

DIRK

Deutscher  
Investor Relations  
Verband e.V.



## DIRK Trend Indicator, Spring 2013

June 2013

# Survey details



- Half-yearly survey of IR professionals (DIRK members)
- Internet-based written survey from 15.04.2013 to 08.05.2013
- Basis: 313 DIRK members (2-2012: 324 )
- Responses: 78= 25% (2-2012: 28%)
- Broken down by indices, the responses came from:
  - 13 DAX companies (= 43% of all DAX-listed companies)
  - 16 MDAX companies (= 32% of all MDAX-listed companies)
  - 7 TecDAX companies (= 23% of all TecDAX-listed companies)
  - 8 SDAX companies (= 27% of all SDAX-listed companies)
  - 14 companies that are not part of a selection index
- 52% 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 15.04.2013 to 08.05.2013
- Basis: 61 CIRA members
- Responses: 11=18% (2-2012: 26%)



## IR club

- Half-yearly survey of IR professionals (IR Club members)
- Internet-based written survey from 15.04.2013 to 08.05.2013
- Basis: 61 SIRV members
- Responses: 22=36% (2-2012: 32 %)



DIRK

Deutscher  
Investor Relations  
Verband e.V.

Spring 2013 Trend Indicator

# RESULTS

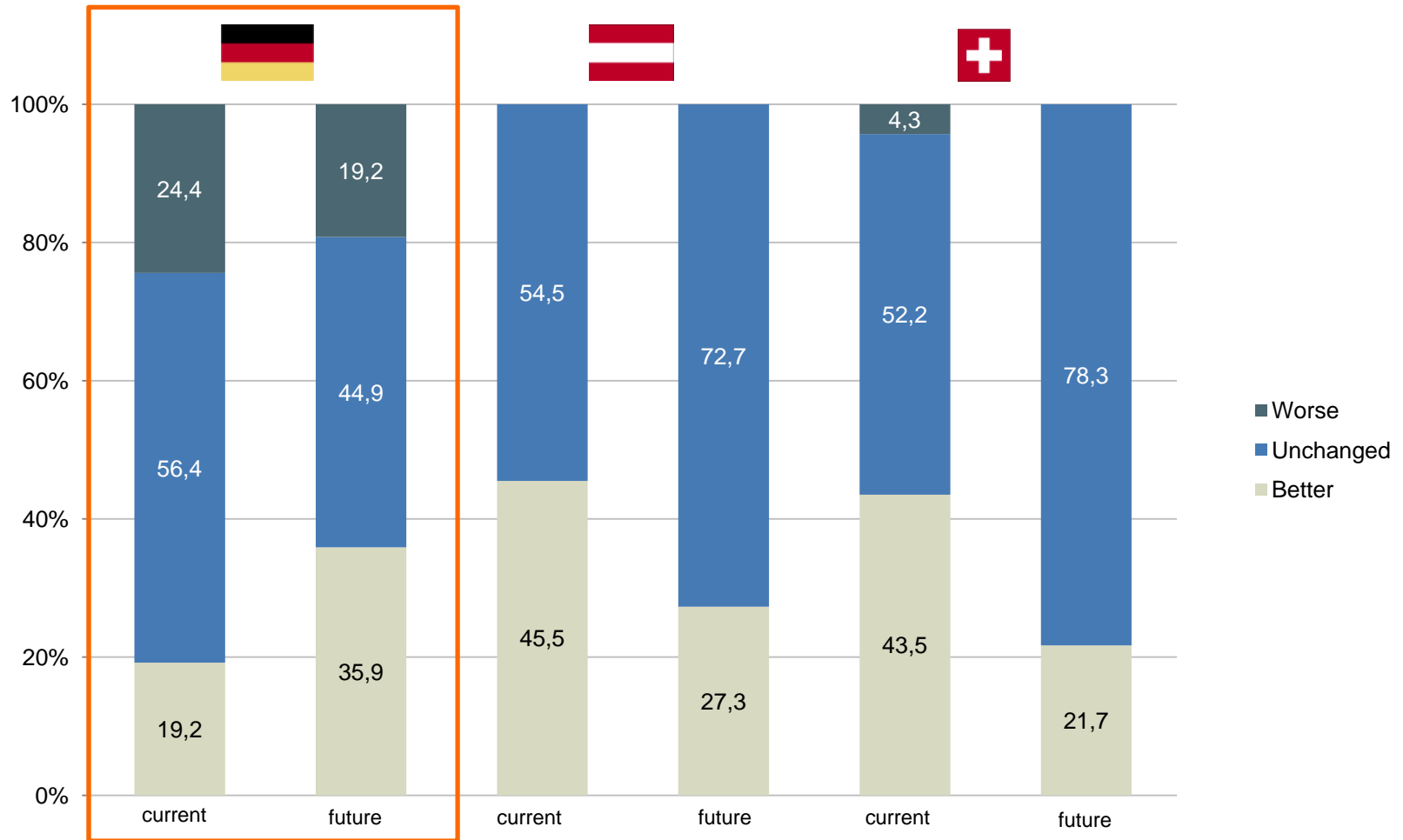
# Questionnaire

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

# Assessment of economic situation of companies by country comparison



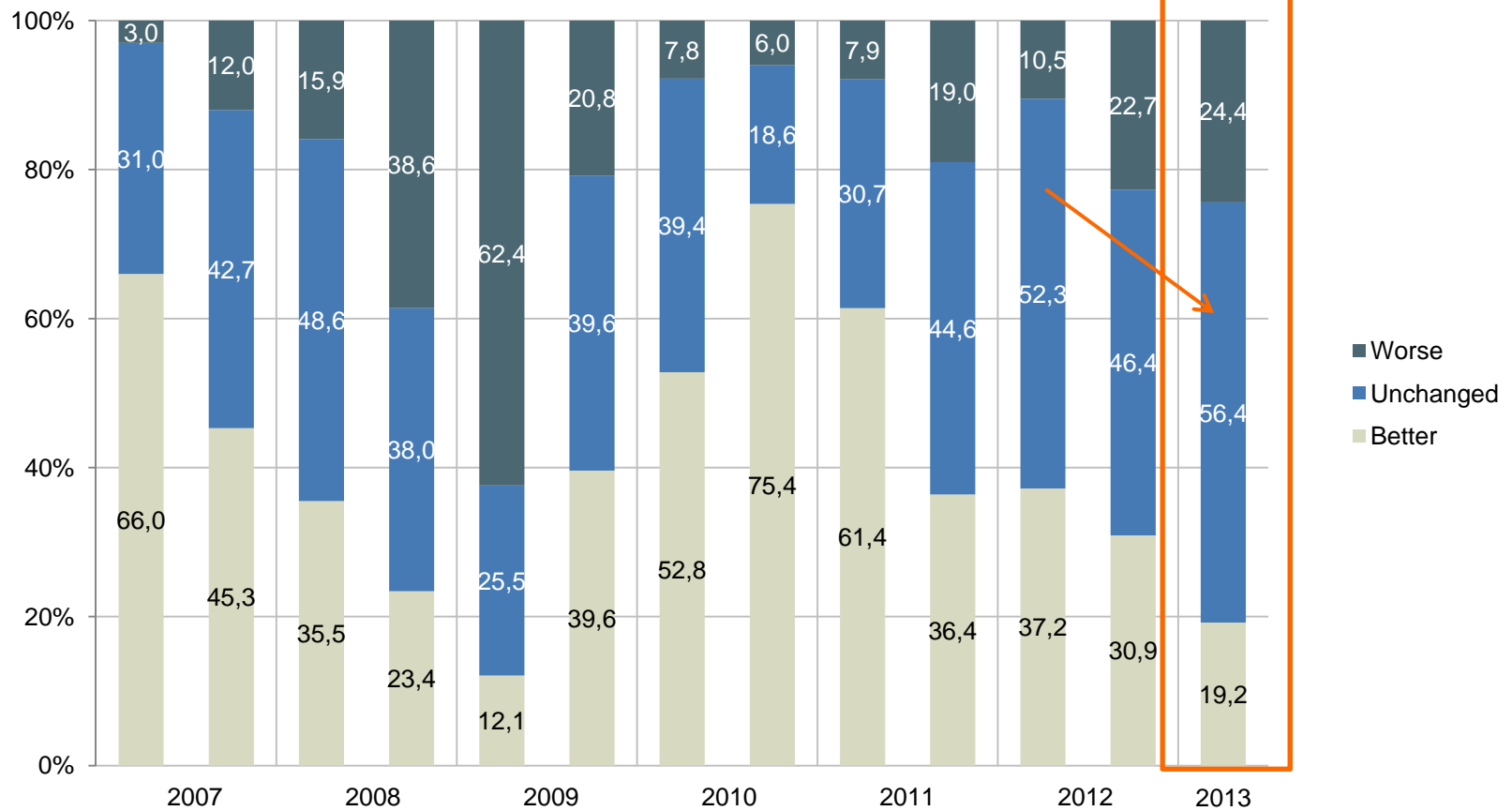
By country – left-hand bar: assessment of current situation; right-hand bar: assessment of future situation



