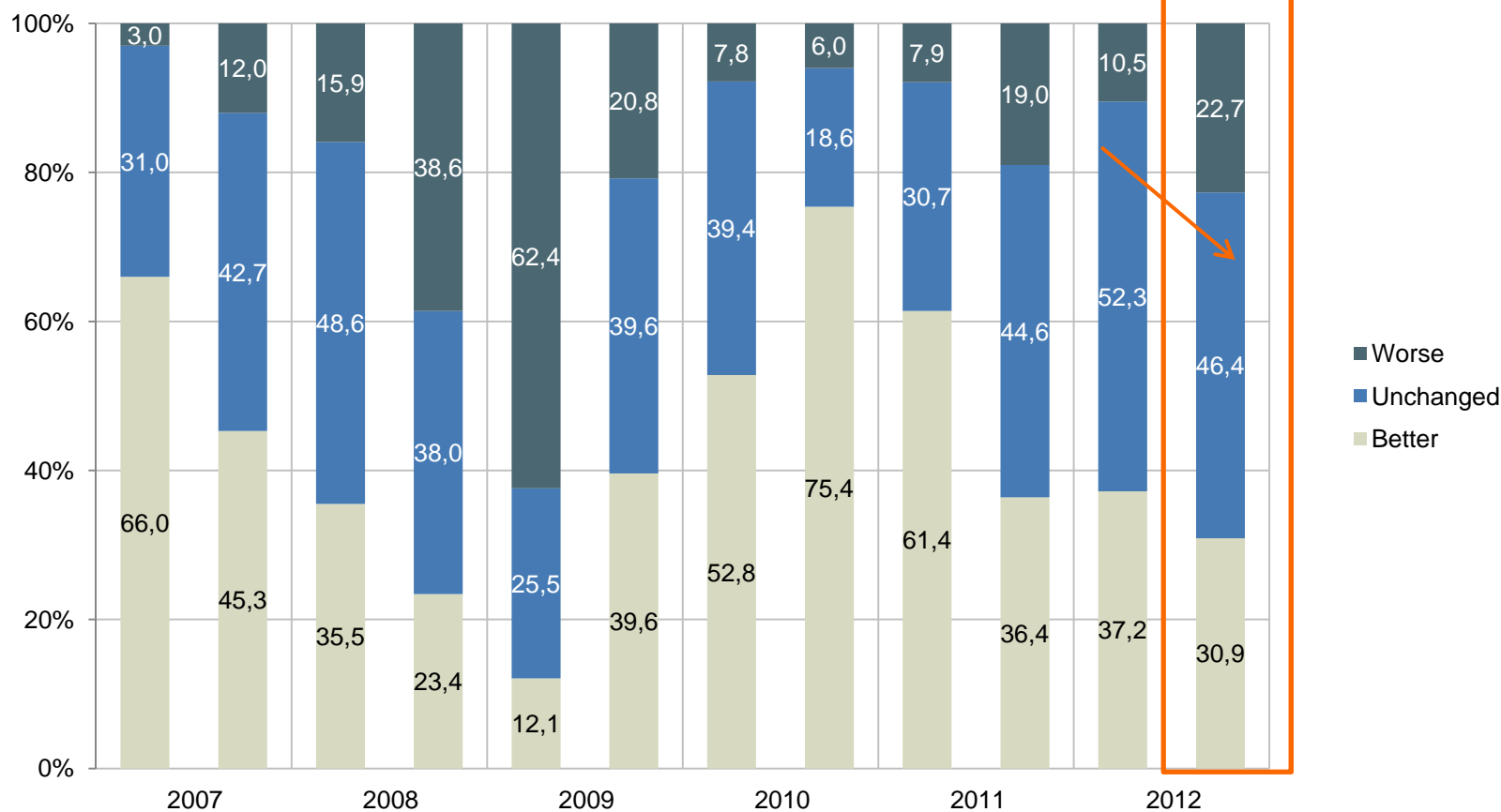
By country – left-hand bar: assessment of current situation; right-hand bar: assessment of future situation



# Assessment of current situation of companies in Germany from year to year



Assessment of current situation  
(two survey periods per year)

