

DIRK

Deutscher
Investor Relations
Verband e.V.



IR departments and their organization

Survey May 2014

Published by DIRK with support of GfK

Initiated and sponsored by EY as co-publisher



Survey details



- Half-yearly survey of IR professionals (DIRK members)
- Internet-based written survey from 28.03.2014 to 28.04.2014
- Basis: 304 DIRK members (2-2013: 288)
- Responses: 84= 28% (2-2013: 31%)
- Broken down by indices, the responses came from:
 - 12 DAX companies (= 40% of all DAX-listed companies)
 - 17 MDAX companies (= 34% of all MDAX-listed companies)
 - 9 TecDAX companies (= 30% of all TecDAX-listed companies)
 - 14 SDAX companies (= 28% of all SDAX-listed companies)
 - 31 companies that are not part of a selection index
- 64% 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 28.03.2014 to 28.04.2014
- Basis: 61 CIRA members
- Responses: 21=34% (2-2013: 25%)

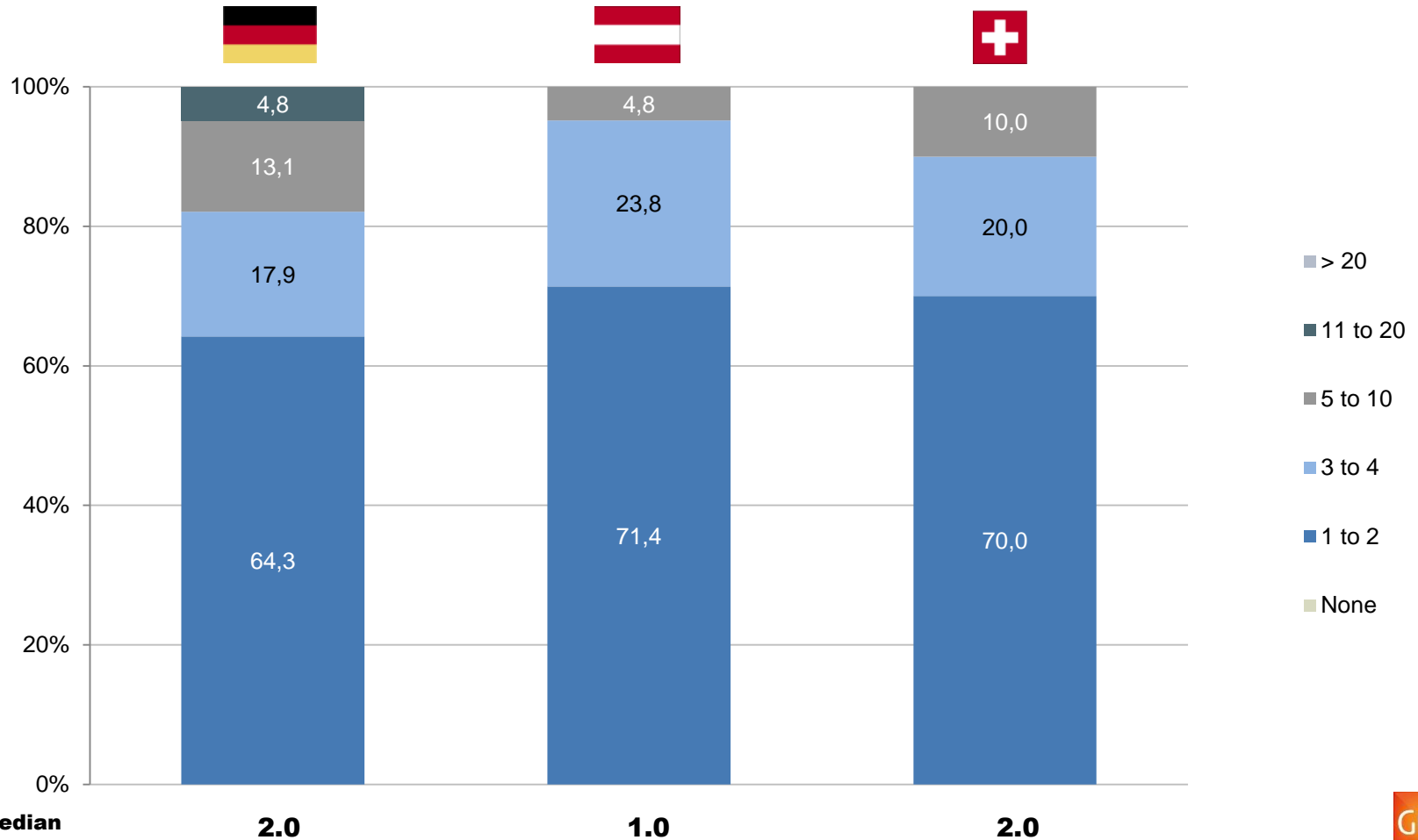


IR club

- Half-yearly survey of IR professionals (IR Club members)
- Internet-based written survey from 28.03.2014 to 28.04.2014
- Basis: 66 SIRV members
- Responses: 20=30% (2-2013: 24%)

Current number of IR employees (full-time)

By country

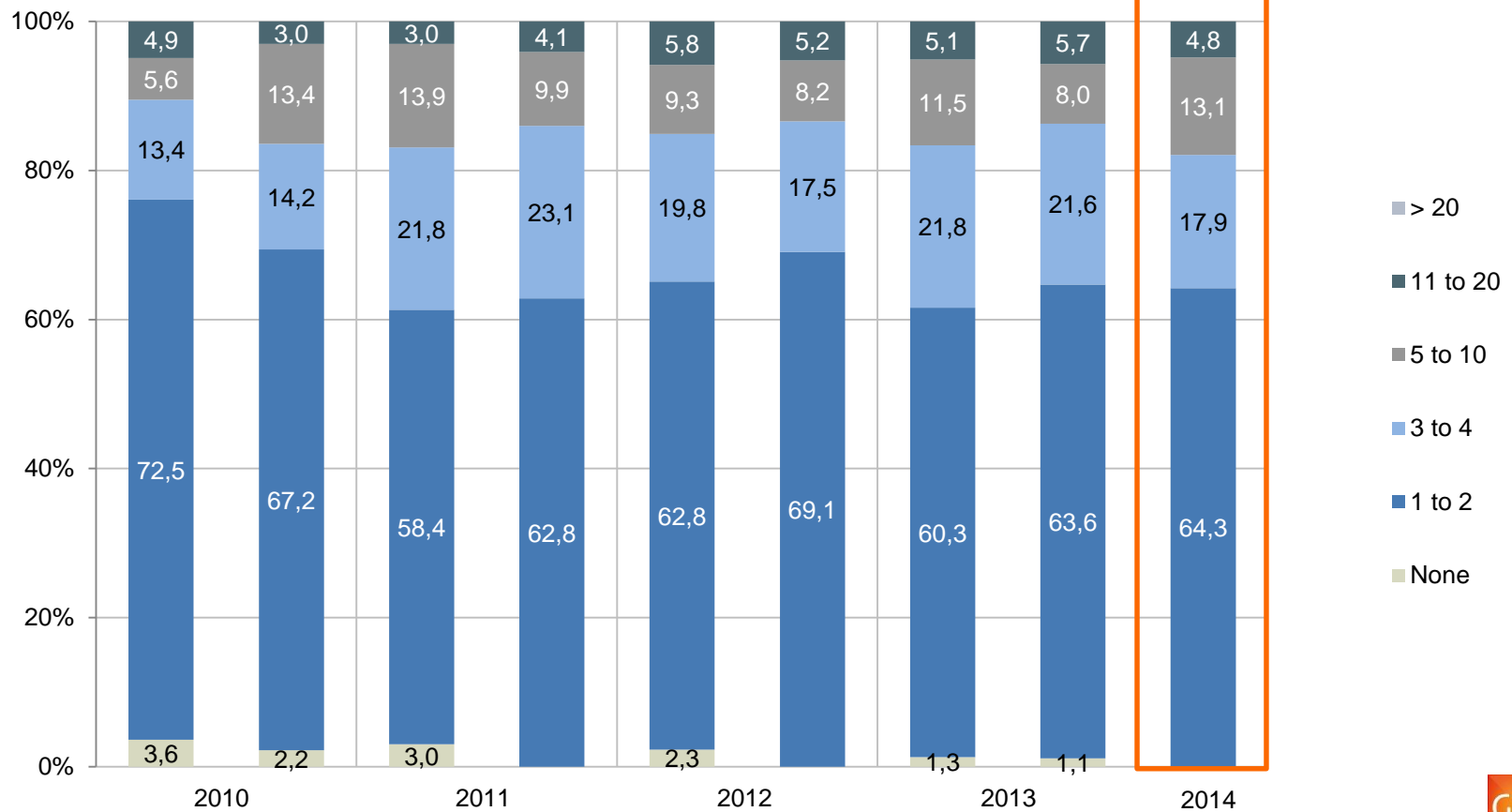


DIRK / EY survey on IR departments and their organizations, May 2014

Current number of IR employees in Germany (full-time)



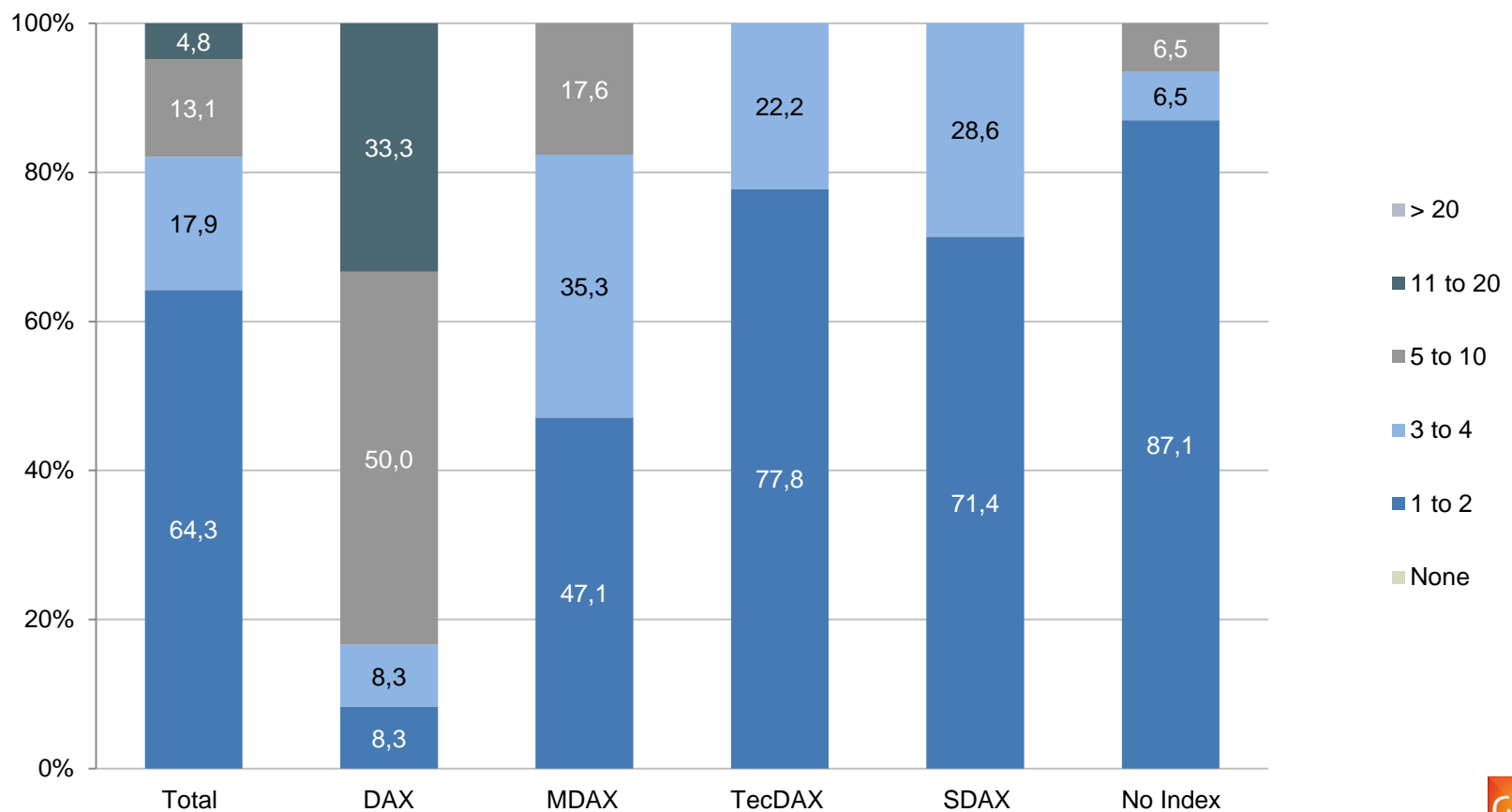
Comparison of surveys from 2010 to 2014
(two survey periods per year)