# 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 of companies in Switzerland from year to year

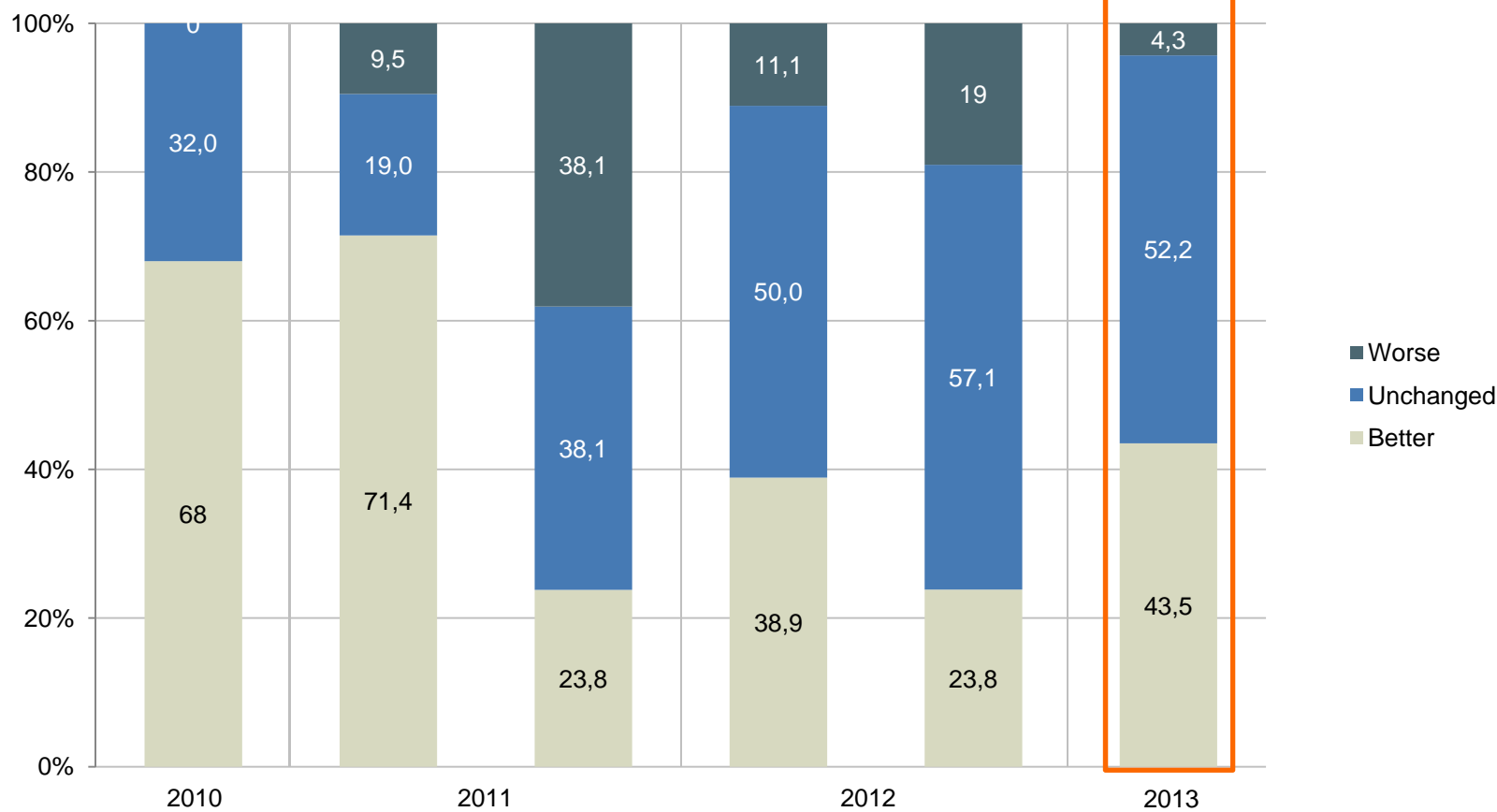


DIRK

Deutscher  
Investor Relations  
Verband e.V.



Assessment of current situation  
(two survey periods per year)