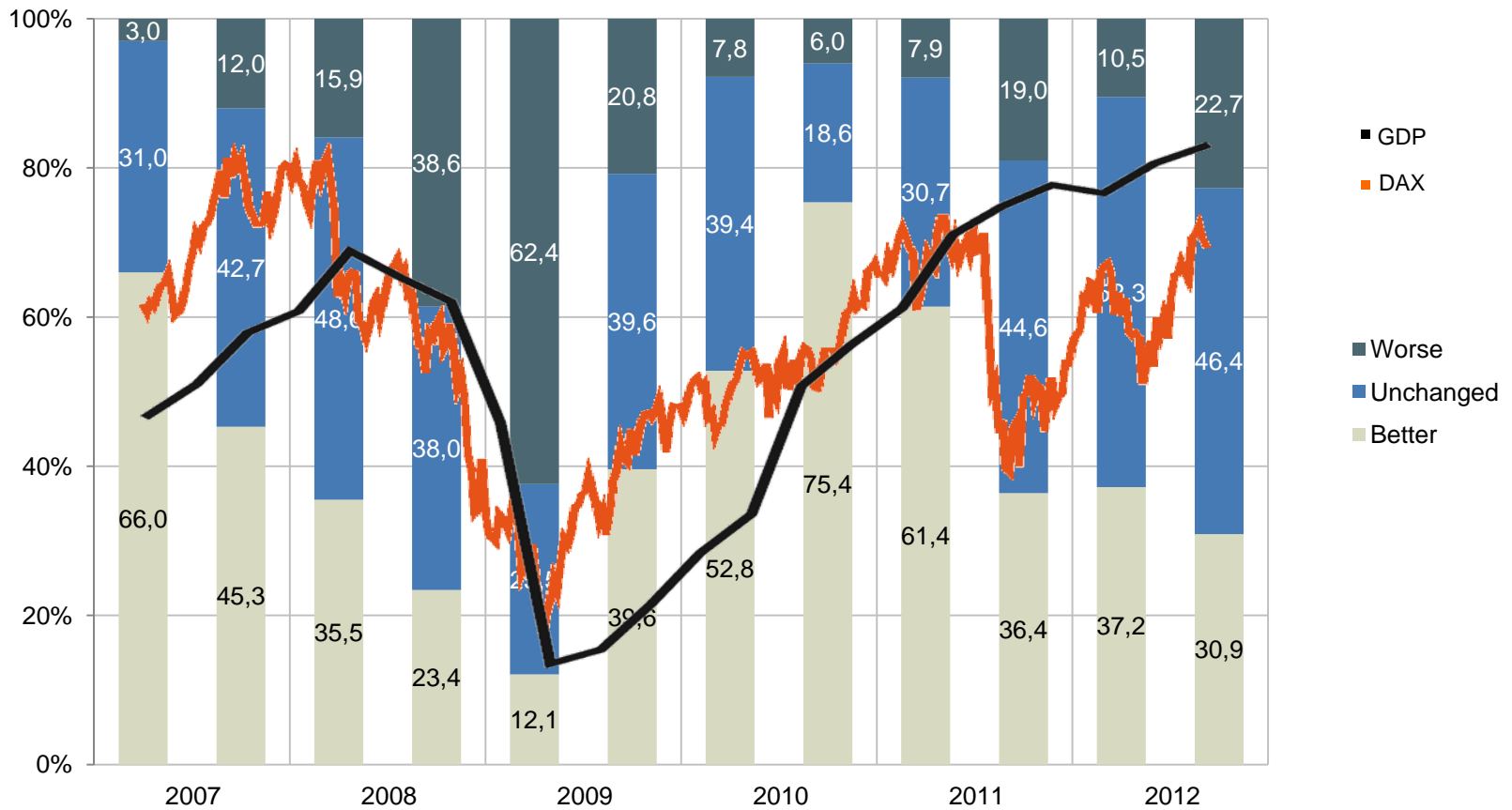




# Assessment of current situation vs. DAX performance and GDP



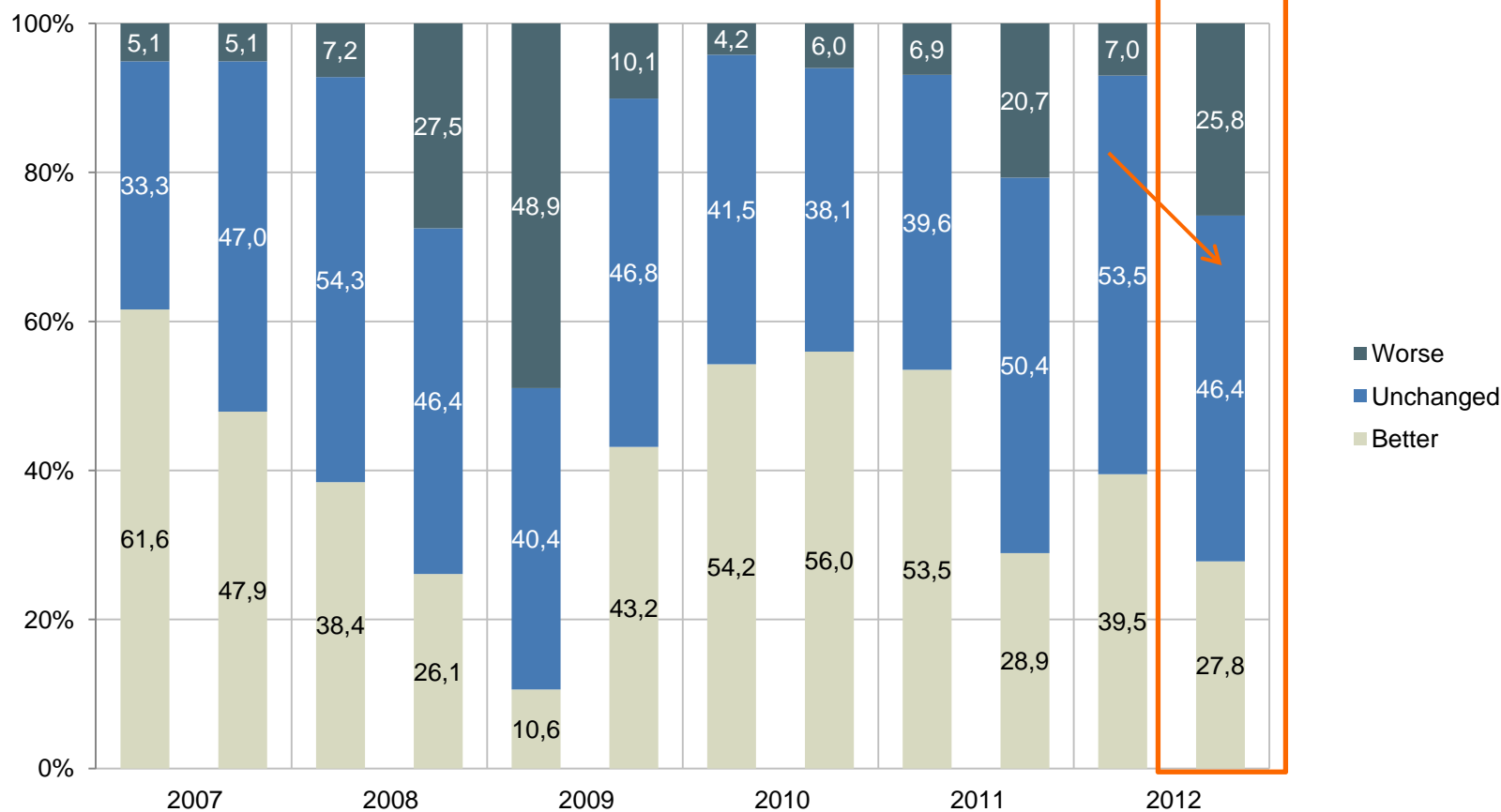
Assessment of current situation  
(two survey periods per year)



# Assessment of future situation of companies in Germany from year to year



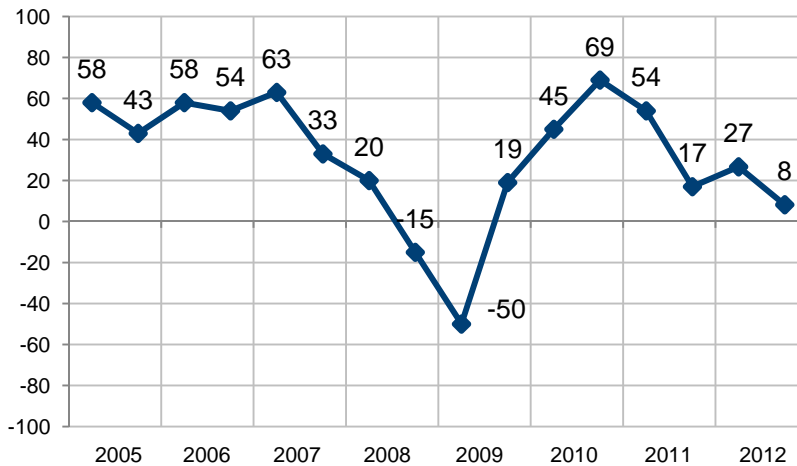