DIRK / EY survey on IR departments and their organizations, May 2014



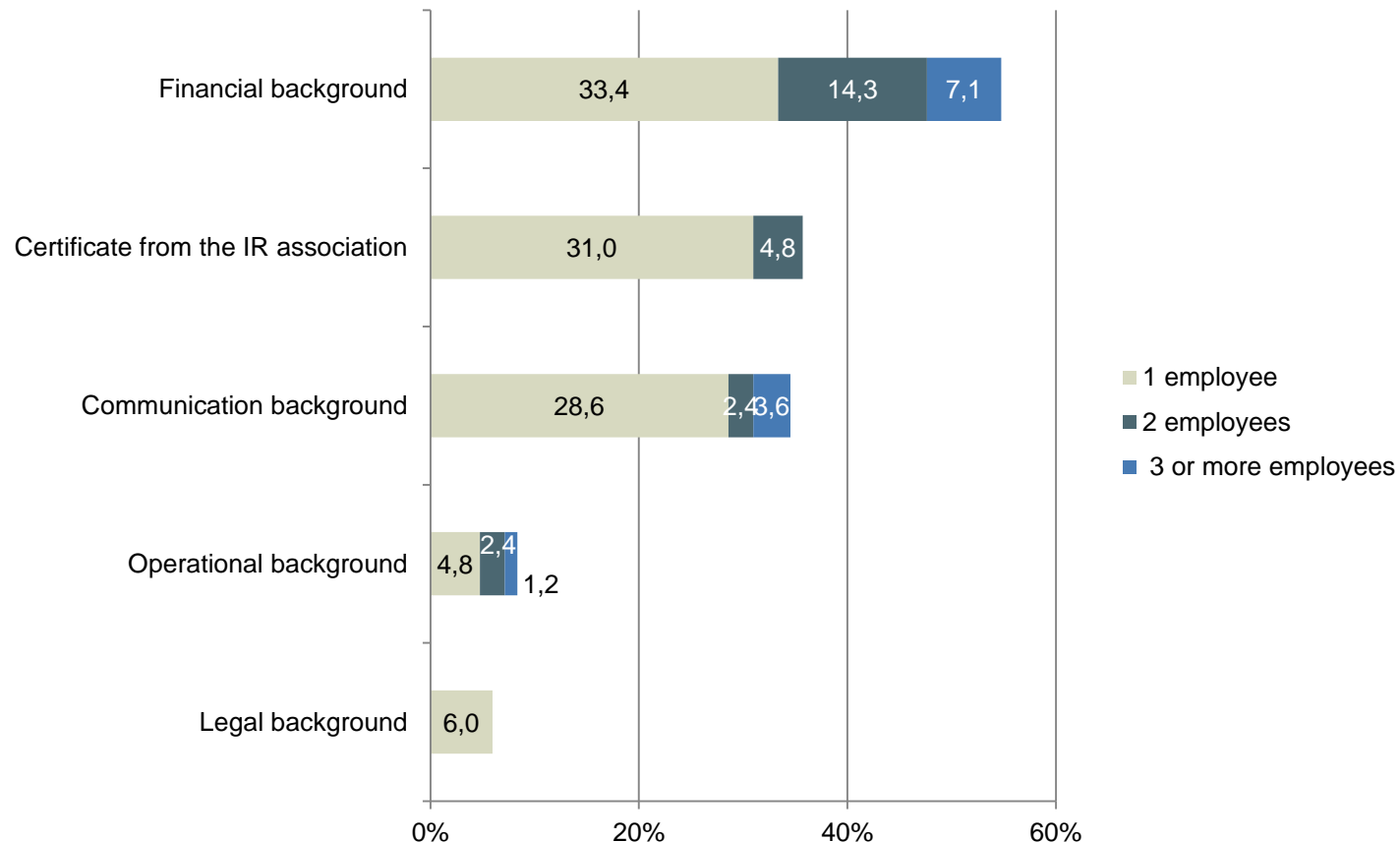
Current number of IR employees in Germany (full-time) - Indices



Most employees in the IR teams have a financial background

Which education has your IR team?

(Number of employees per level of education for all employees in IR department)

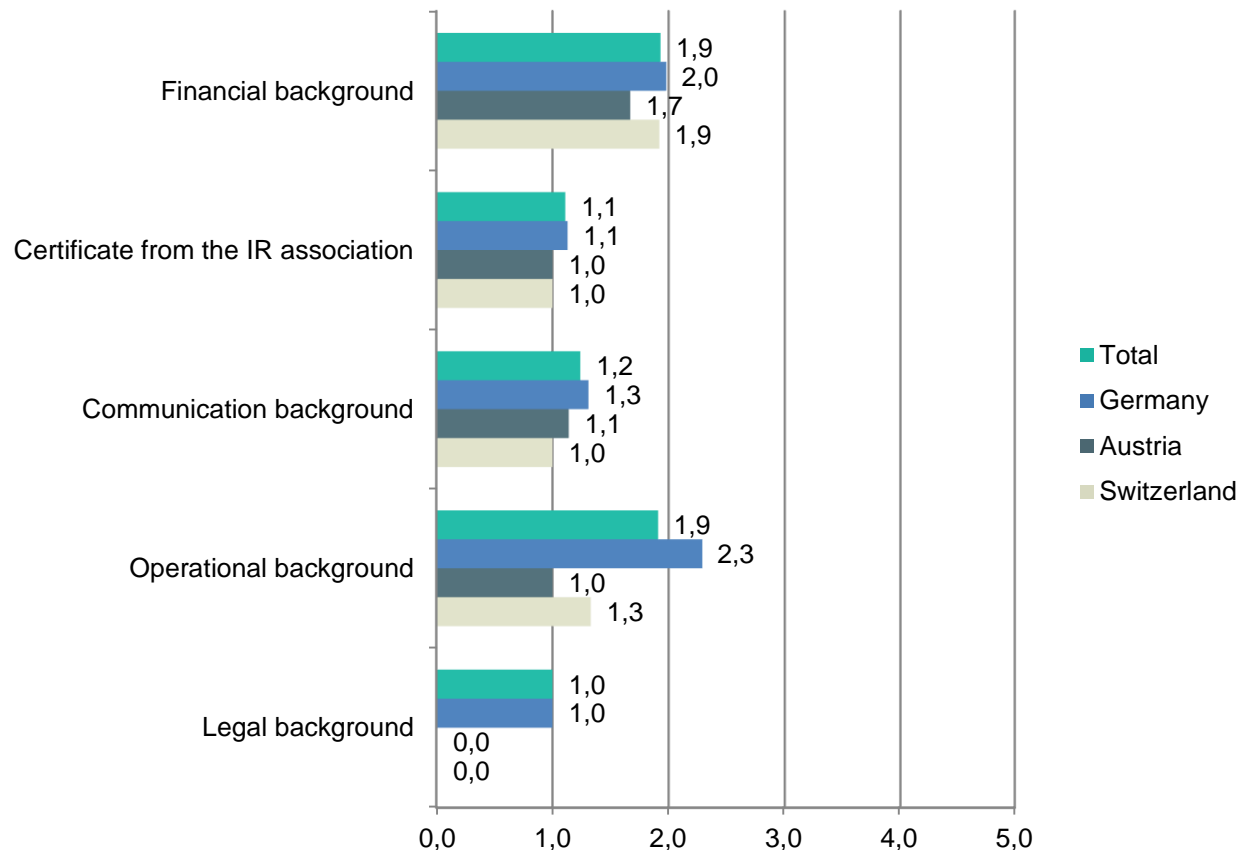


In average, an IR team in Germany has 2 employees with financial and 2.3 with operational background

Which education has your IR team?

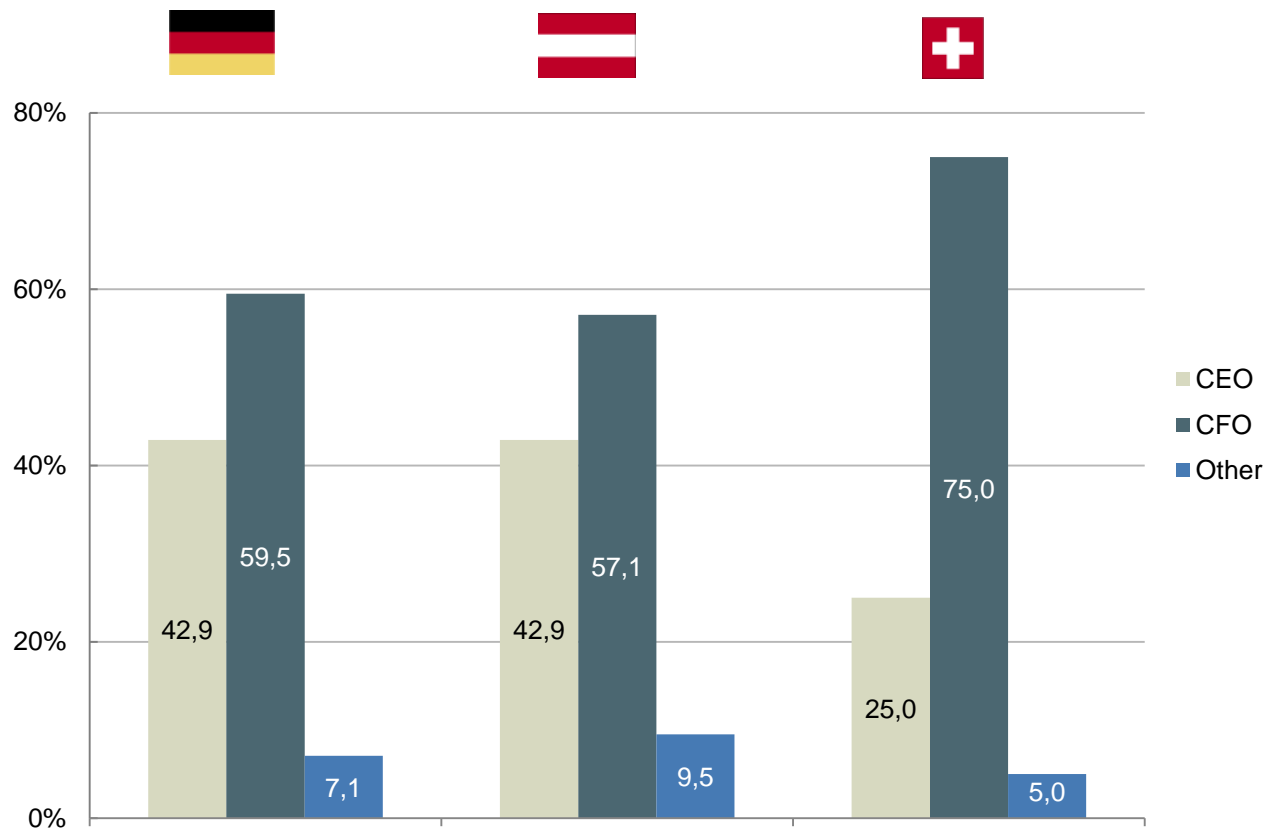
(Number of employees per level of education for all employees in IR department)

Mean values



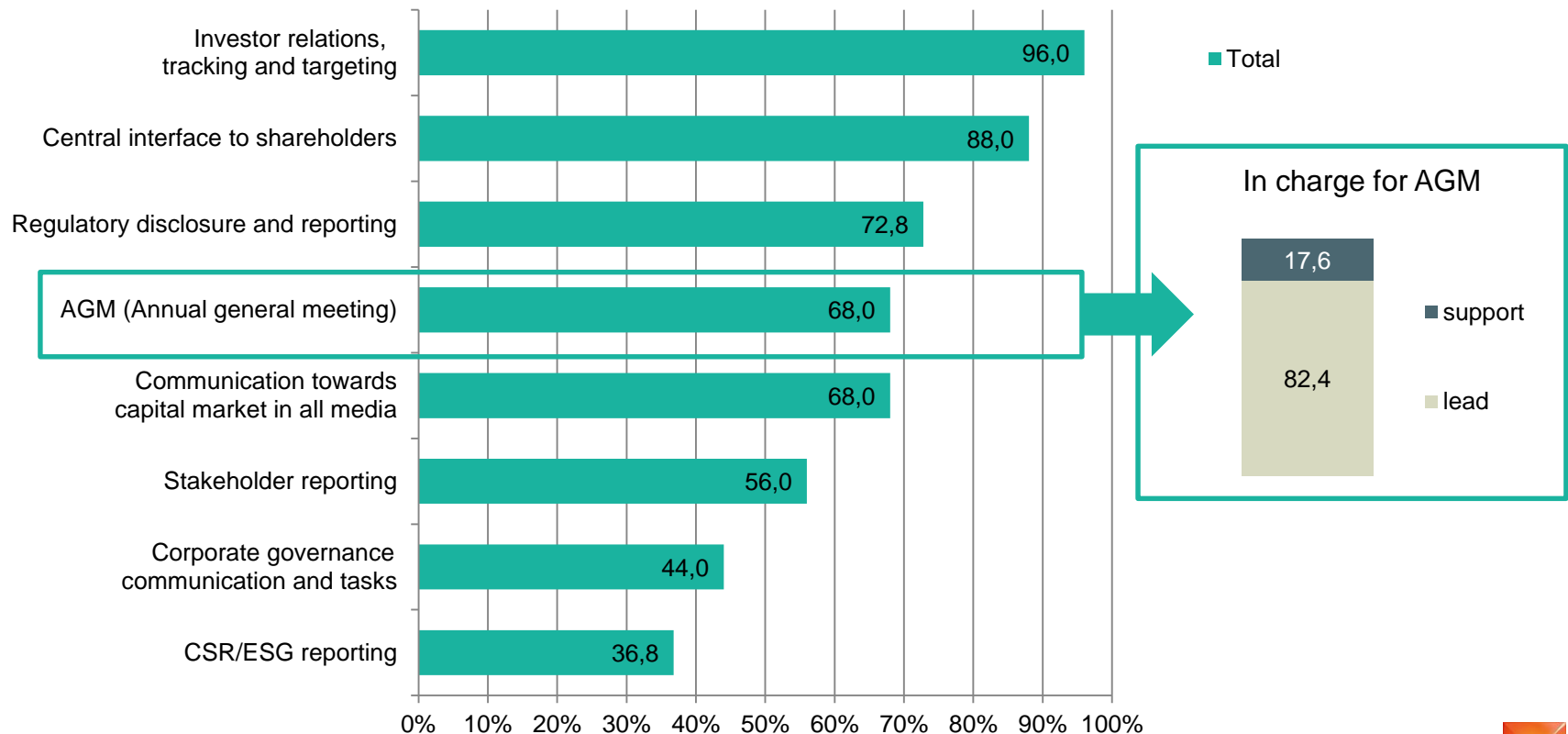
Most IR departments report directly to the CFO