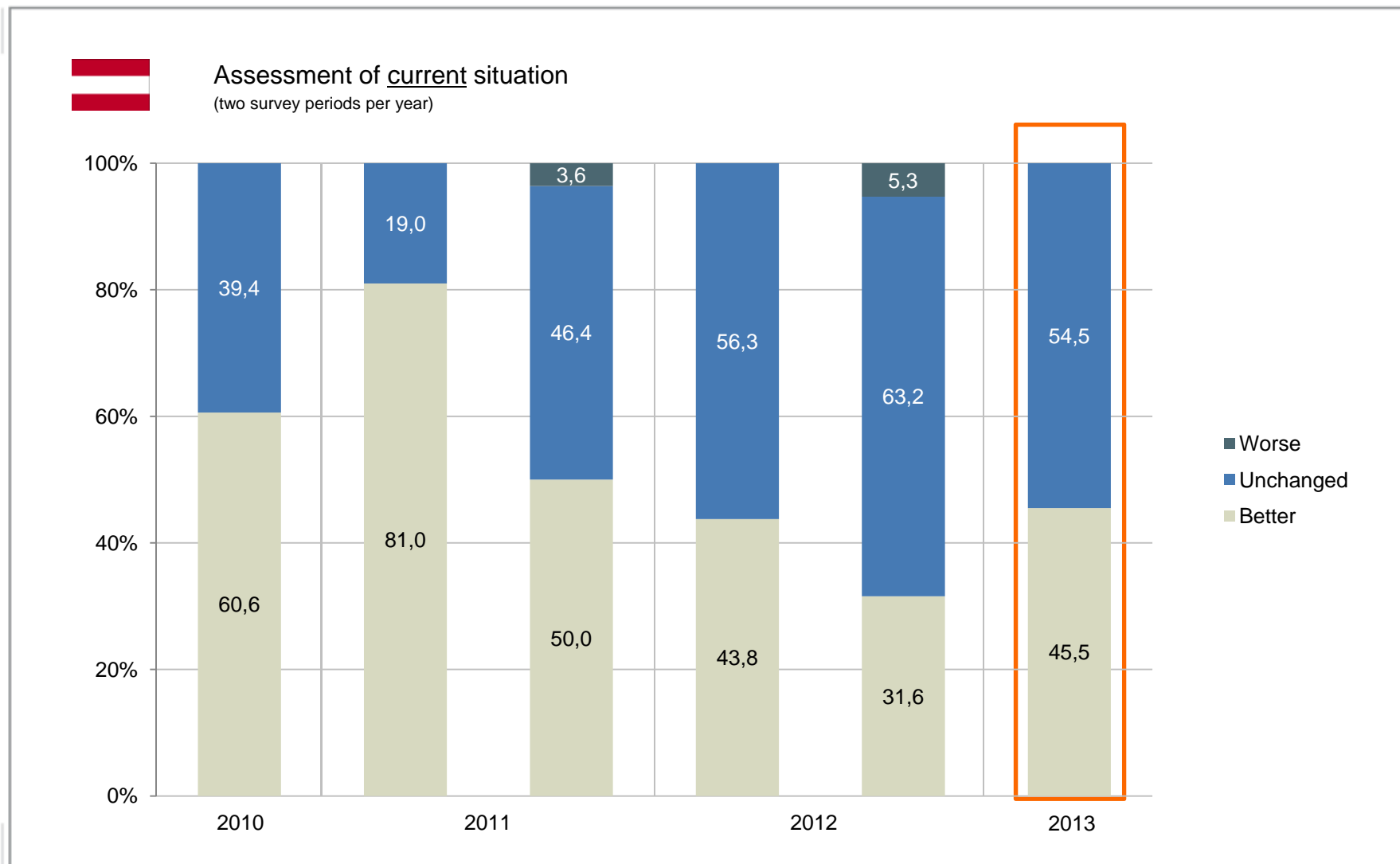


# Assessment of current situation of companies in Austria from year to year

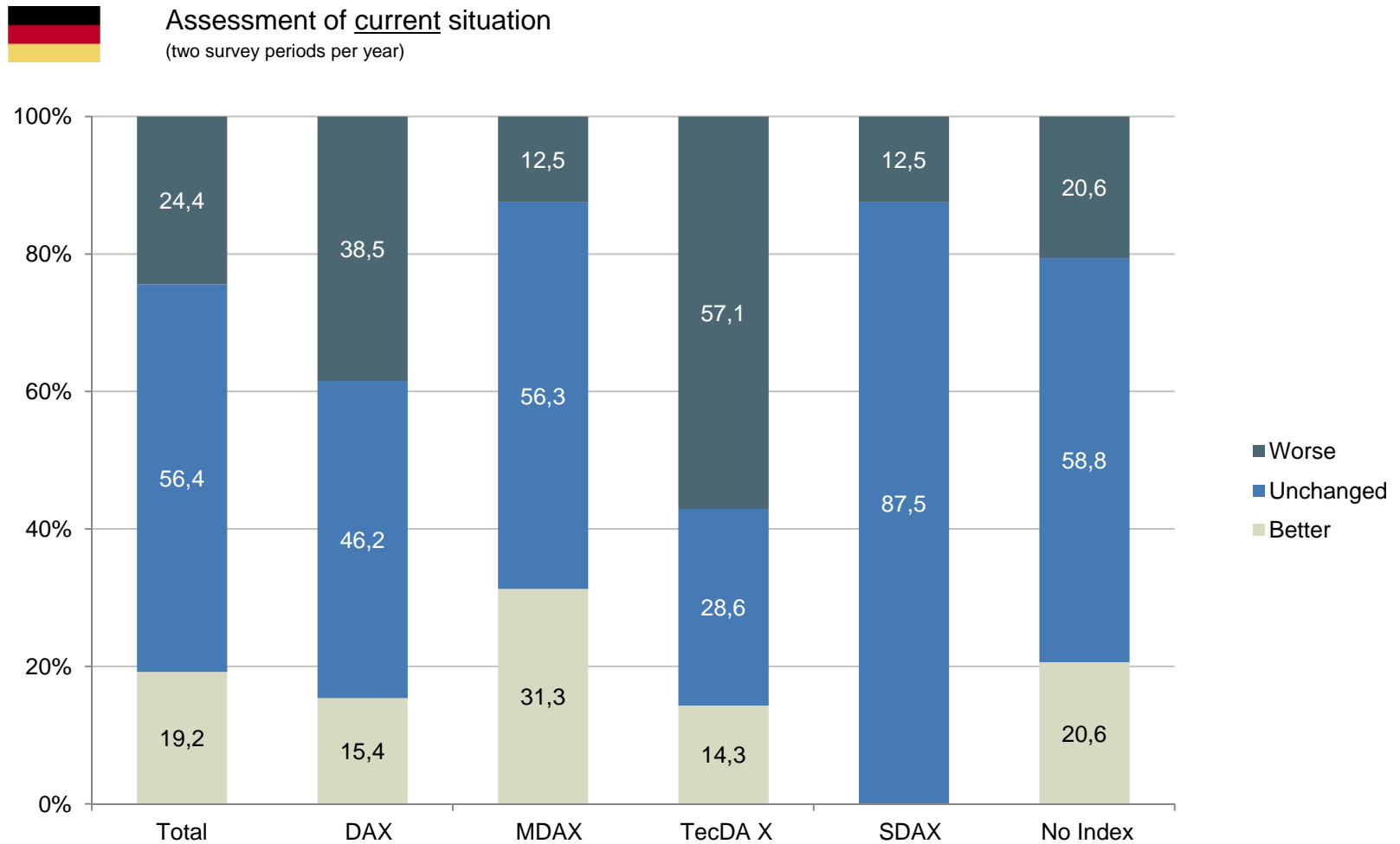


DIRK

Deutscher  
Investor Relations  
Verband e.V.



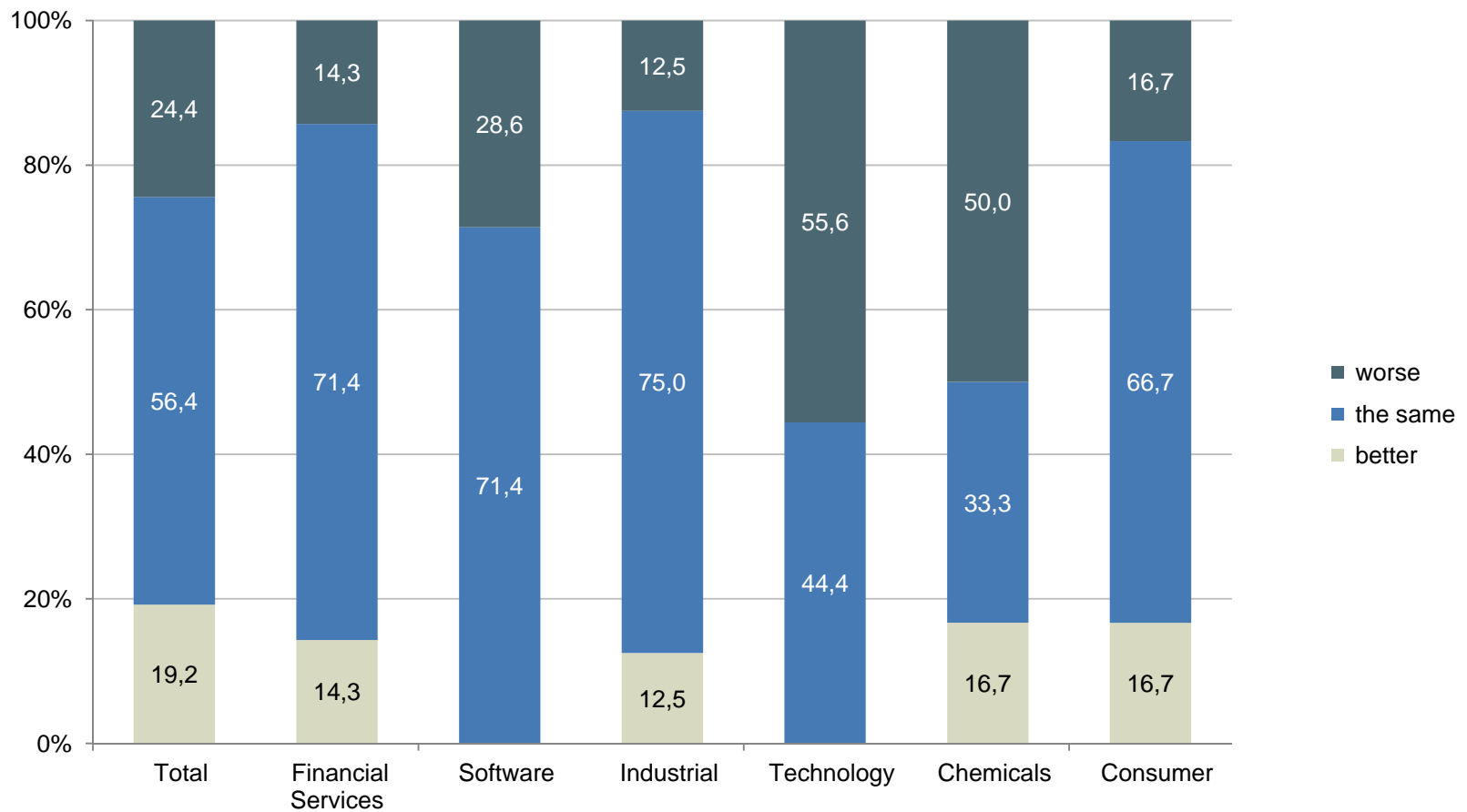
# Assessment of current situation of companies in Germany - Indices