Assessment of future situation  
(two survey periods per year)



# Economic assessment shows sharp decline for the future

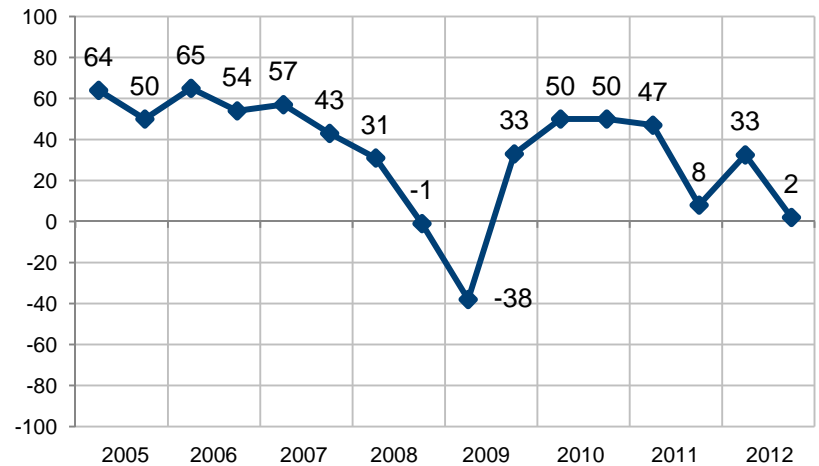


Assessment of current prospect  
(two survey periods per year)



The indicator currently stands at 8 points in Germany, which represents a decrease of 19 points.