To whom does the IR department you are working for report directly to? – By country



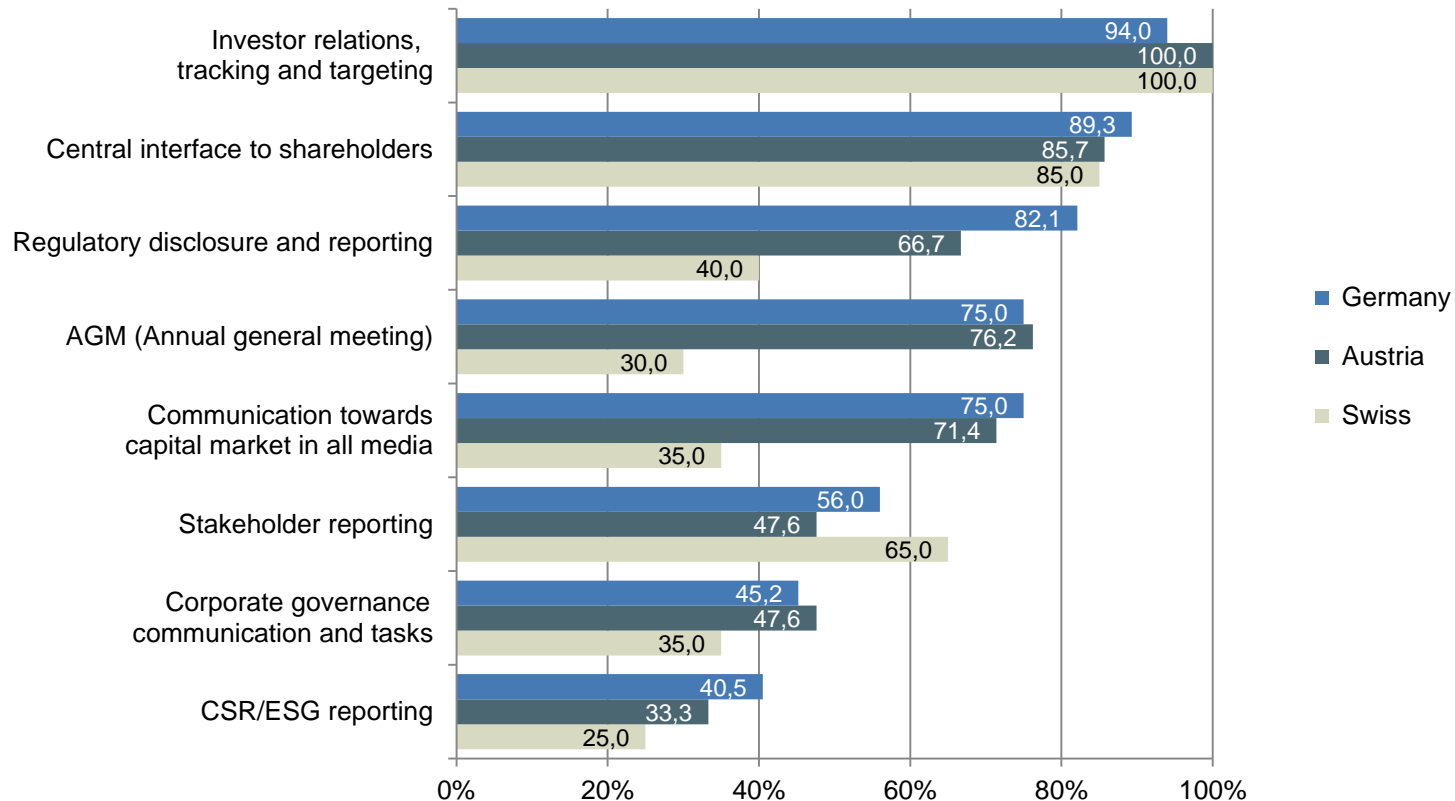
96% of all IR teams are in charge for IR, tracking and targeting. 88% are central interface to shareholders

Your IR is in charge for...?



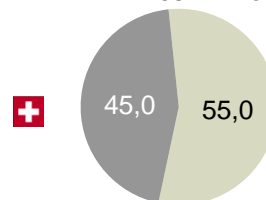
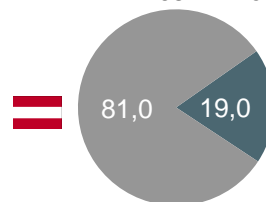
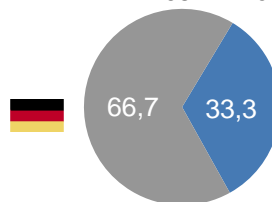
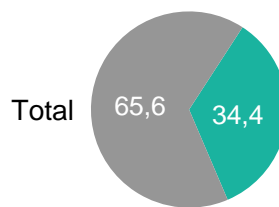
82% of the IR teams in Germany are in charge for disclosure and reporting

Your IR is in charge for...? – By country

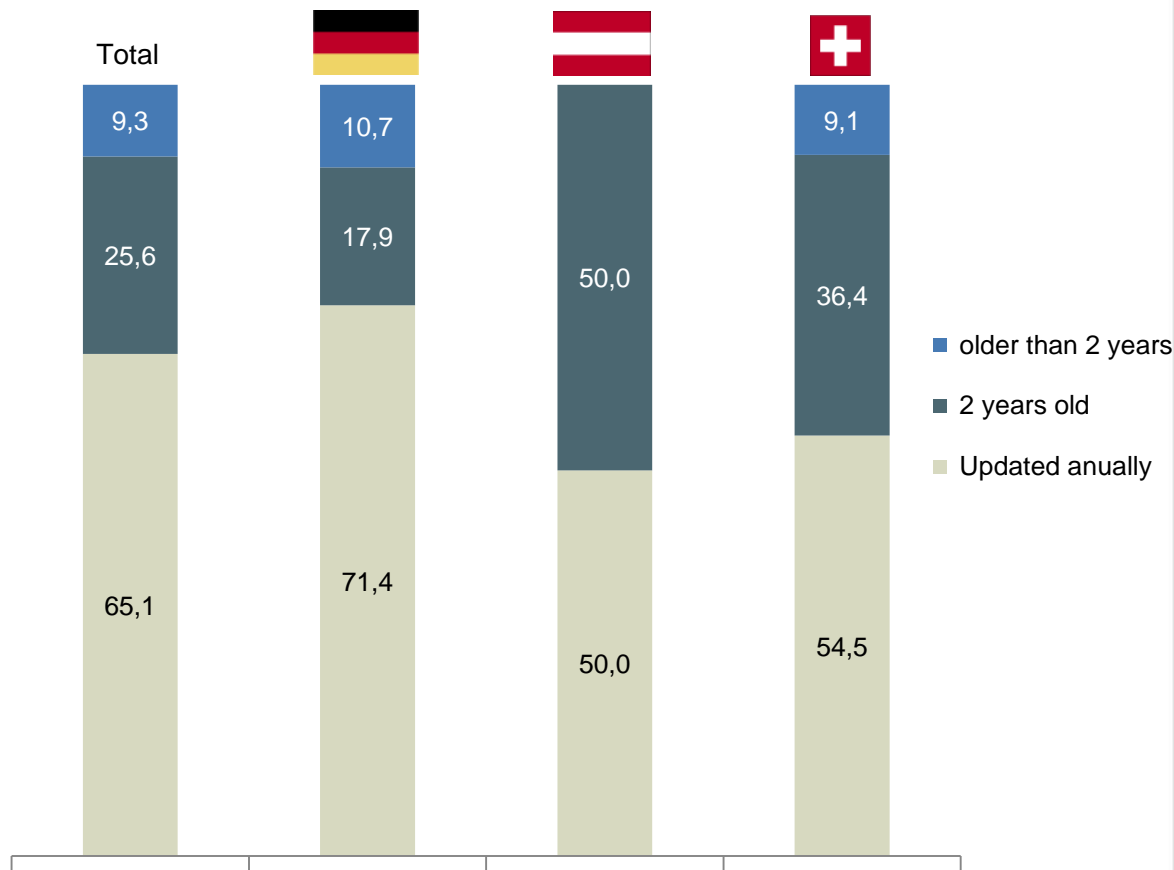


65% of the IR strategies are updated annually – in Germany even 71%

Written IR strategy – By country



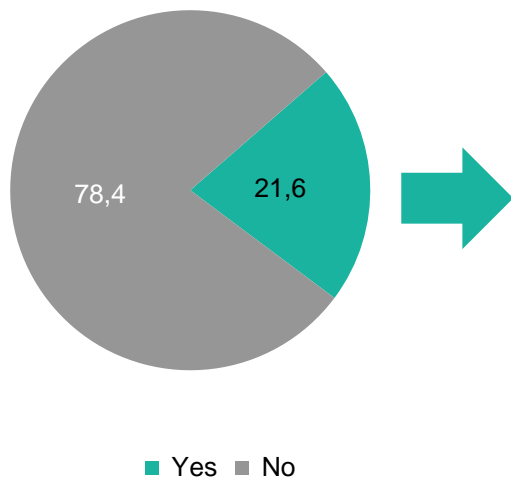
When was your IR strategy updated the last time?



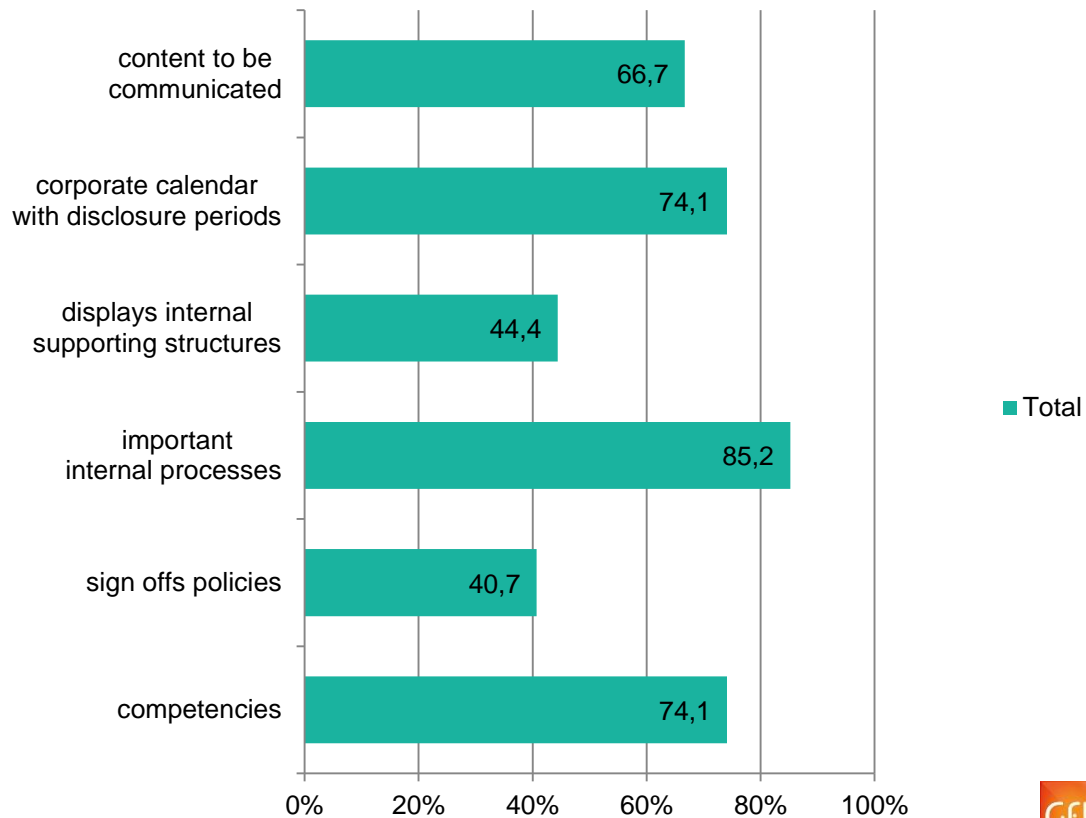
- older than 2 years
- 2 years old
- Updated annually

21% of the IR teams have a formal IR manual – it covers important internal processes, the corporate calendar and competencies

Formal IR manual

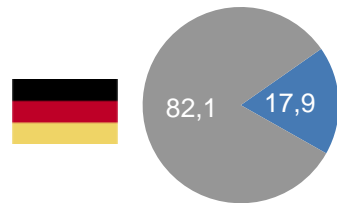


What does your IR manual cover?