# Assessment of current situation of companies in Germany - Industries



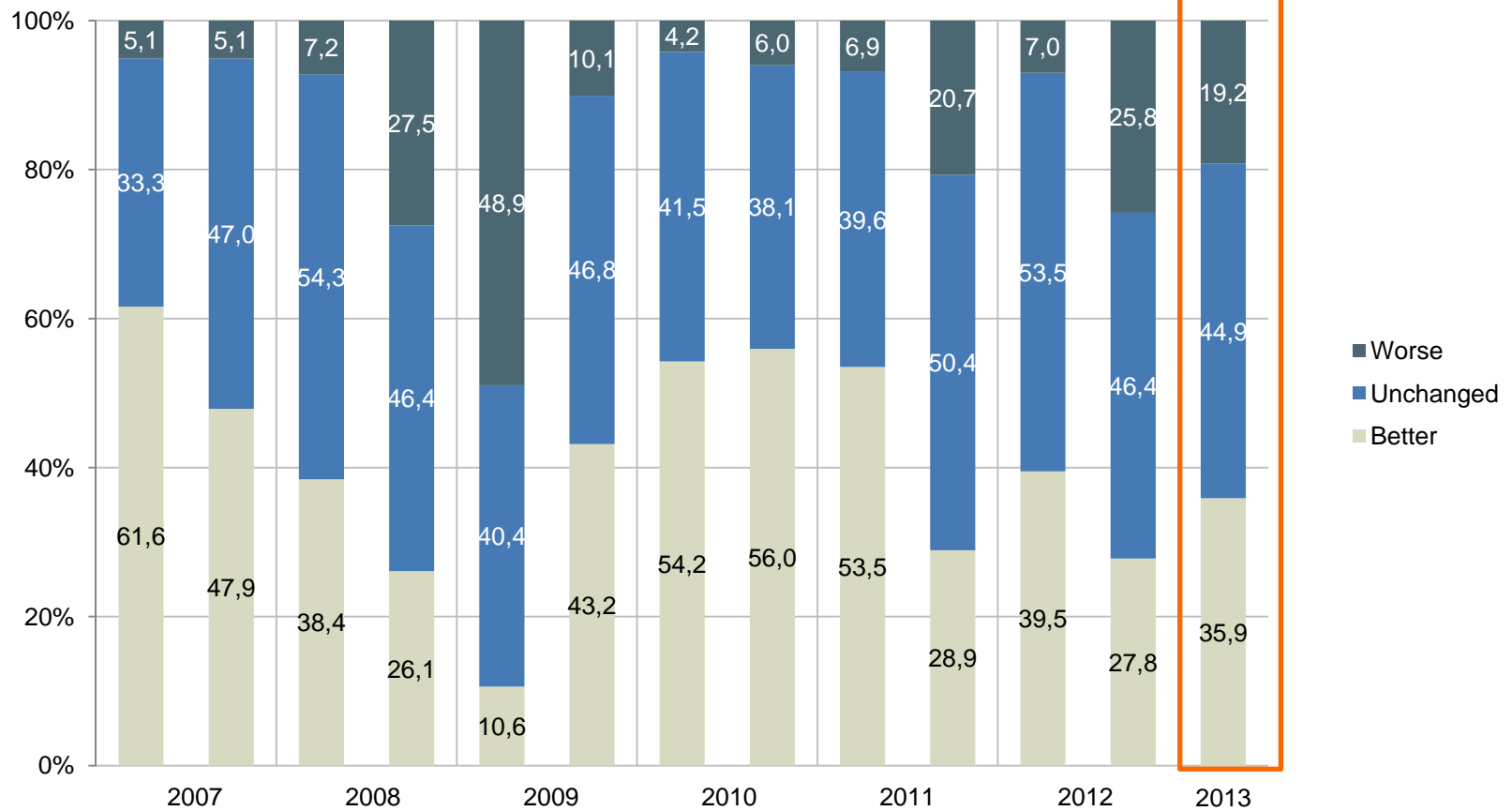
Assessment of current situation  
(two survey periods per year)



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



Assessment of future situation  
(two survey periods per year)



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

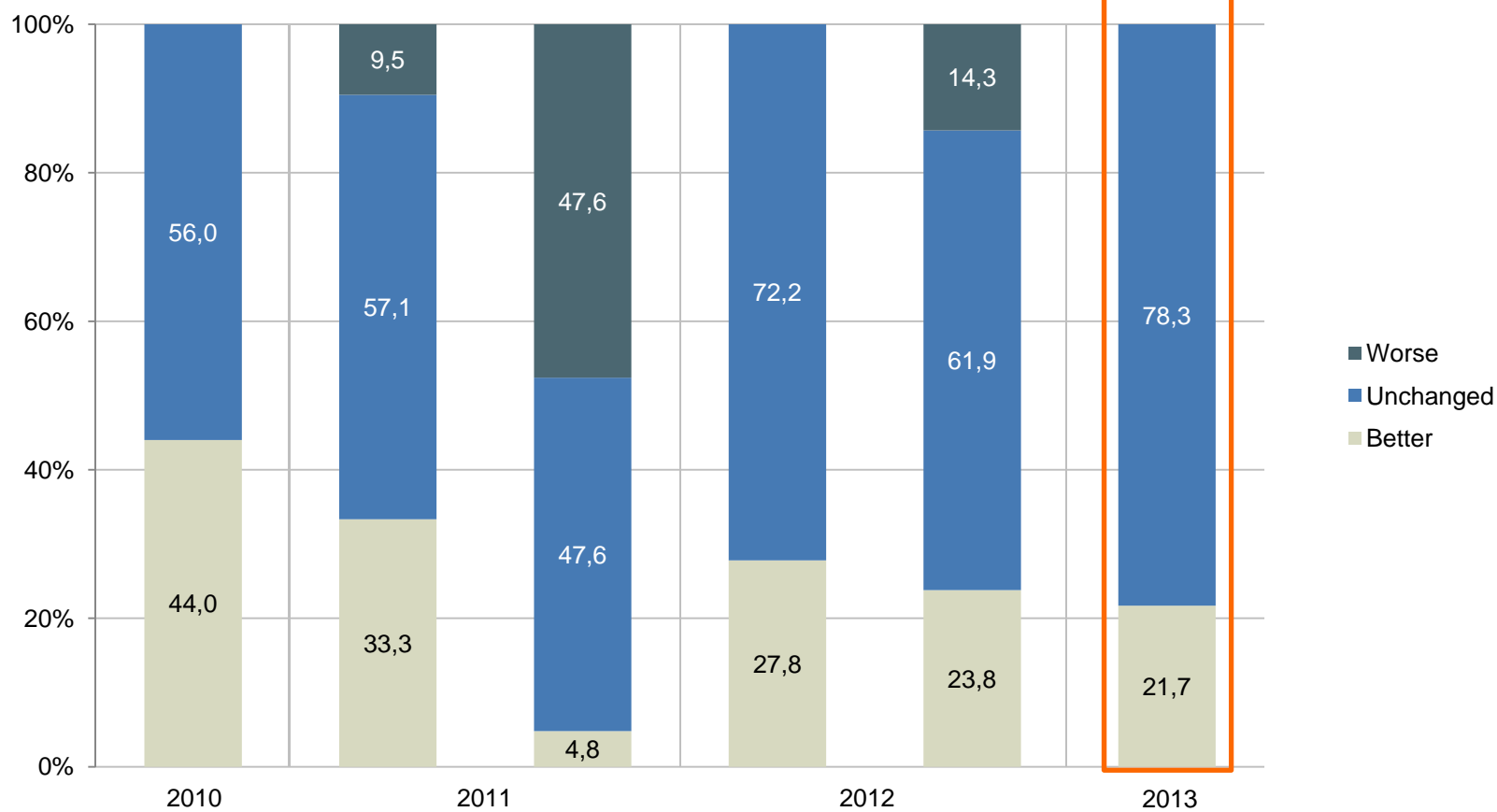


DIRK

Deutscher  
Investor Relations  
Verband e.V.