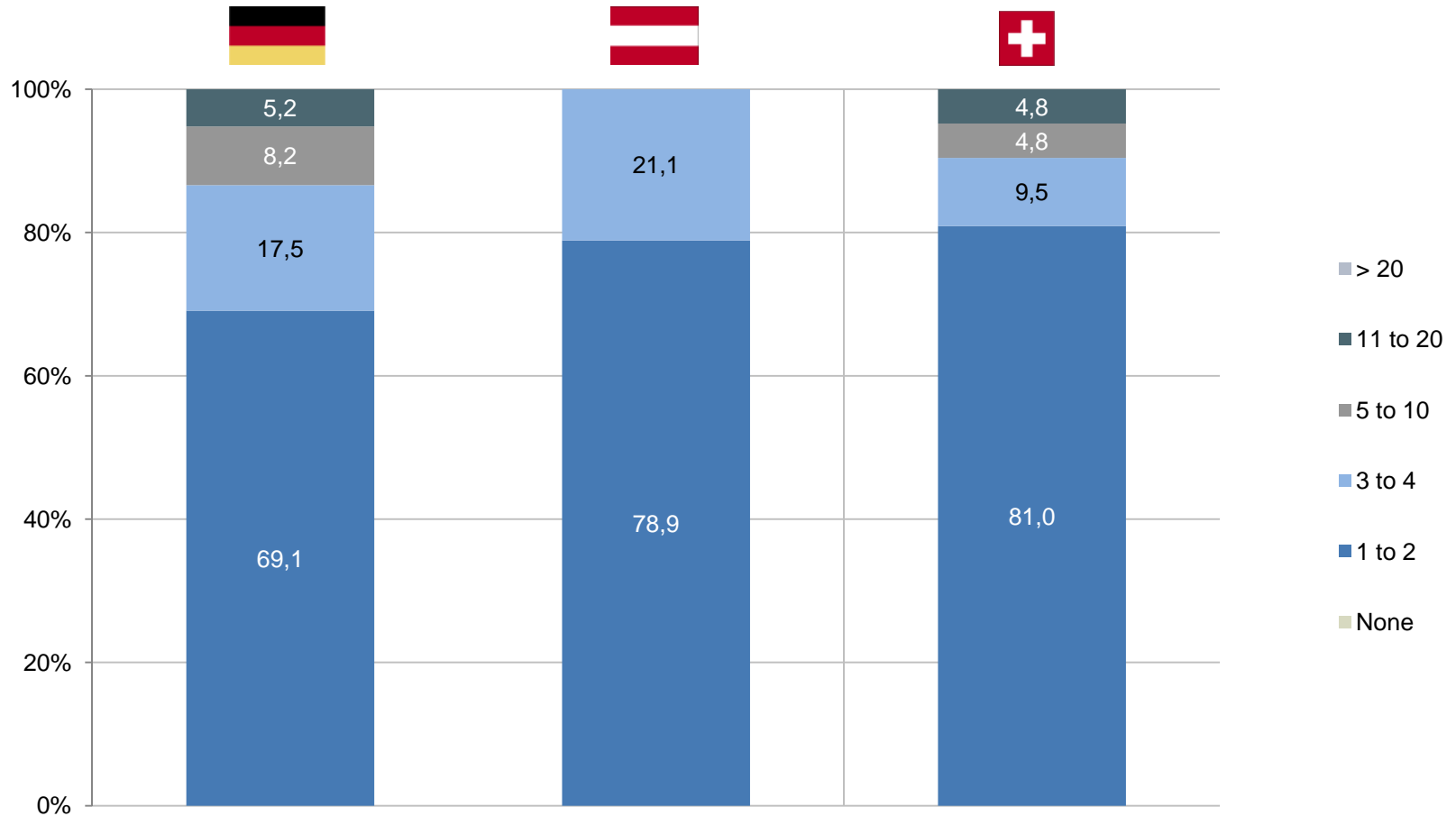
Assessment of future prospects  
(two survey periods per year)



The future indicator stands at 2 points in Germany: In autumn 2012 it decreased from 33 to 2 points. Although still in the positive this represents a sharp decline of 31 points.