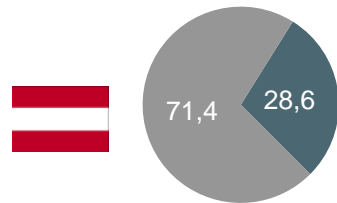


In Germany, 18% of the IR teams have a formal IR manual – 87% cover content to be communicated

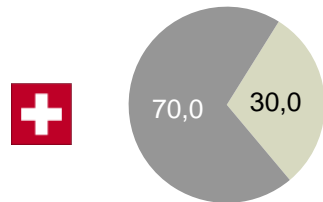
Formal IR manual – By country



■ Yes ■ No

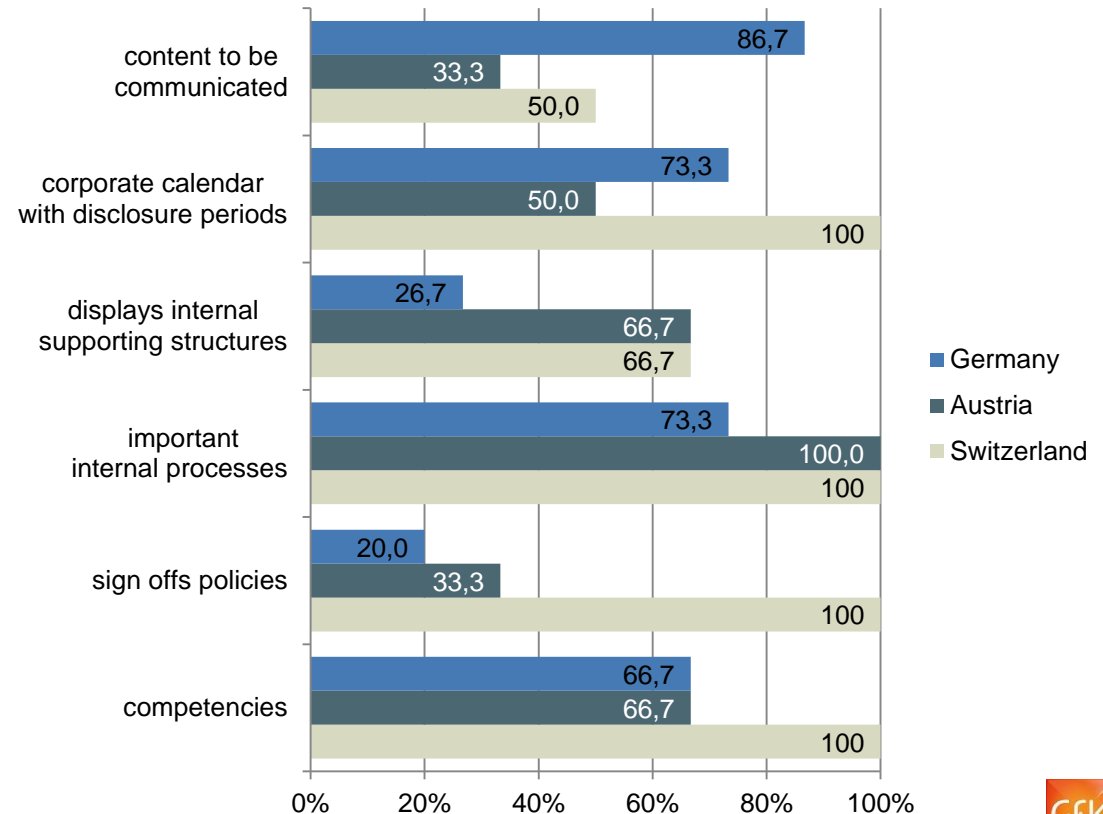


■ Yes ■ No



■ Yes ■ No

What does your IR manual cover?

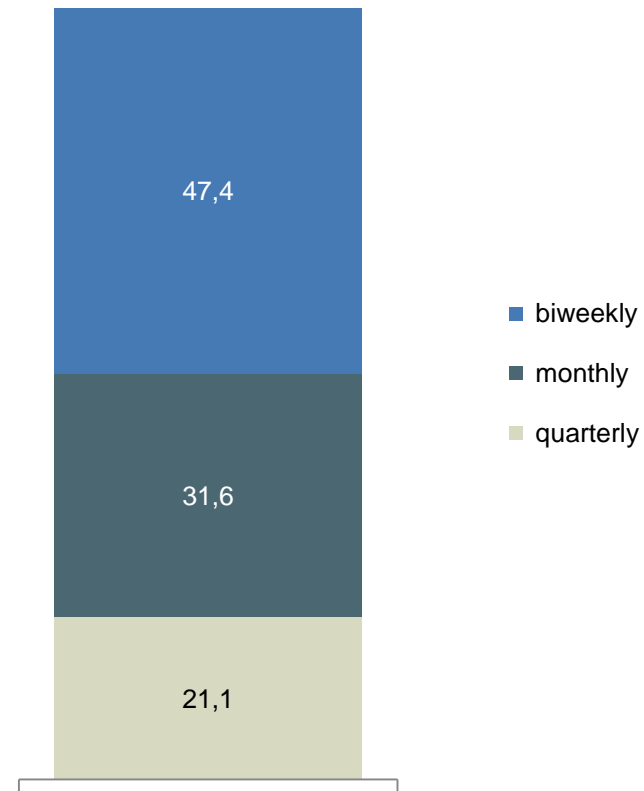
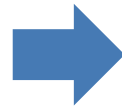
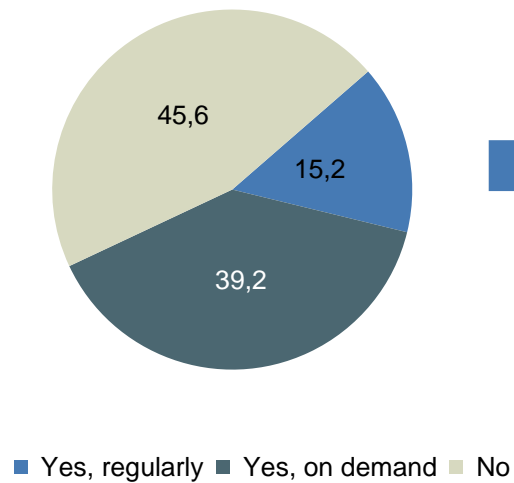


■ Germany
■ Austria
■ Switzerland

15% of the IR officers are attending board meetings – most of them biweekly

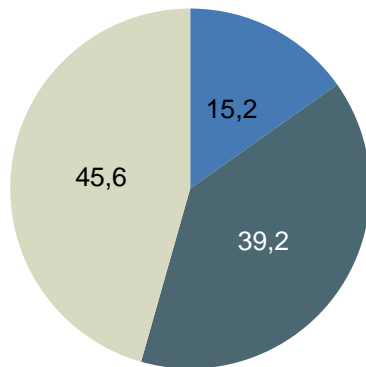
Are IR officers attending board meetings?

How often are IR officers attending board meetings?



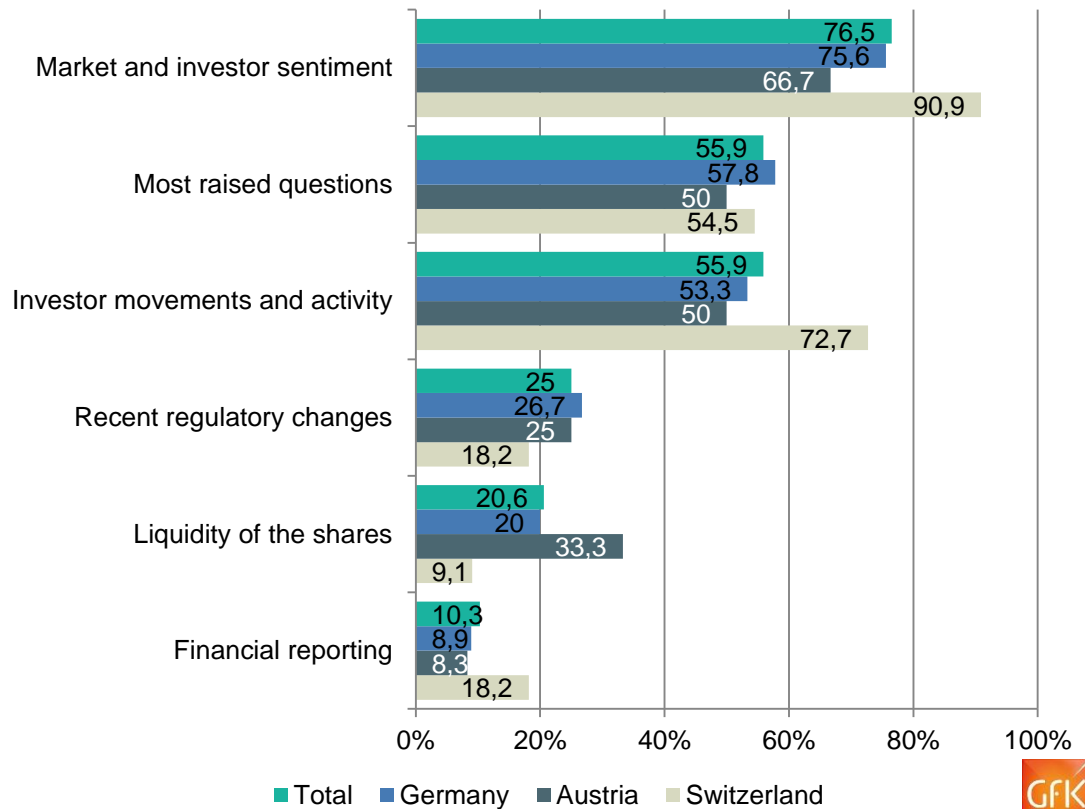
54% of the IR officers attend board meetings – mostly the content of those board meetings are market and investor sentiment

Are IR officers attending board meetings?



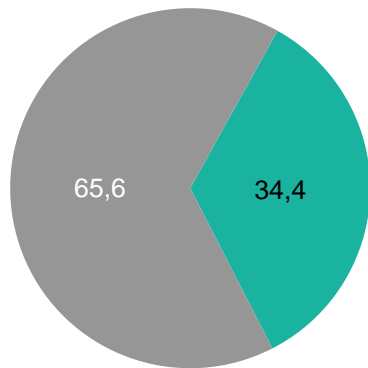
■ Yes, regularly ■ Yes, on demand ■ No

What is the typical content of board meetings with IR officers attending? – By country



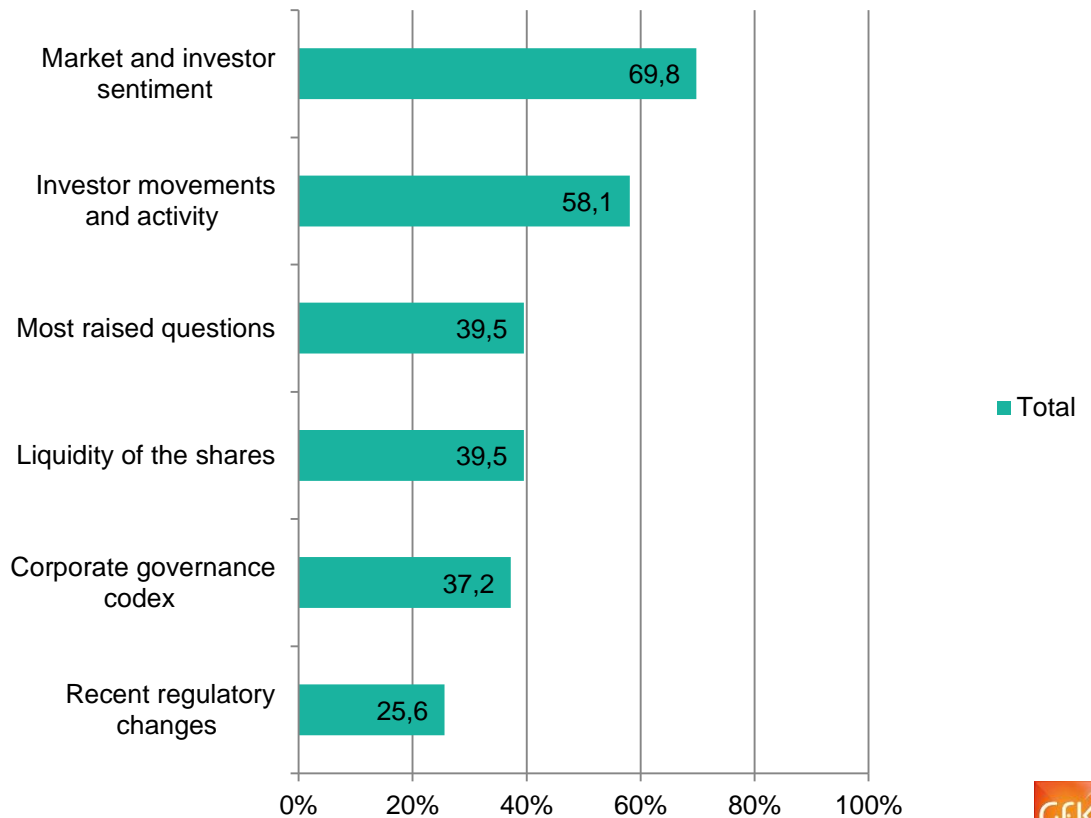
Typical content of the communication line towards the supervisory board is market and investor sentiment (70%) and investor movements (58%)

Is there an organized communication line towards the supervisory board?