Assessment of future situation  
(two survey periods per year)

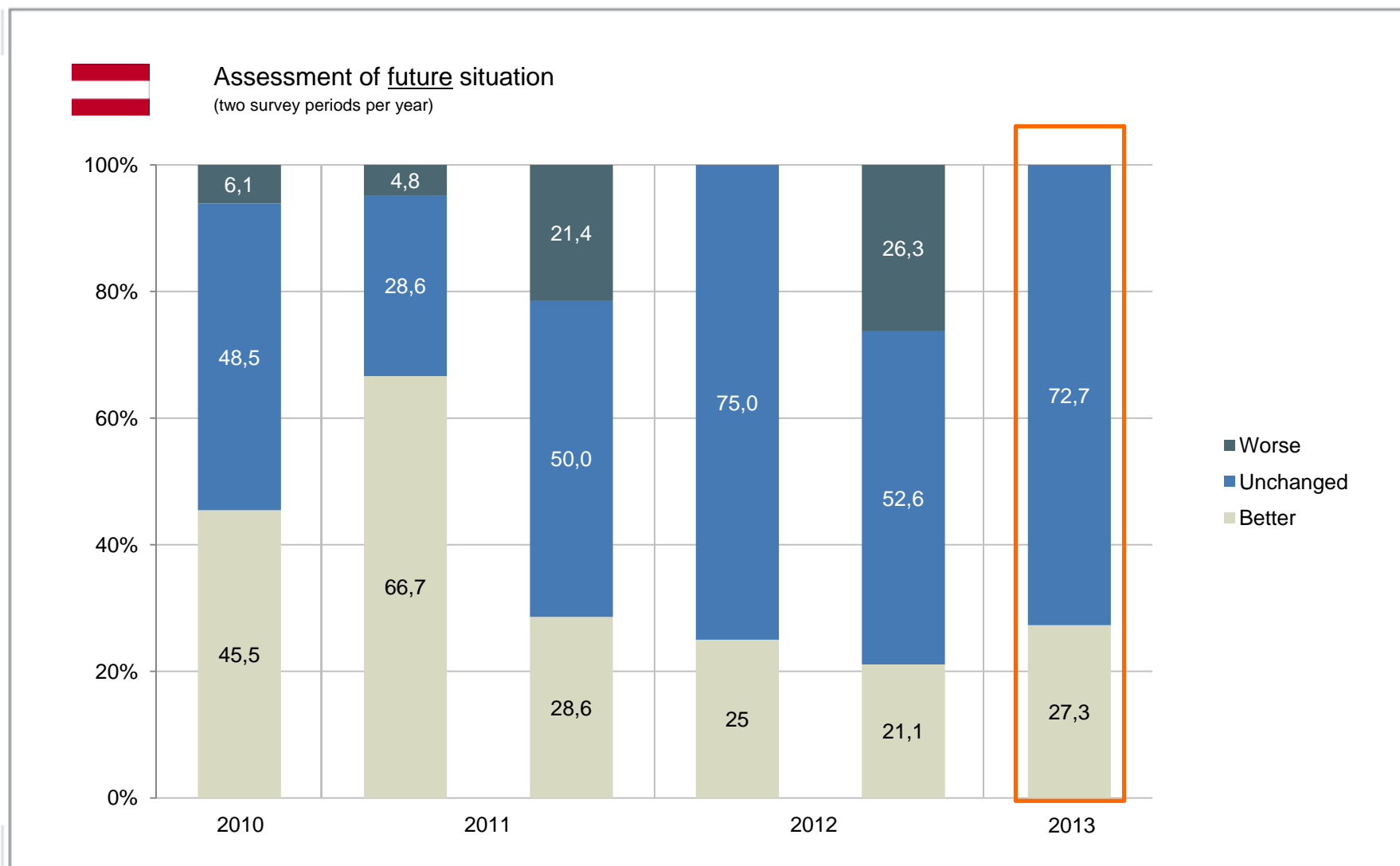


# Assessment of future situation of companies in Austria from year to year



DIRK

Deutscher  
Investor Relations  
Verband e.V.