# Current number of IR employees (full-time)

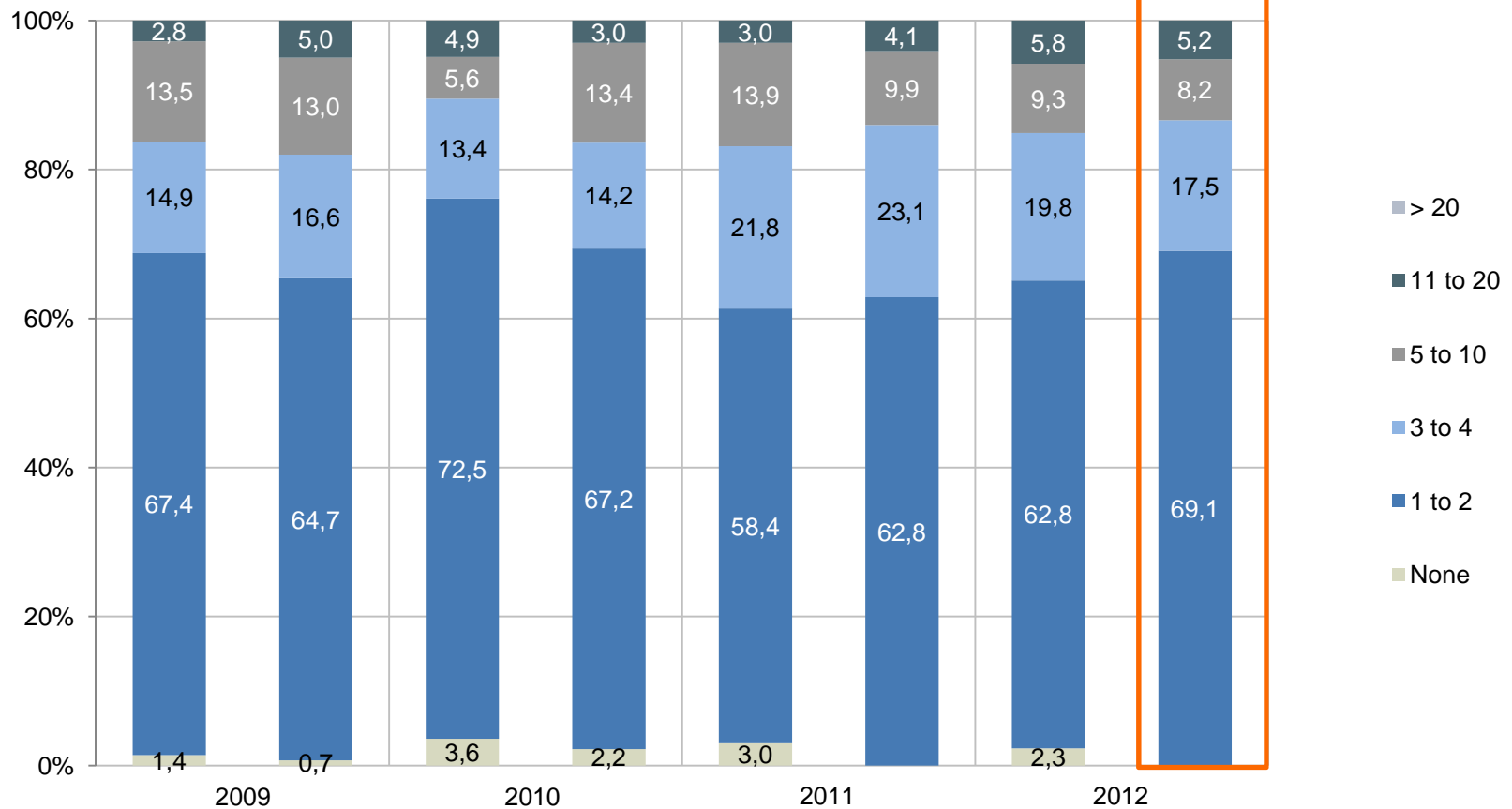
By country



# Number of full-time IR employees remains unchanged



Comparison of surveys from 2009 to 2012  
(two survey periods per year)