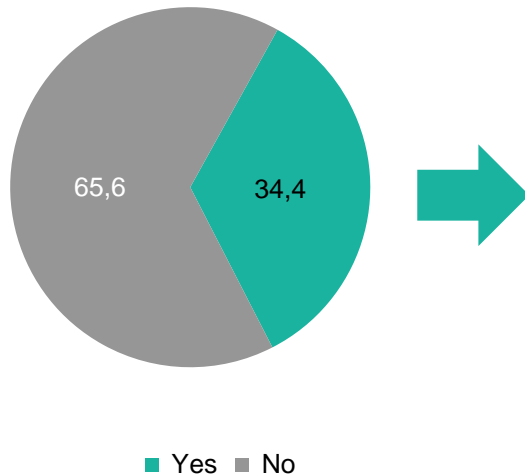
■ Yes ■ No

What is the typical content?

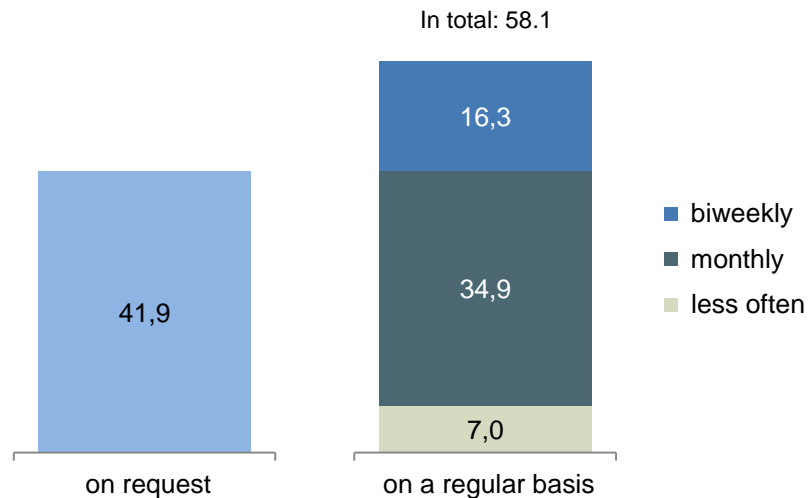


42% of all organized communication towards the supervisory board is on request, 58% are on a regular basis

Is there an organized communication line towards the supervisory board?

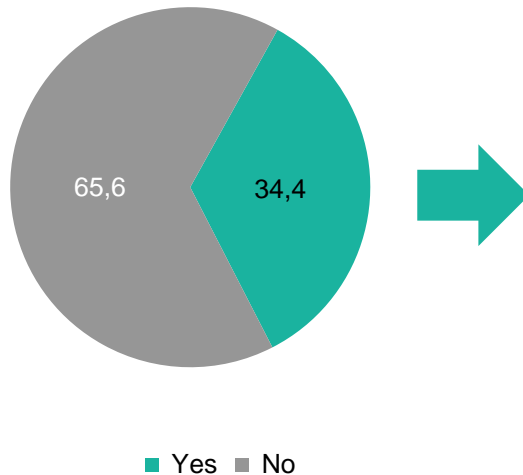


How often is there an organized communication line towards the supervisory board?

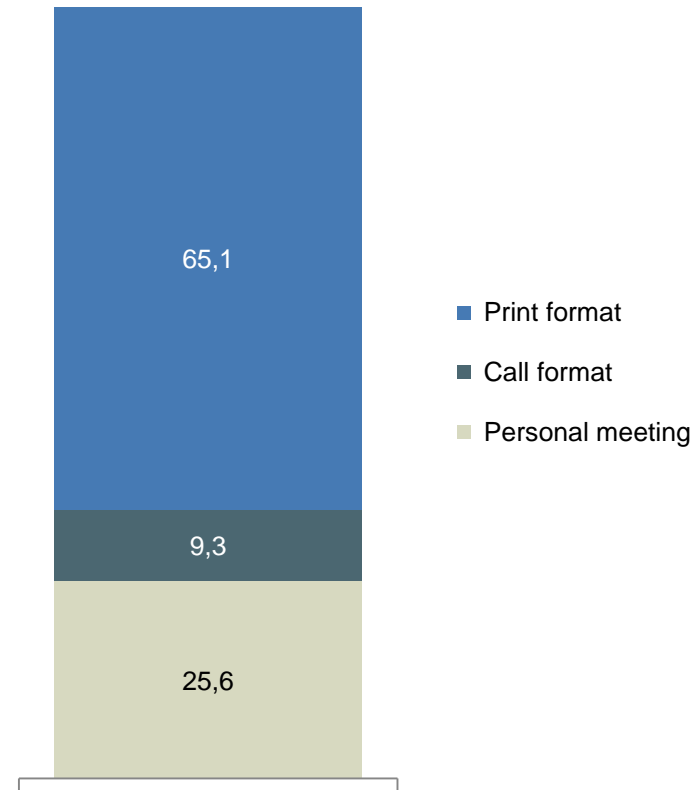


Most often the communication towards the supervisory board is printed (65%)

Is there an organized communication line towards the supervisory board?

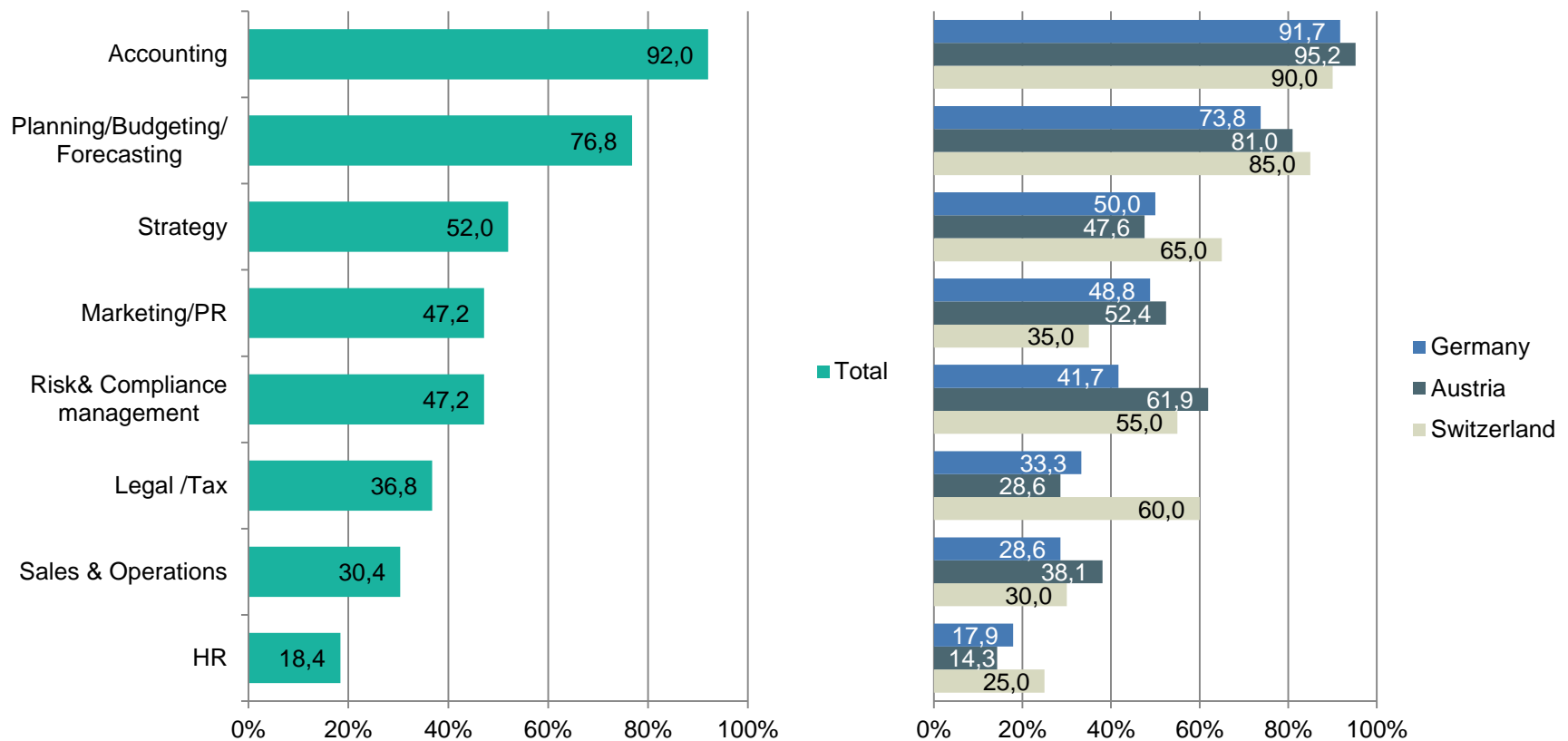


Which format does this communication line towards the supervisory board have?



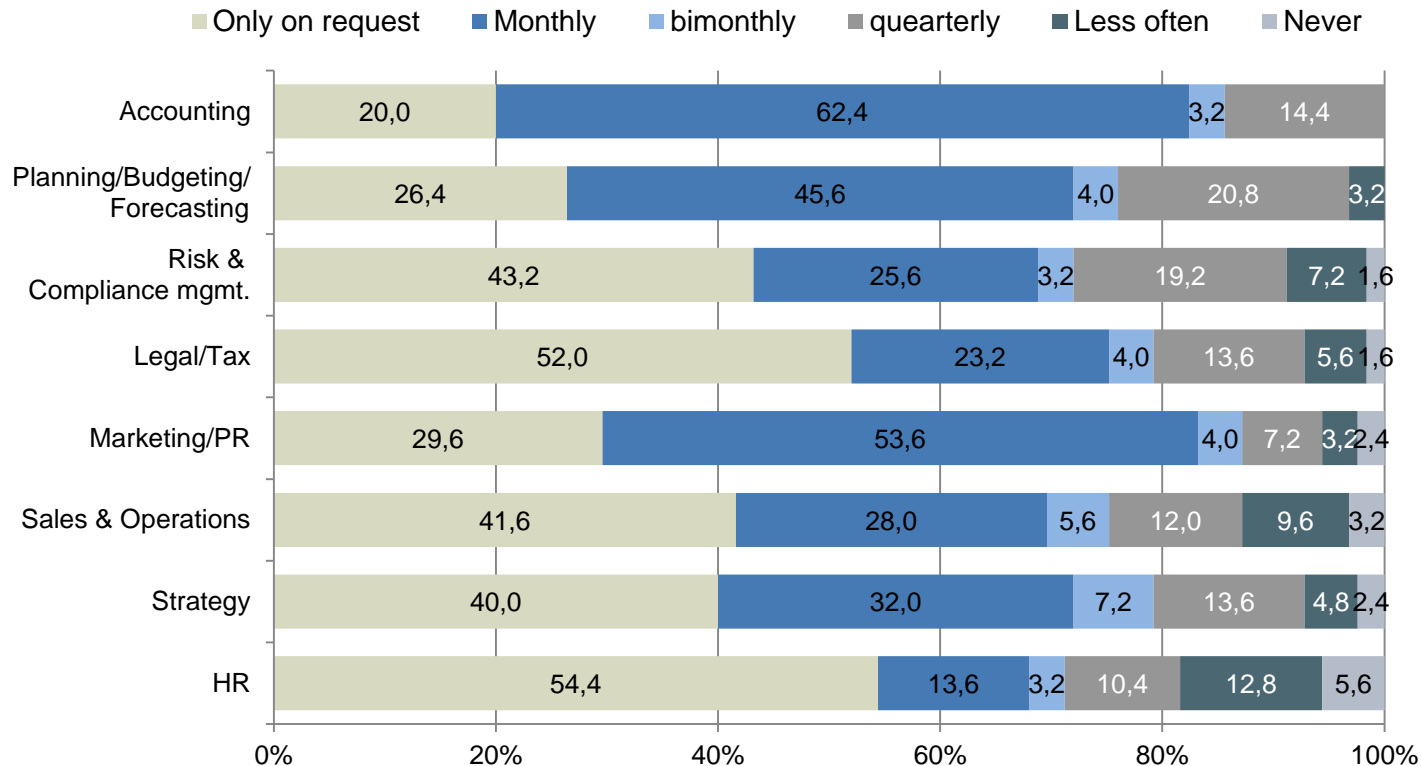
Regular reporting lines to the IR team are existing from accounting (92%) and planning (77%)