# Assessment of future situation of companies in Germany - Indices

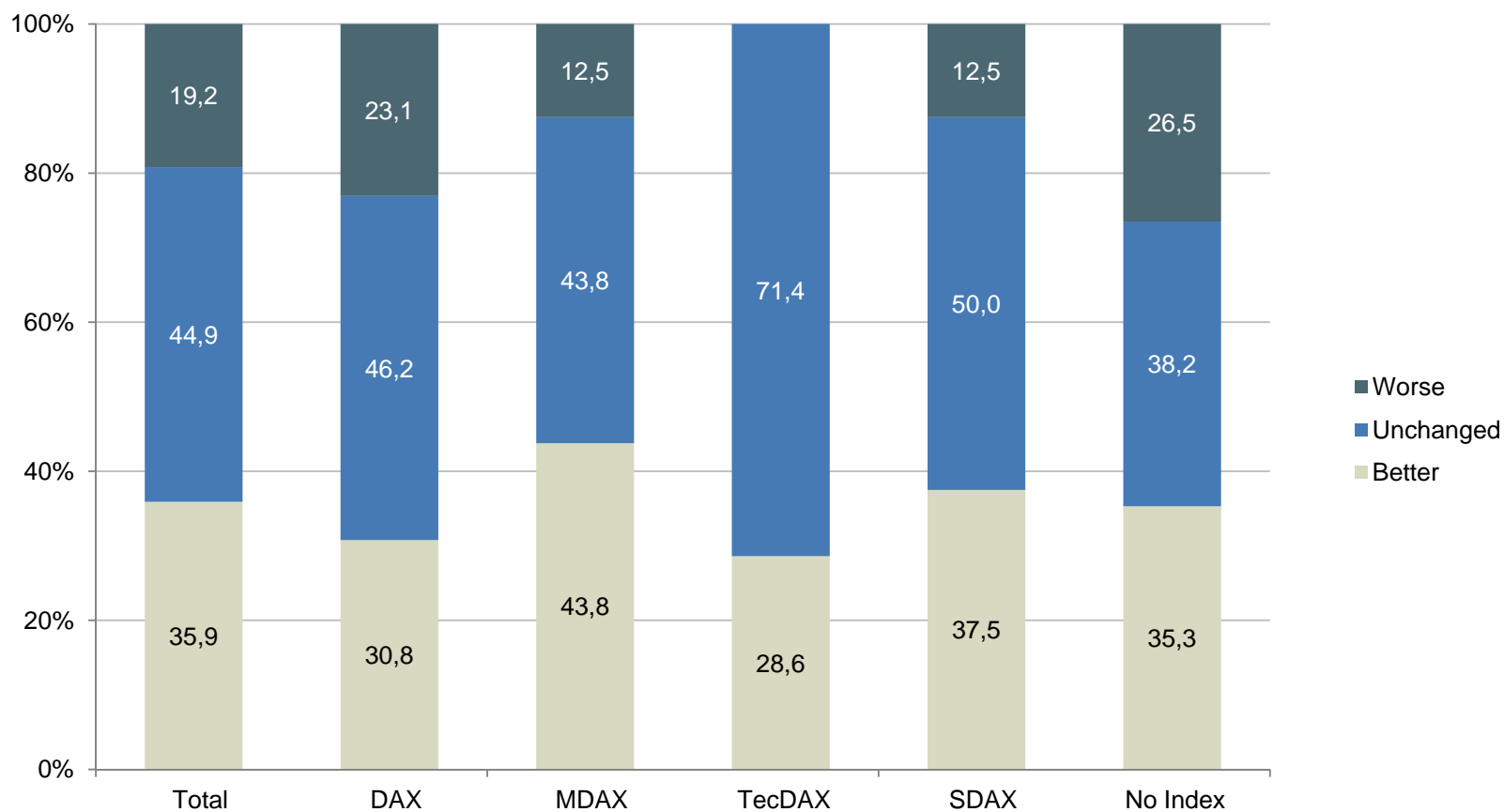


DIRK

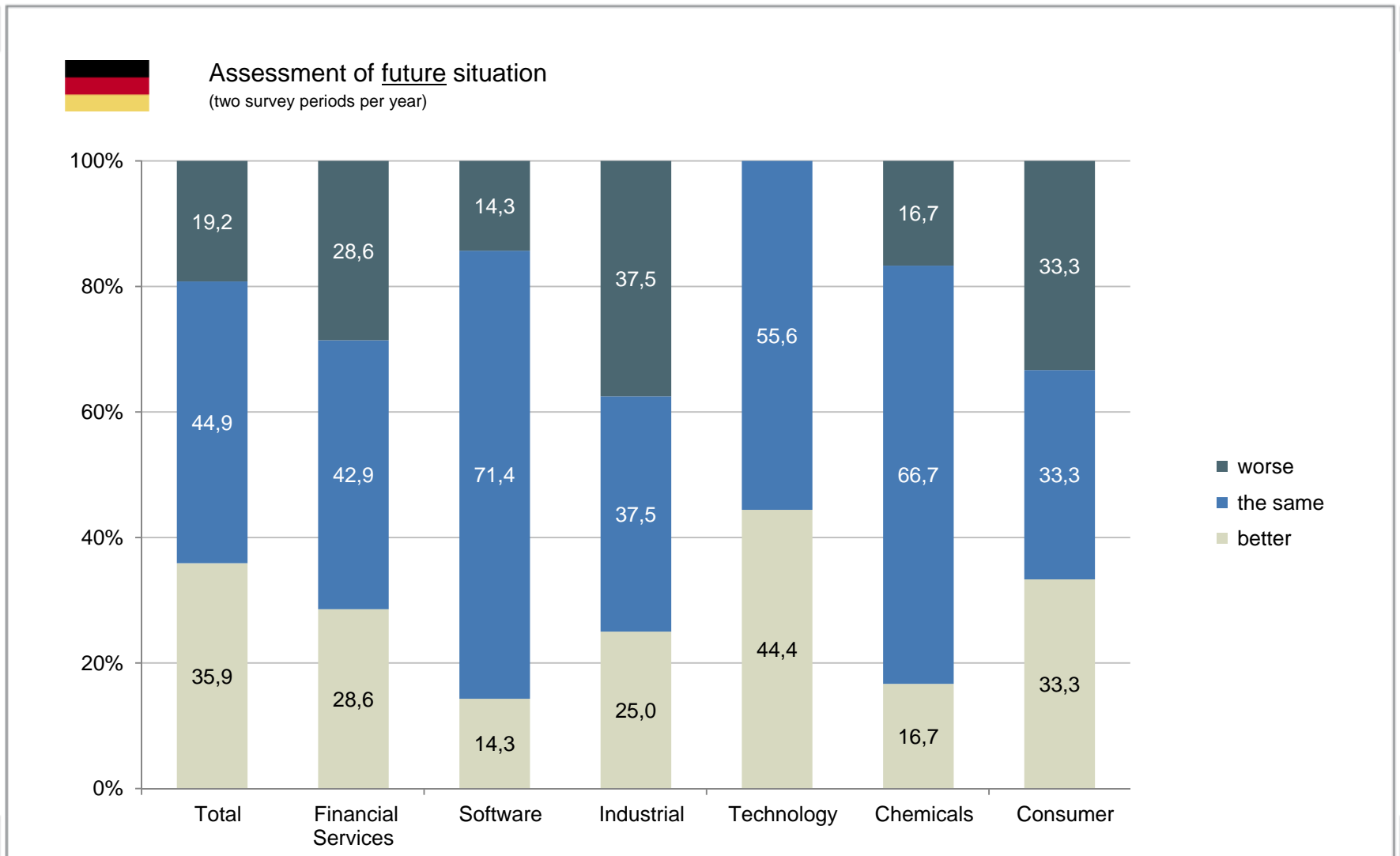
Deutscher  
Investor Relations  
Verband e.V.



Assessment of future situation  
(two survey periods per year)



# Assessment of future situation of companies in Germany - Industries

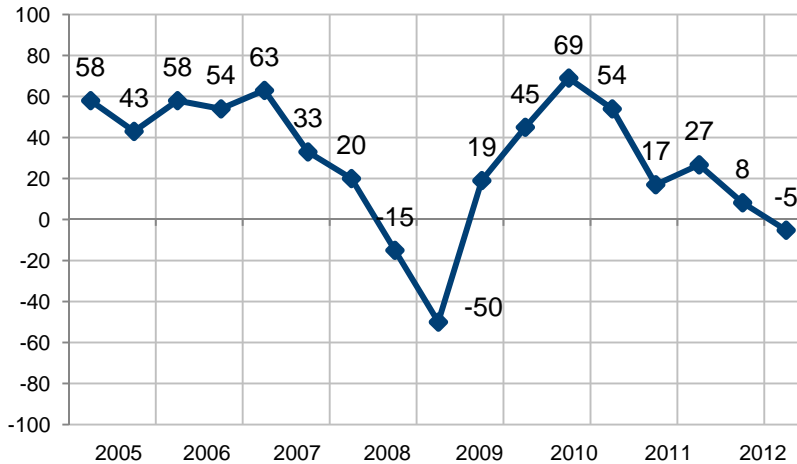




# Trend Indicator: current and future situation in German

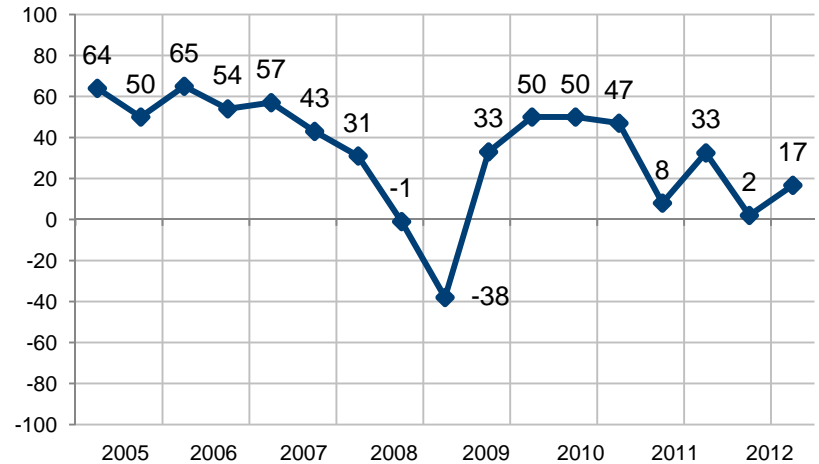


Assessment of current prospect  
(two survey periods per year)



The indicator currently stands at -5 points in Germany, which represents a decrease of 13 points. It is the first time since early 2009 that the indicator falls below zero.

Assessment of future prospects  
(two survey periods per year)



The future indicator stands at 17 points in Germany: In autumn 2012 it decreased from 33 to 2 points. Now it increased again to 17 points; which is still the 5<sup>th</sup> lowest result since 2004 (17 trend values in total).

# Questionnaire: Stats



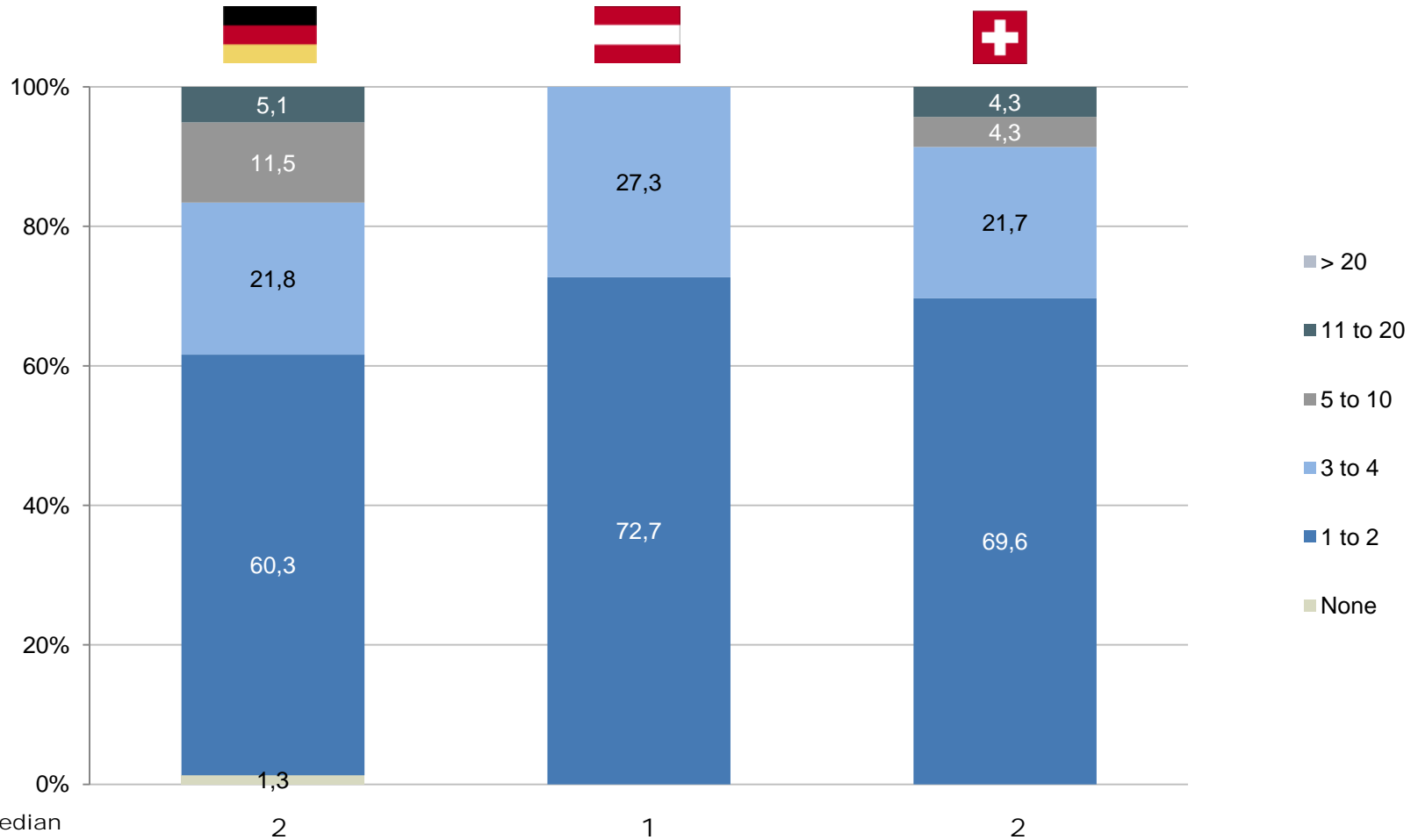
DIRK

Deutscher  
Investor Relations  
Verband e.V.