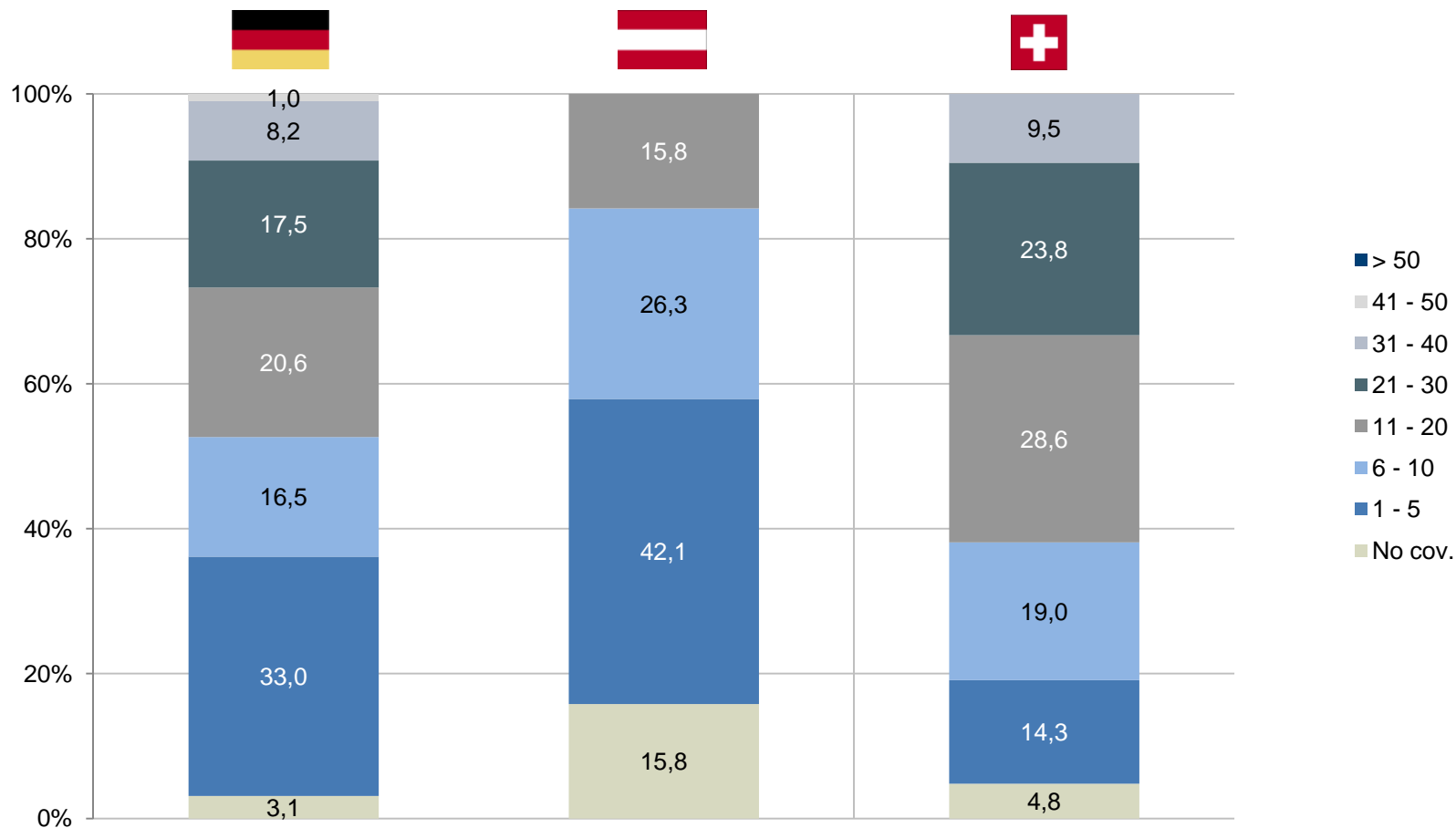
# Current sell-side analyst coverage



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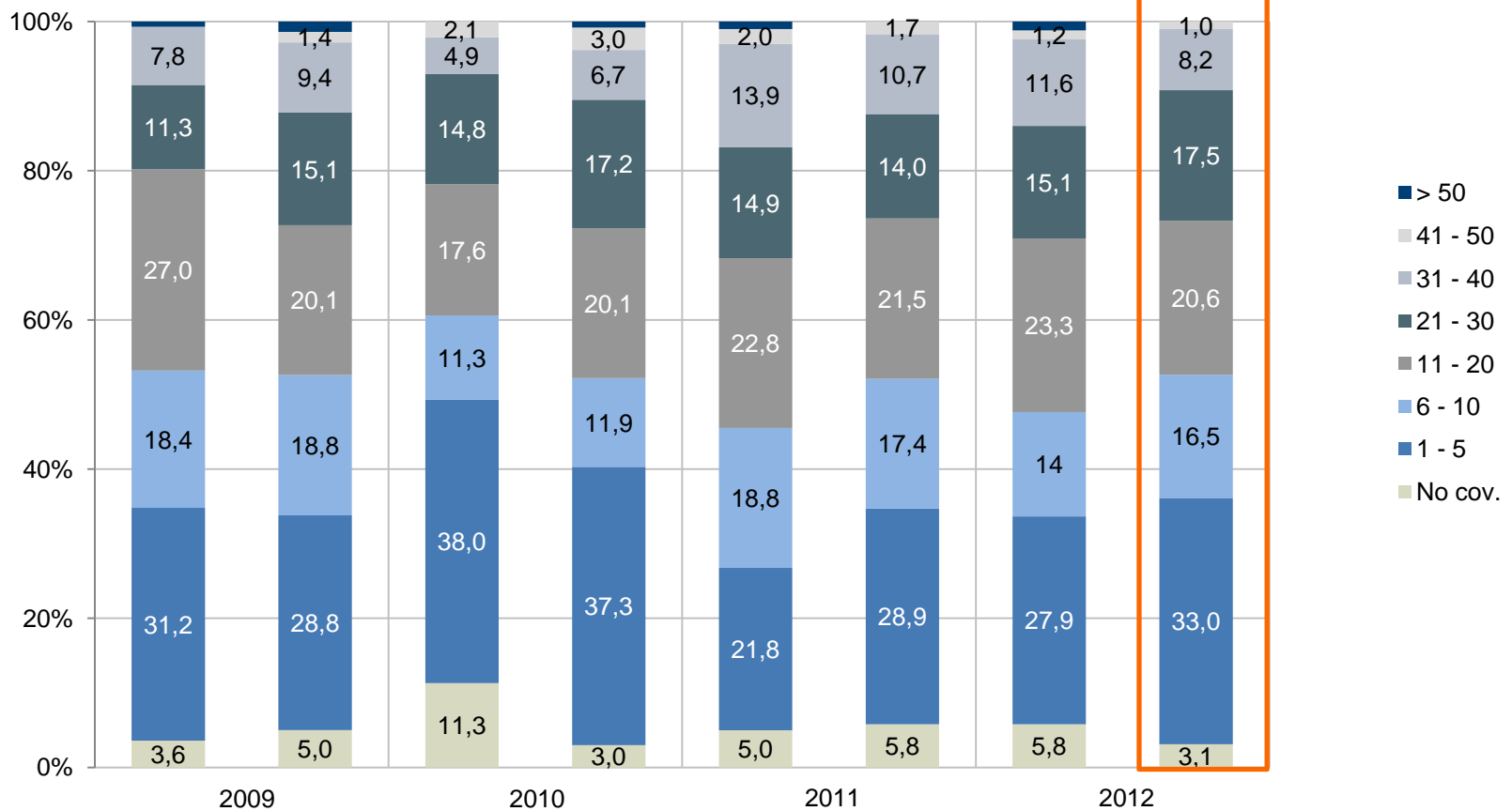
By country