Regular reporting lines or information lines to you as IR officer are existing from...? – By country



IR teams are in dialog with Accounting and Marketing on a monthly basis, meetings with HR and Legal/Tax are mostly only taking place on request

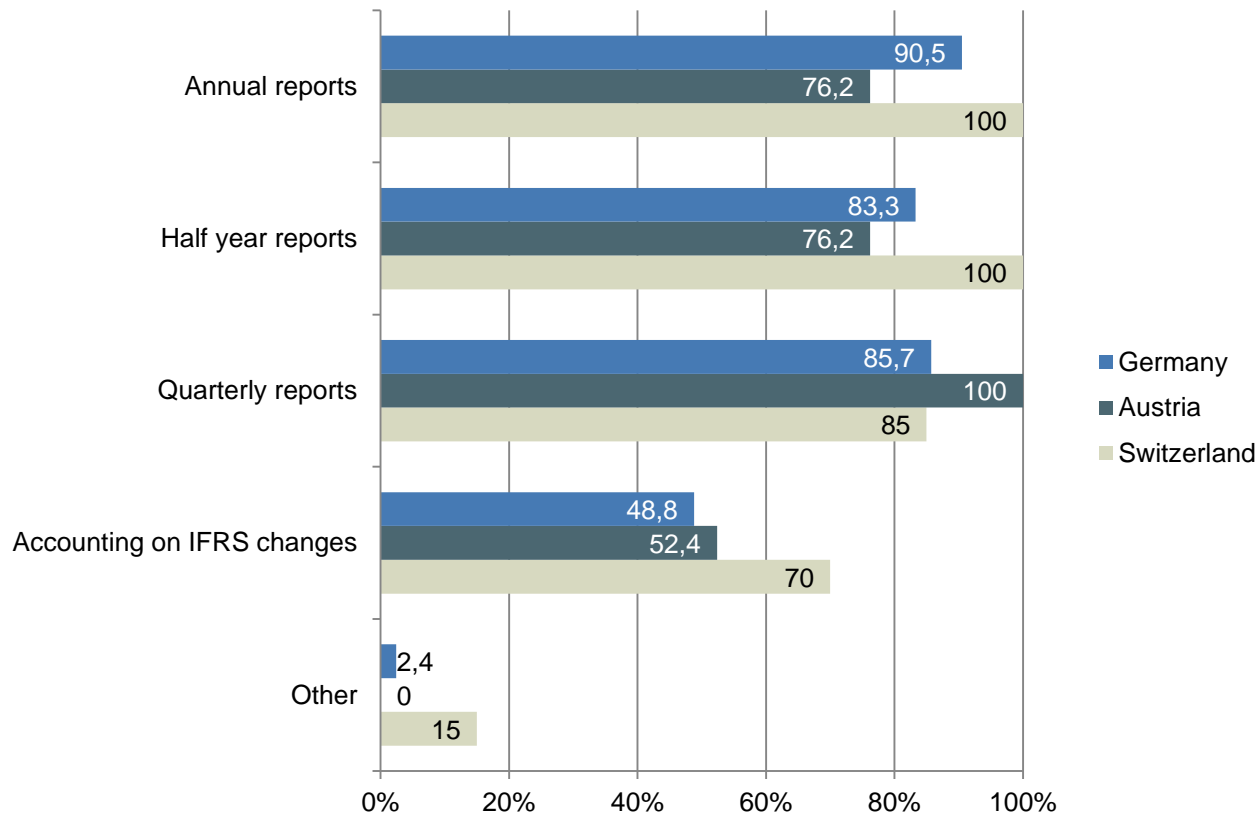
When and how are you in dialog with the following internal teams?



Typical content of dialogs between IR and accounting teams in Germany are annual reports

What is the typical content when you are in dialog with the following internal teams? – By country

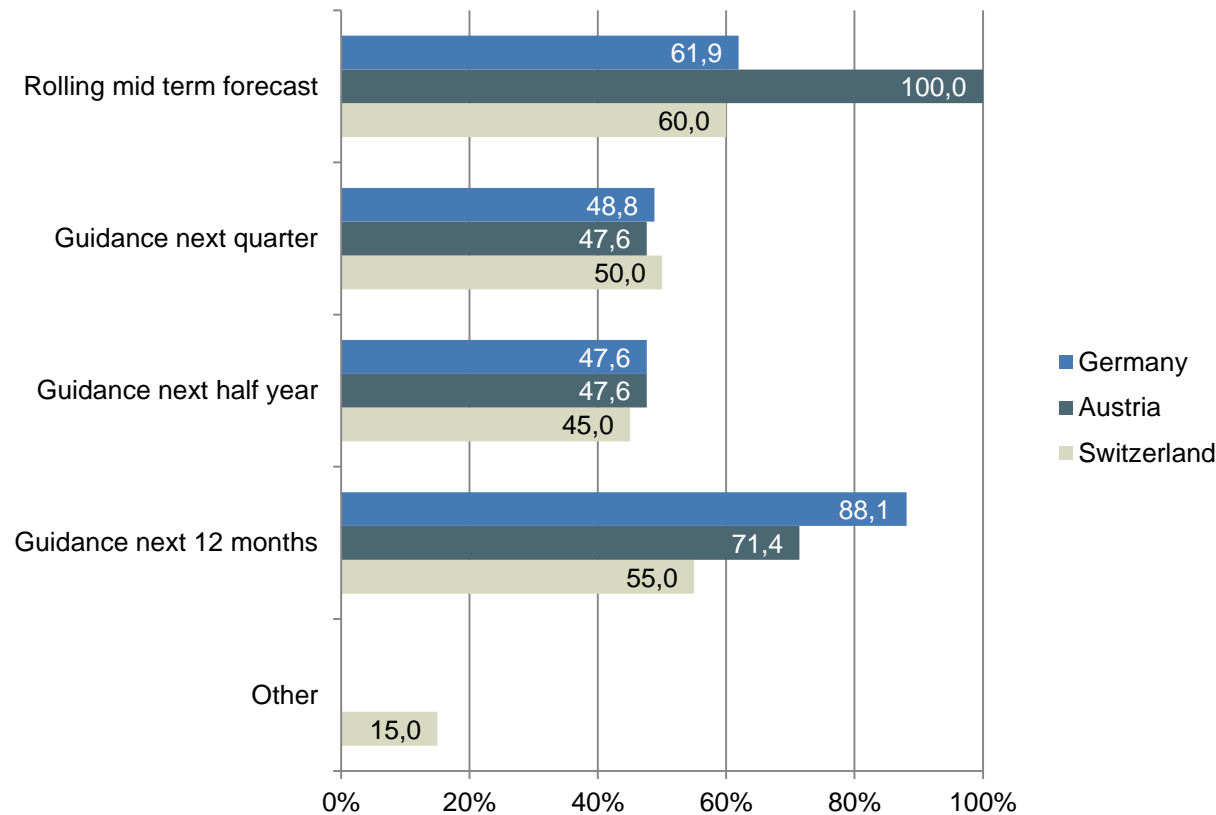
Accounting



Most important topic for the dialog of IR team and planning team is the guidance in the next 12 months

What is the typical content when you are in dialog with the following internal teams? – By country

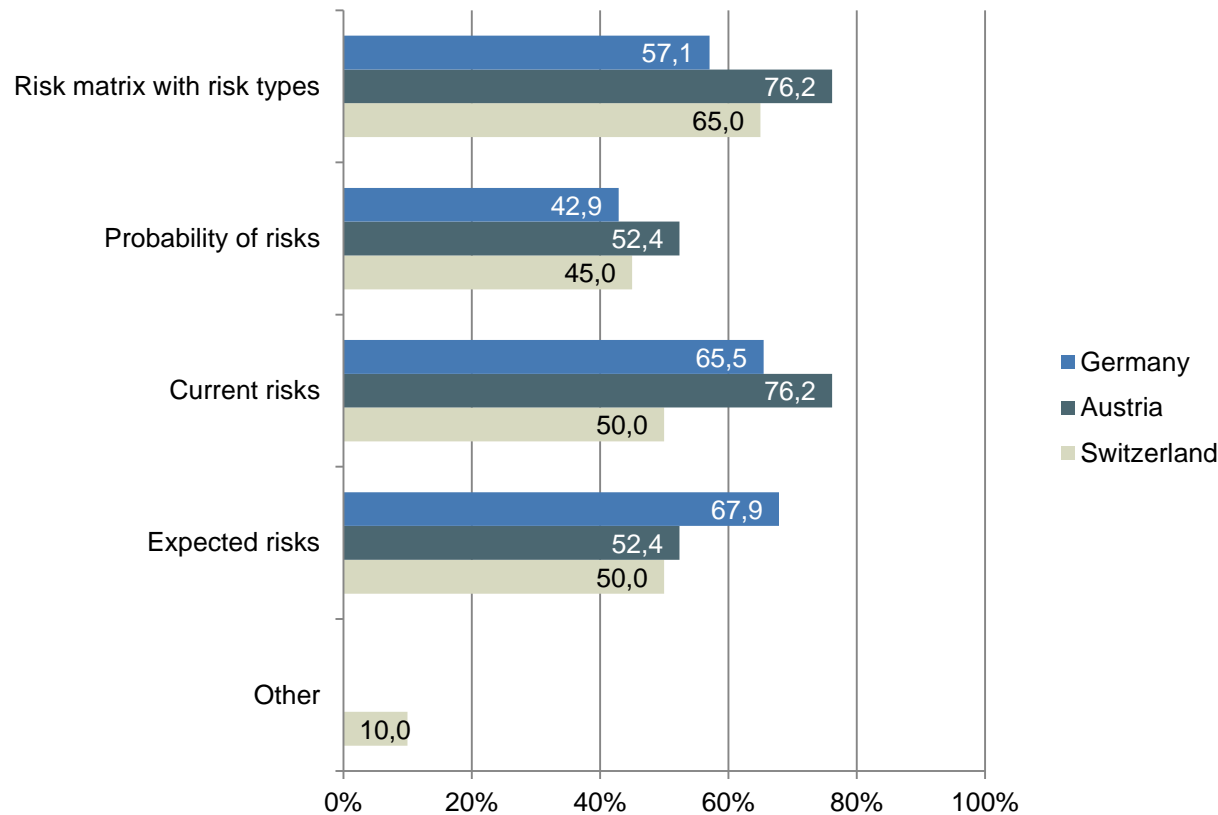
Planning/Budgeting/Forecasting



Risk and compliance management and IR teams in Germany have current and expected risks as a main topic

What is the typical content when you are in dialog with the following internal teams? – By country

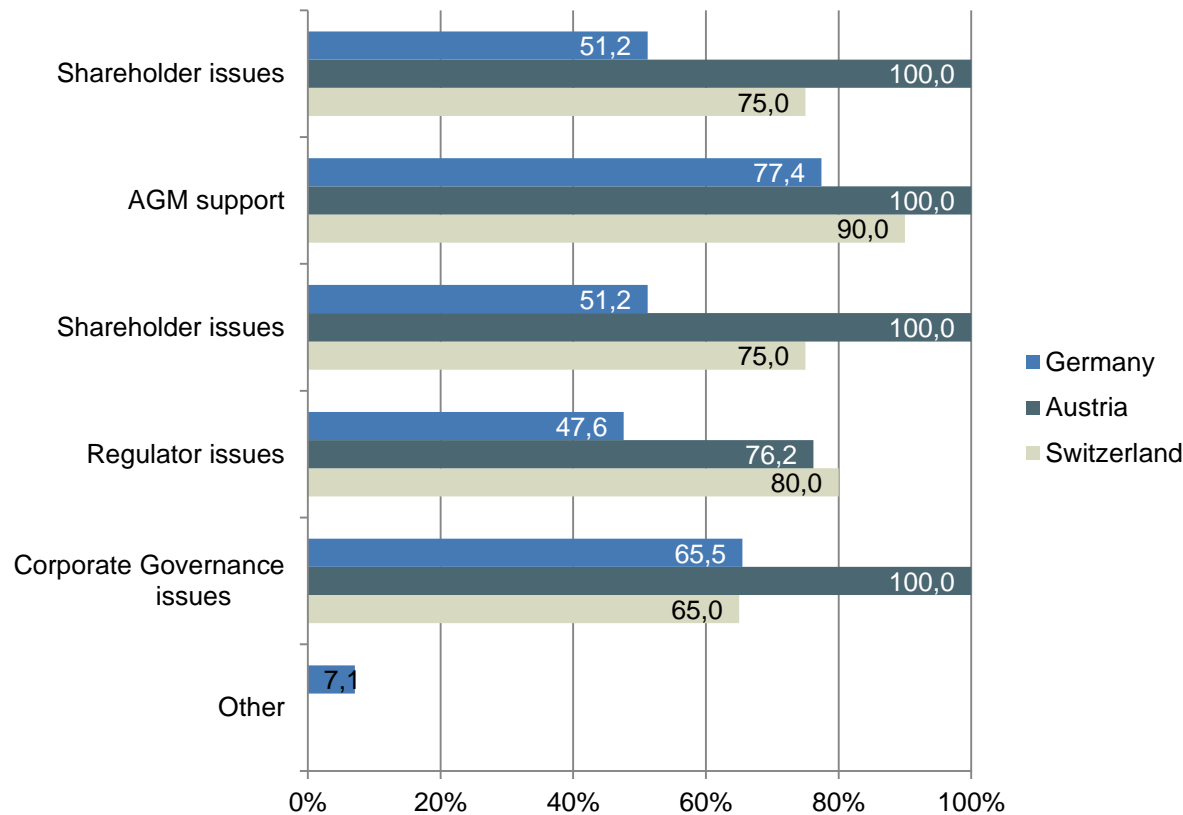
Risk&Compliance mgmt



AGM support is an important issue for the dialog between Legal/Tax department and IR teams