1. Current number of IR employees
2. Current sell-side analyst coverage
3. Development in 1-1 Meetings

# Current number of IR employees (full-time)

By country



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

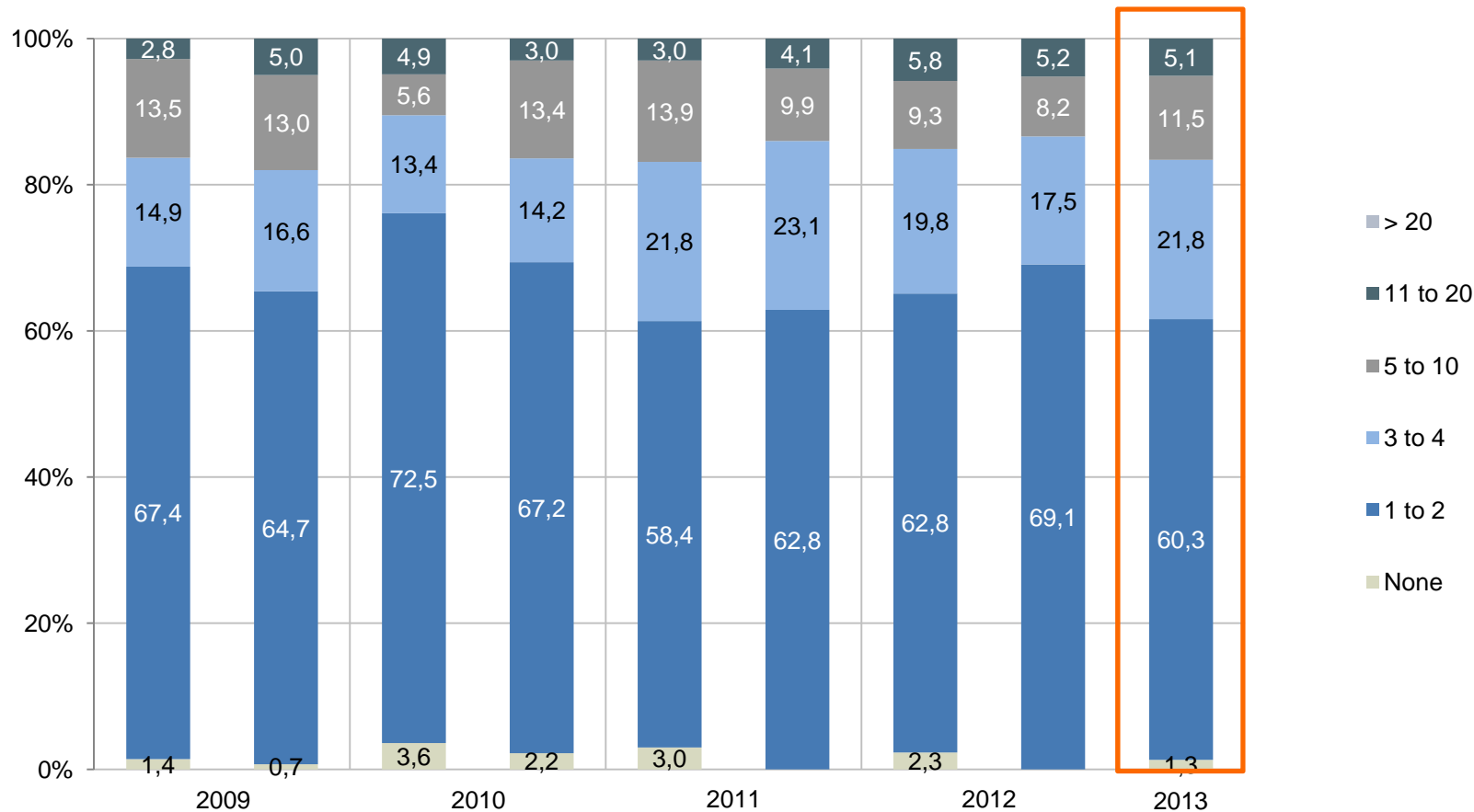


DIRK

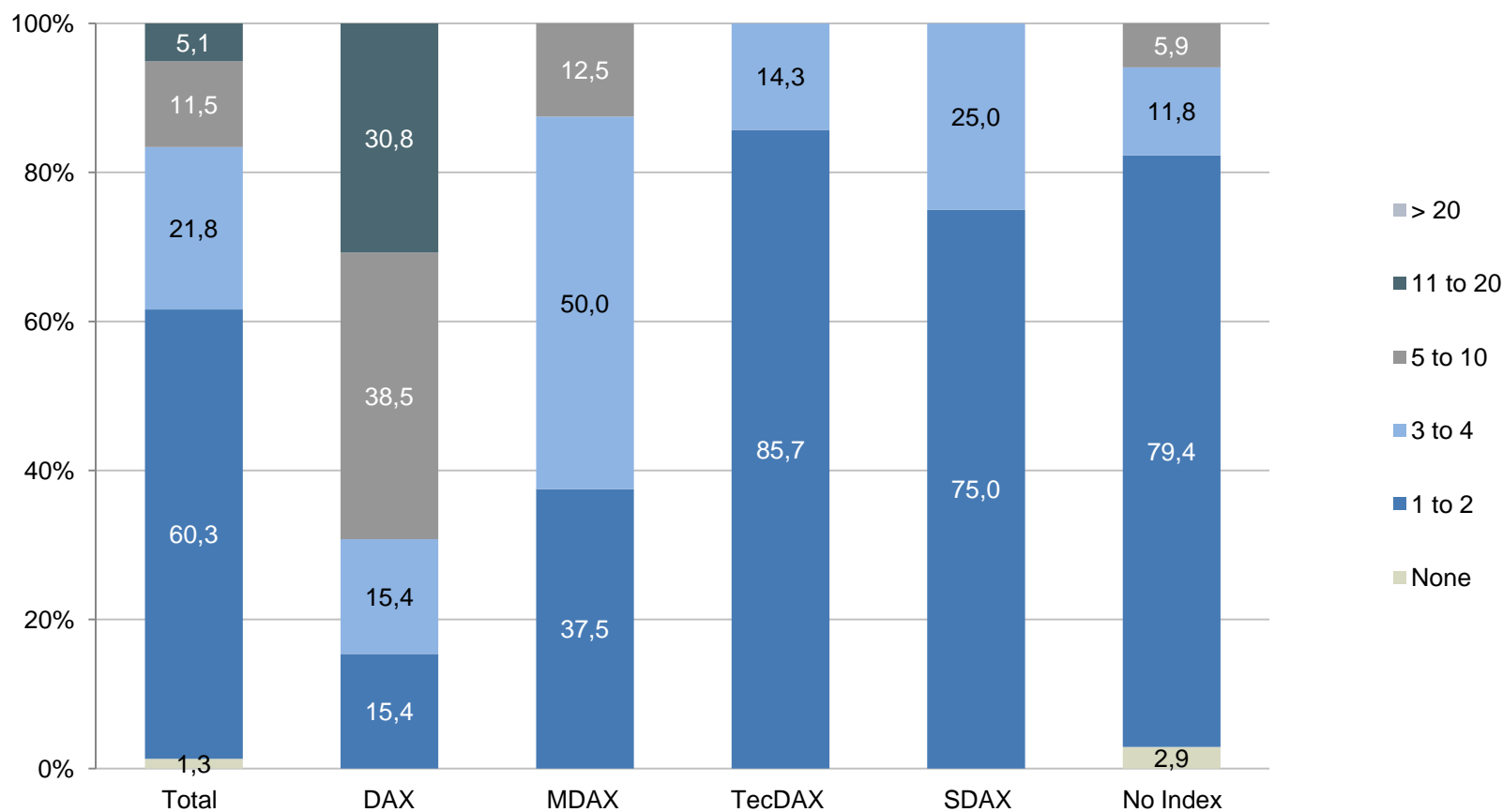
Deutscher  
Investor Relations  
Verband e.V.