# Current sell-side analyst coverage in Germany



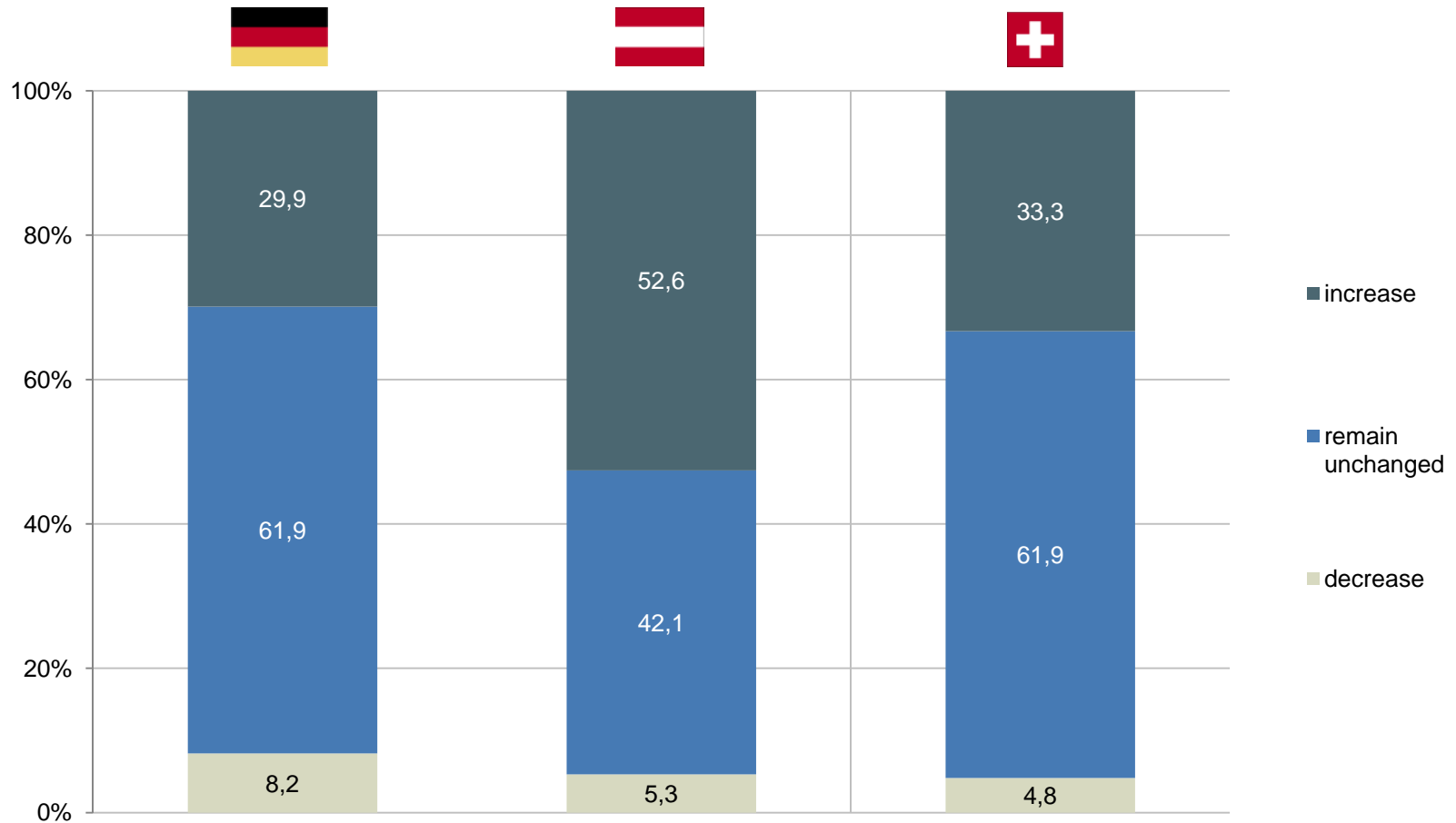
Comparison of surveys from 2009 to 2012  
(two survey periods per year)