What is the typical content when you are in dialog with the following internal teams? – By country

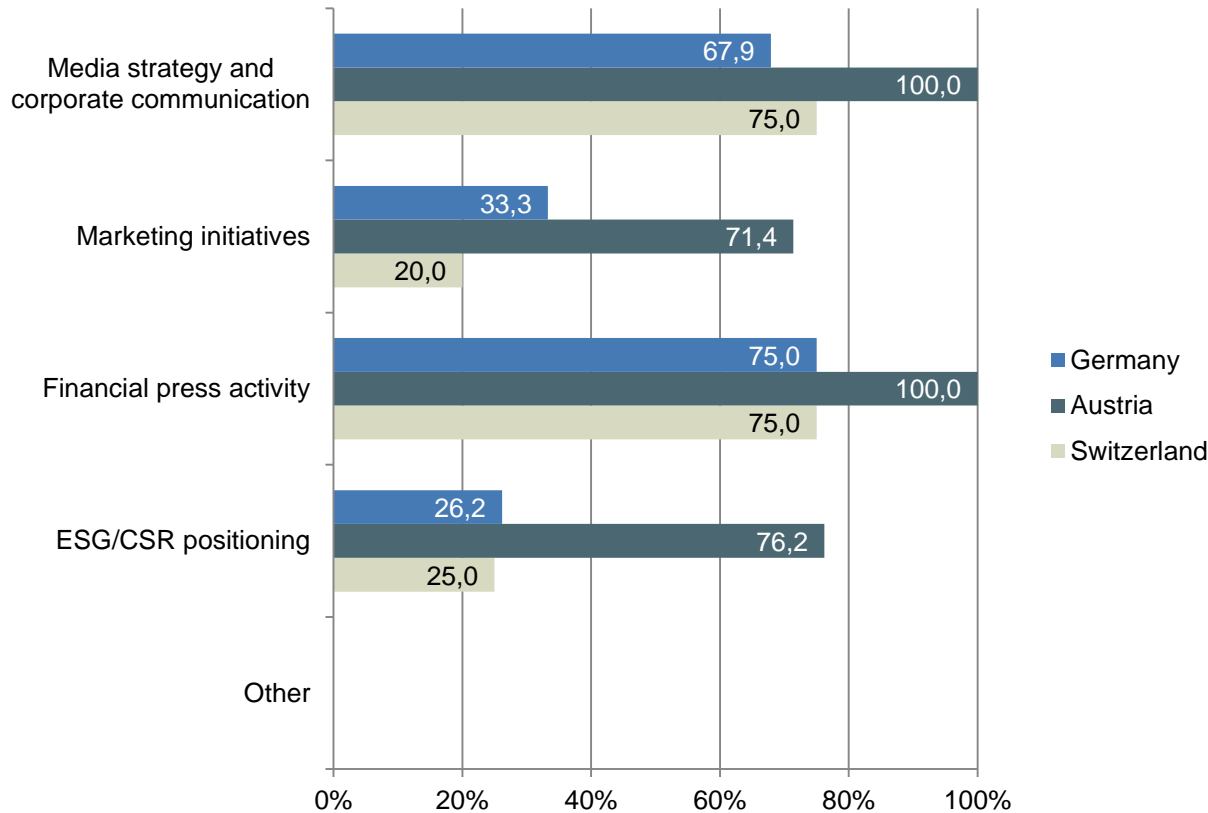
Legal /Tax



75% of all dialogs of Marketing/PR team and IR team in Germany have financial press activity as an issue

What is the typical content when you are in dialog with the following internal teams? – By country

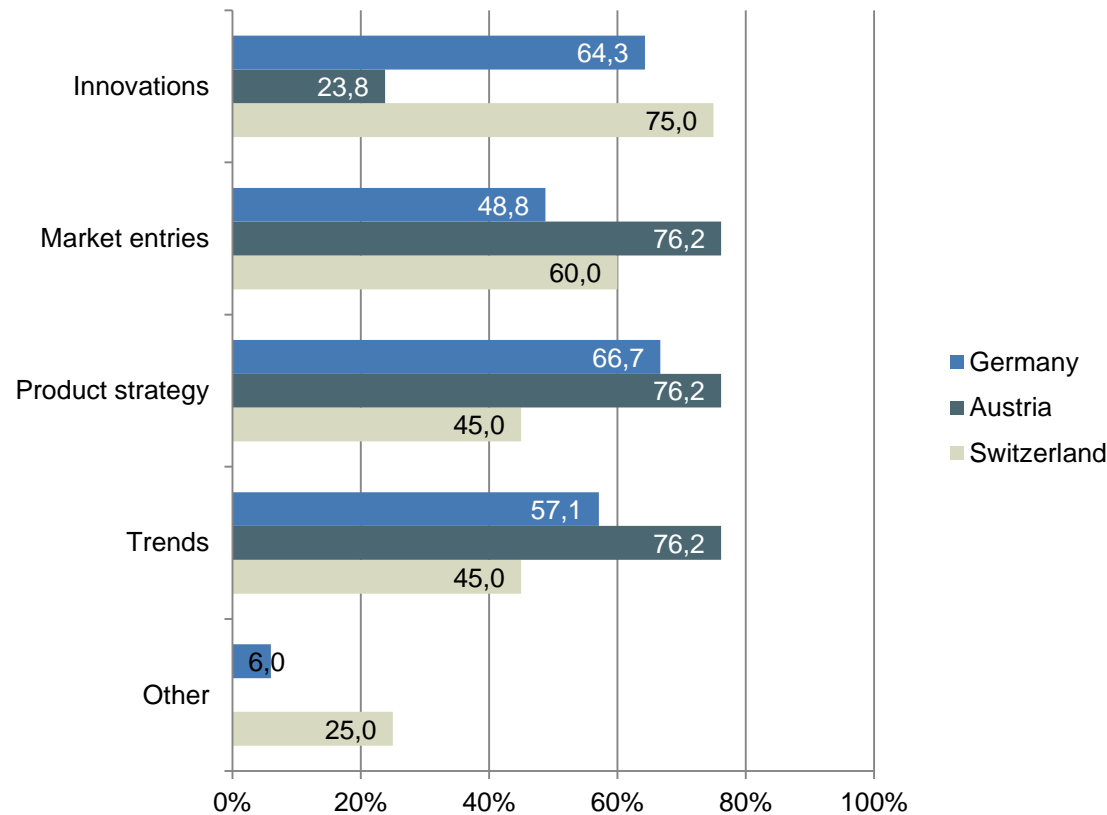
Marketing/PR



The content of meetings of Sales & Operations team and IR team in Germany is 67% product strategy, 64% innovations

What is the typical content when you are in dialog with the following internal teams? – By country

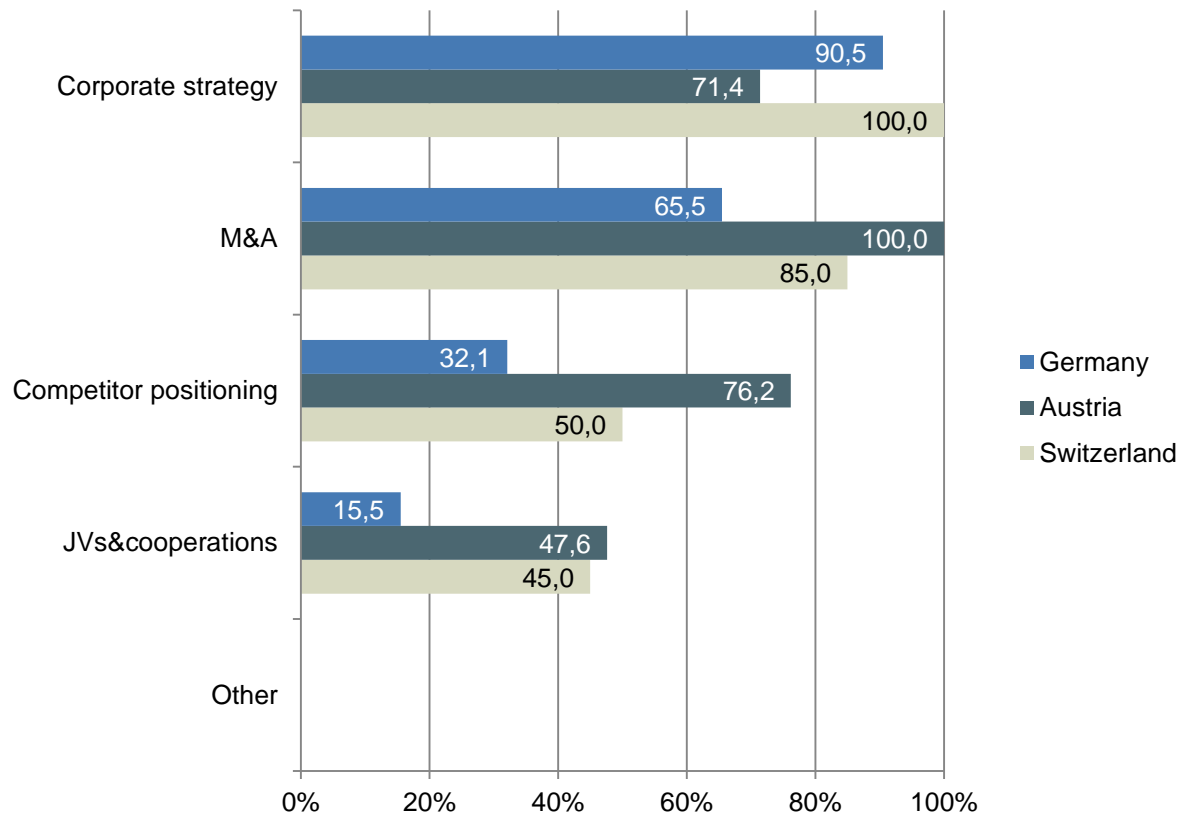
Sales & Operations



When IR team and strategy team meet, they discuss the corporate strategy and M&A topics

What is the typical content when you are in dialog with the following internal teams? – By country

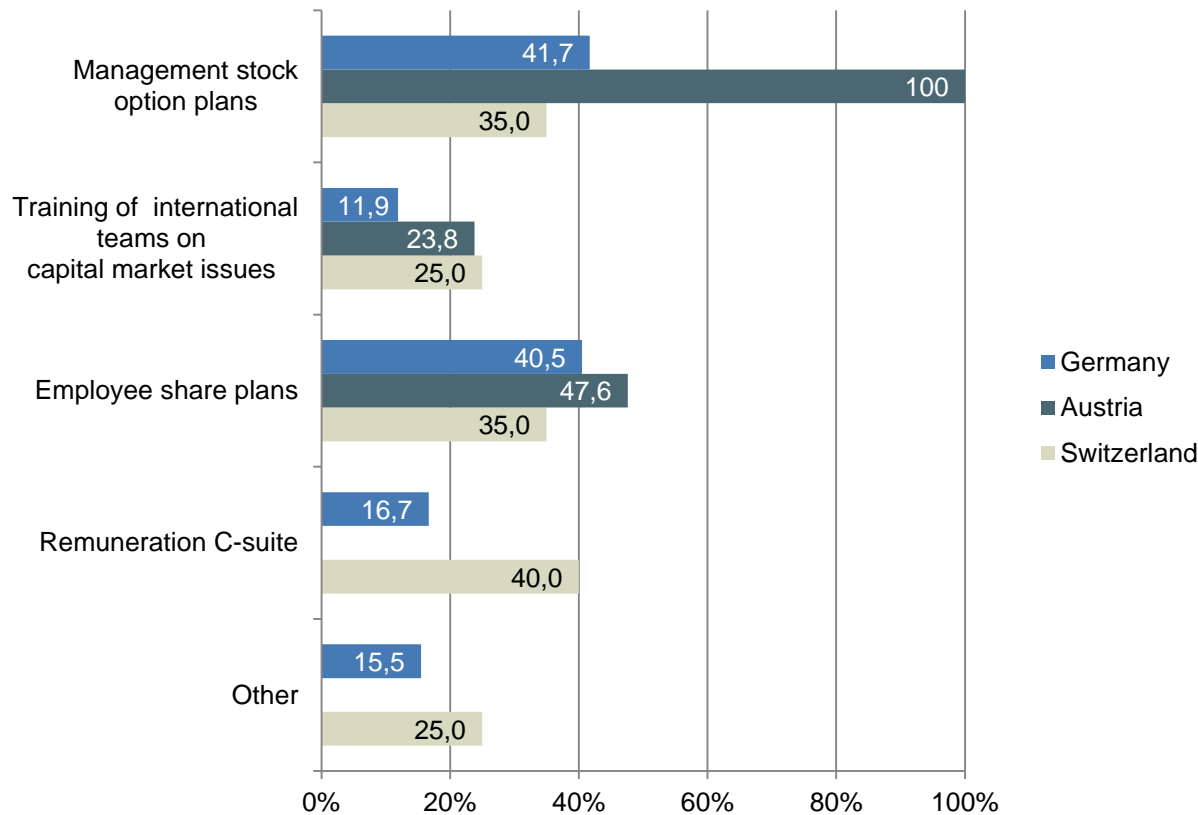
Strategy



The content of meetings between IR team and HR teams are mainly management stock option plans and employee share plans

What is the typical content when you are in dialog with the following internal teams? – By country

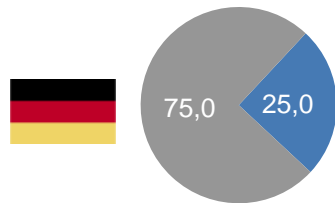
HR



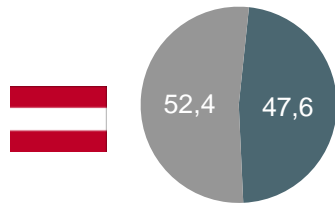
62% of the IR departments that are being audited internally are audited since less than 5 years

Is your IR department internally audited?

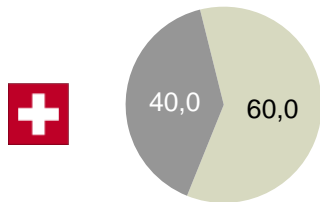
Since when?



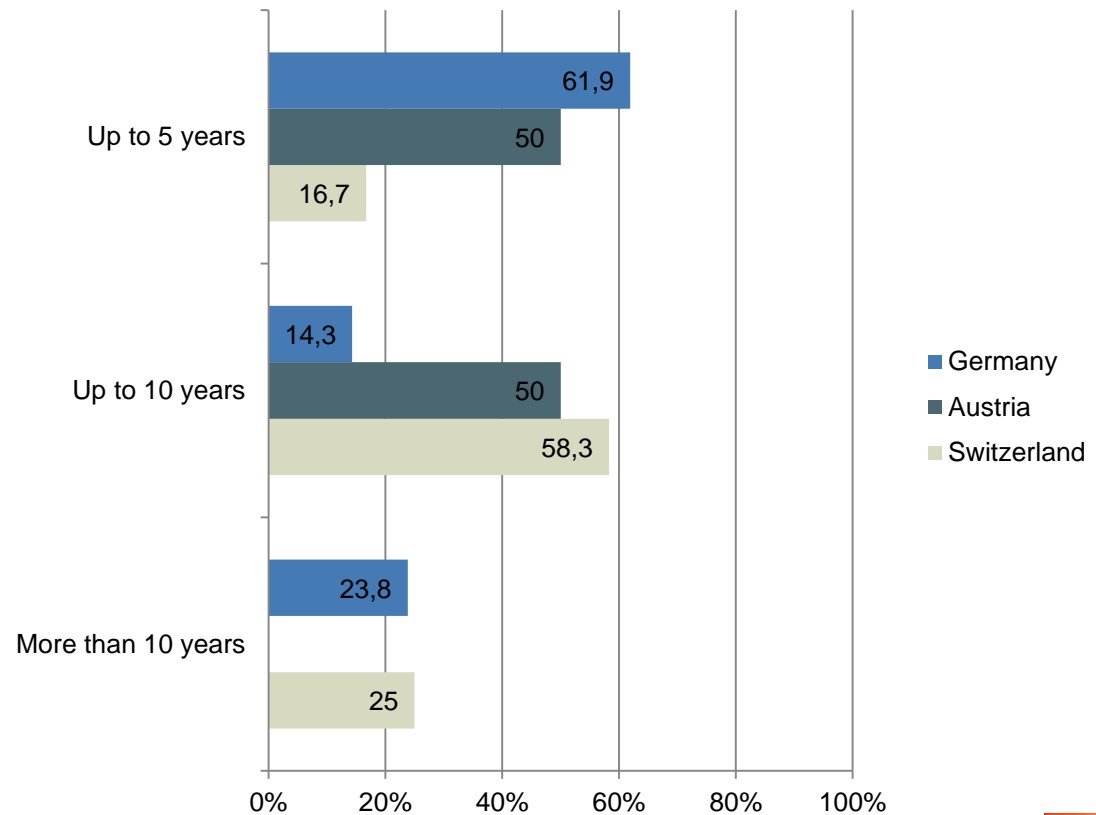
■ Yes ■ No



■ Yes ■ No



■ Yes ■ No

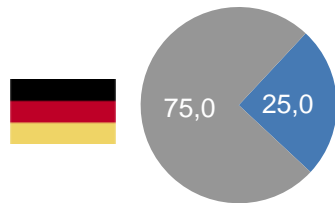


■ Germany
■ Austria
■ Switzerland

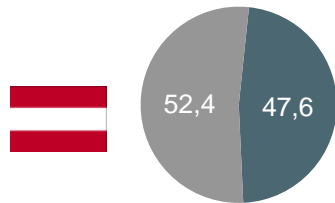
When IR departments are audited internally in Germany those audits are not scheduled in 38% beforehand

Is your IR department internally audited?

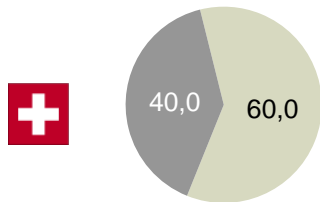
How often?



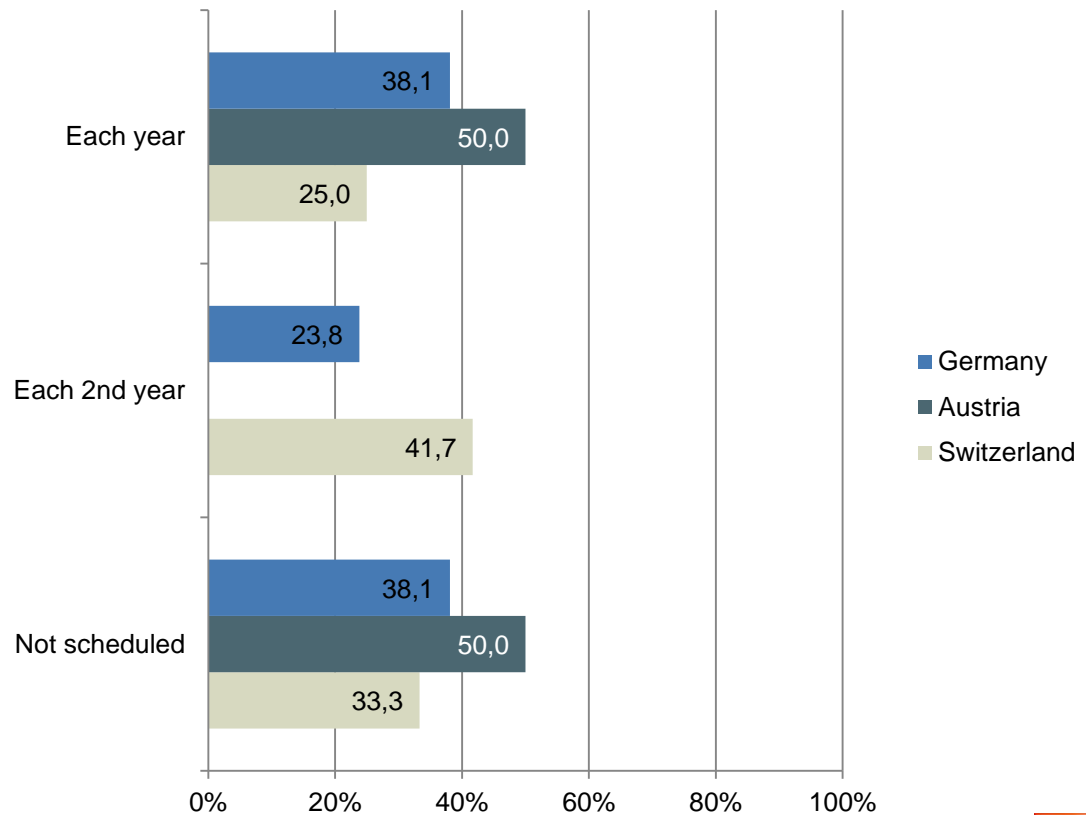
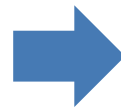
■ Yes ■ No



■ Yes ■ No



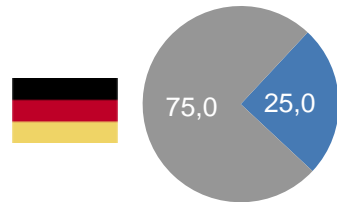
■ Yes ■ No



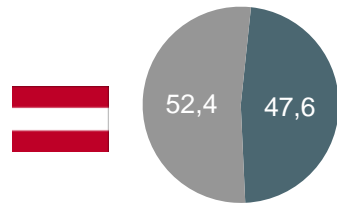
■ Germany
■ Austria
■ Switzerland

When IR departments in Germany are audited, in 76% of all cases disclosure processes are assessed

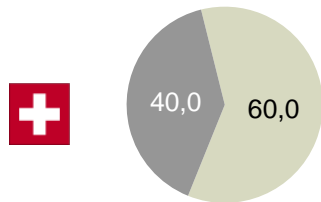
Is your IR department internally audited?



■ Yes ■ No

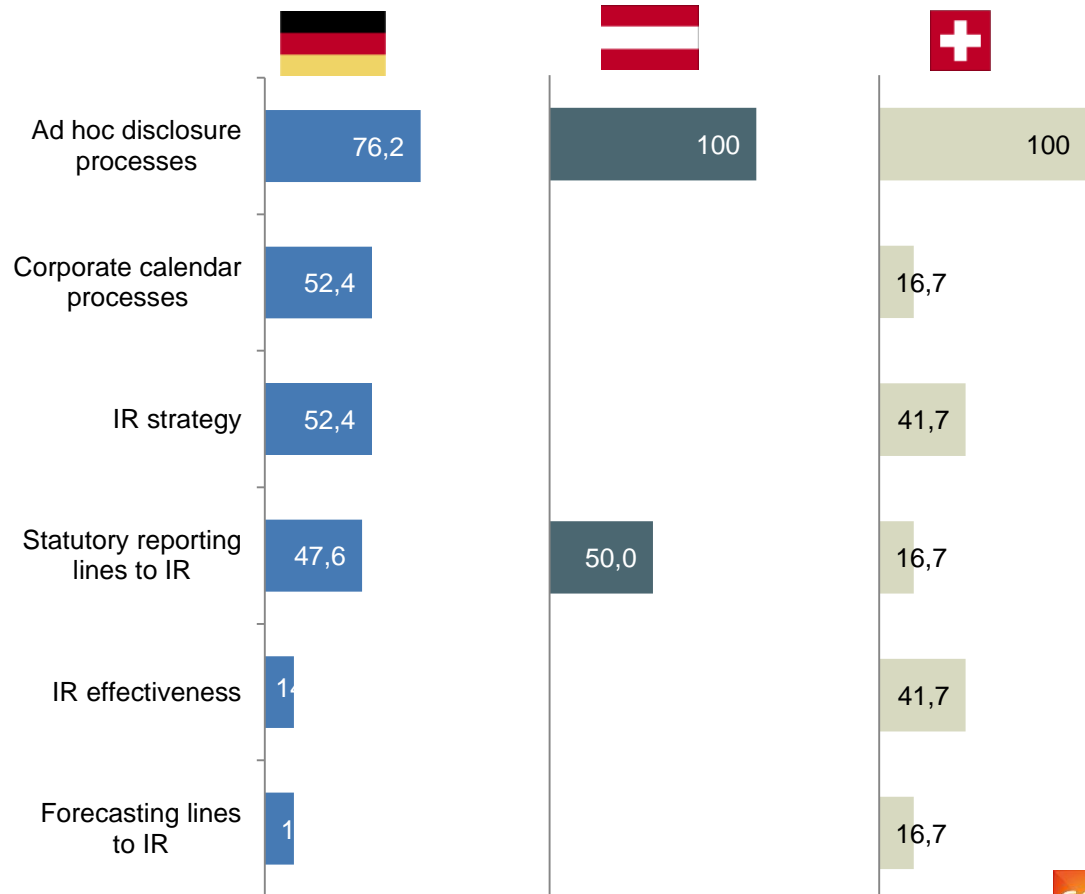


■ Yes ■ No



■ Yes ■ No

Which functions are assessed?



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