# Number of 1-1's in Austria suspected to increase



By country

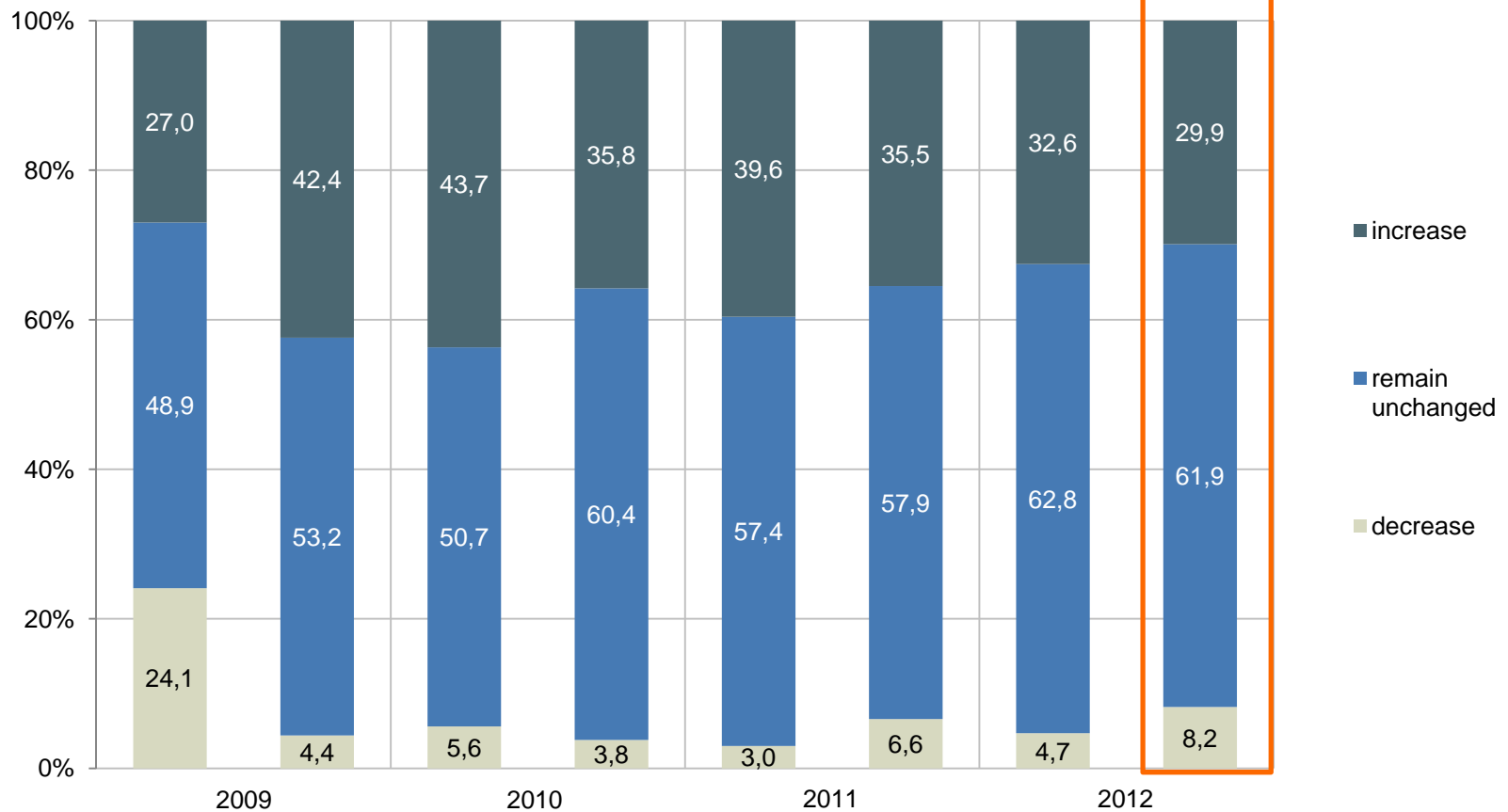




# Number of 1-1's in Germany remain stable



Comparison of surveys from 2009 to 2012  
(two survey periods per year)



## Contacts regarding the study



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