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

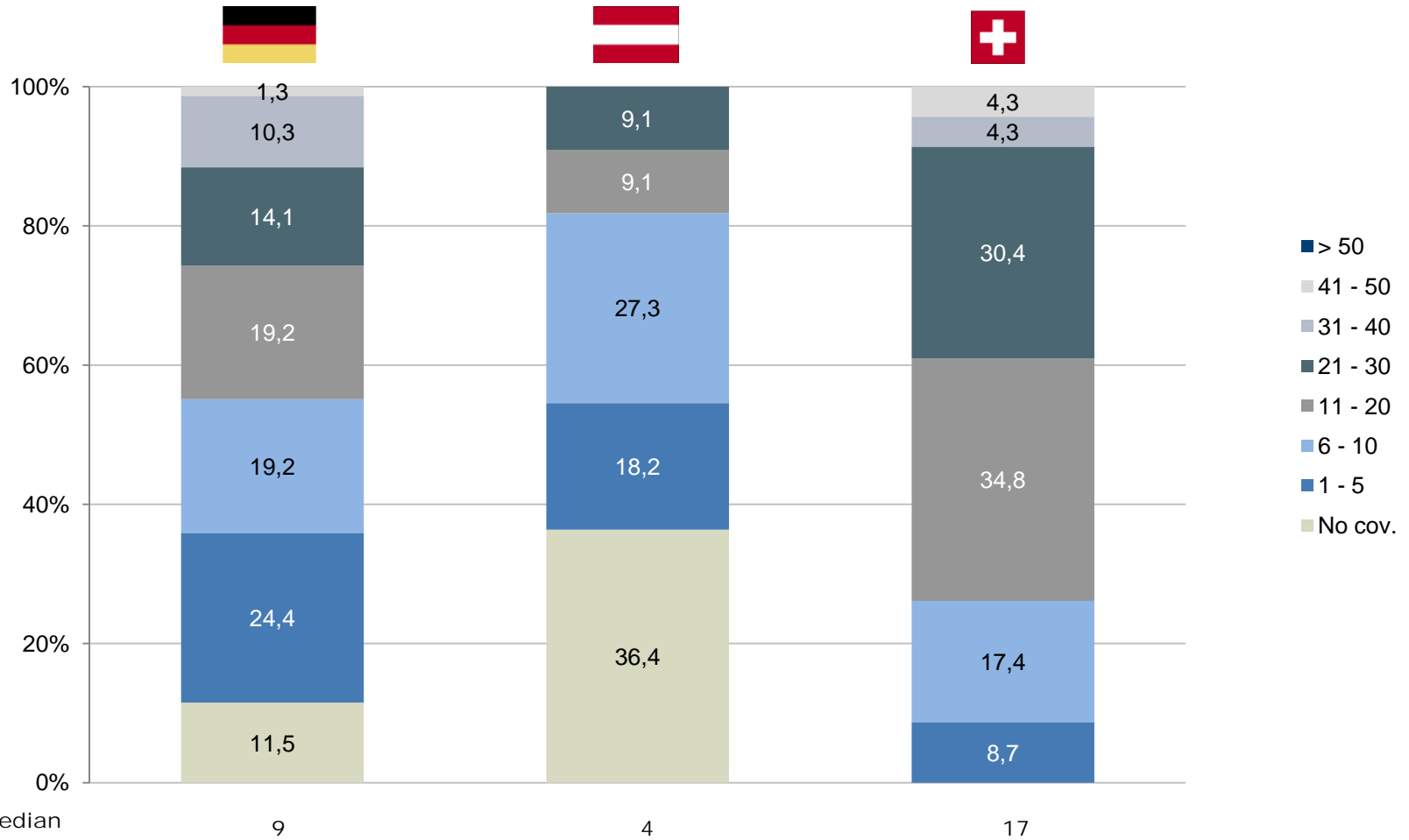


# Current number of IR employees in Germany (full-time) - Indices



# Current sell-side analyst coverage

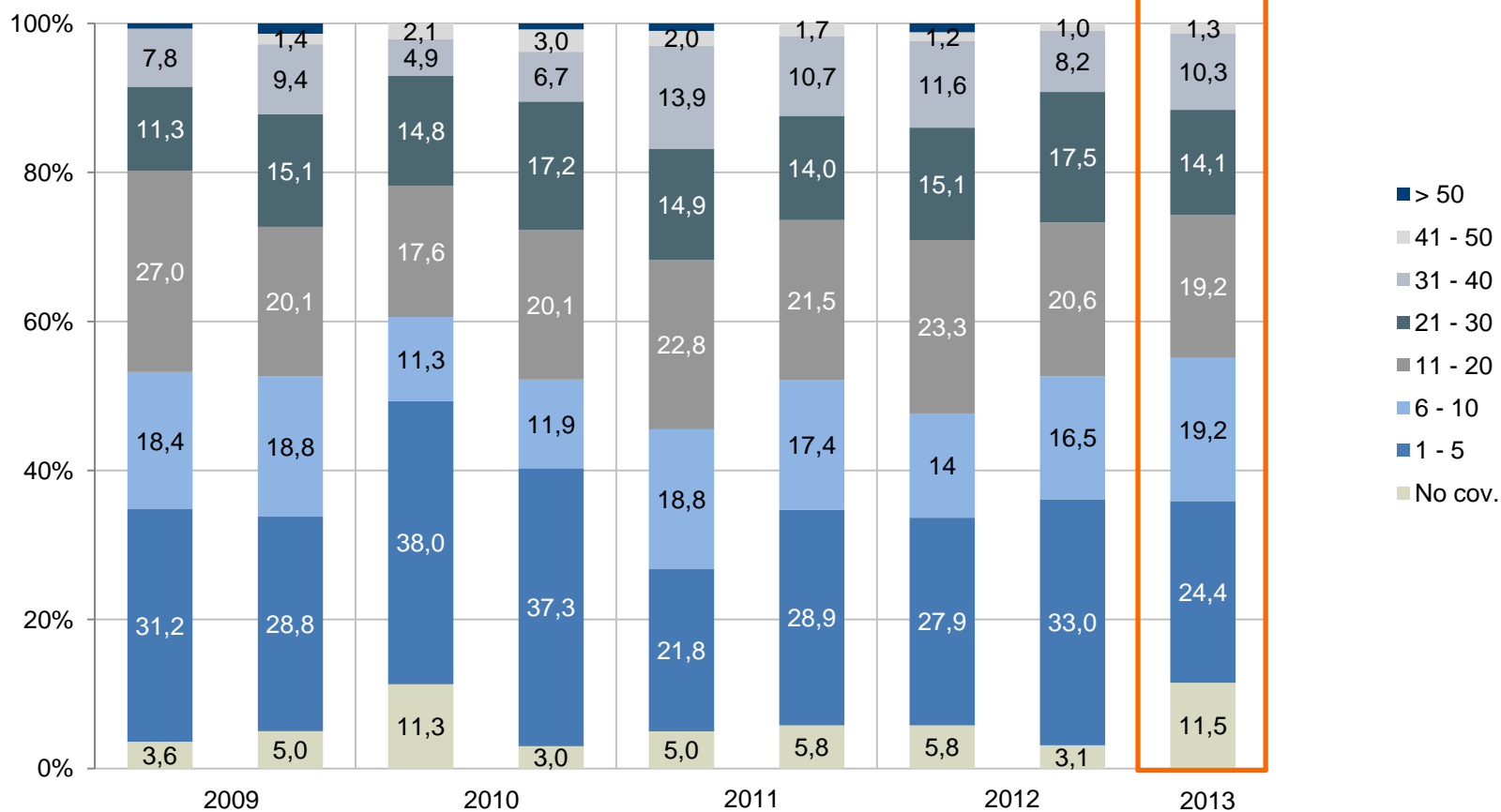
By country



# Current sell-side analyst coverage in Germany



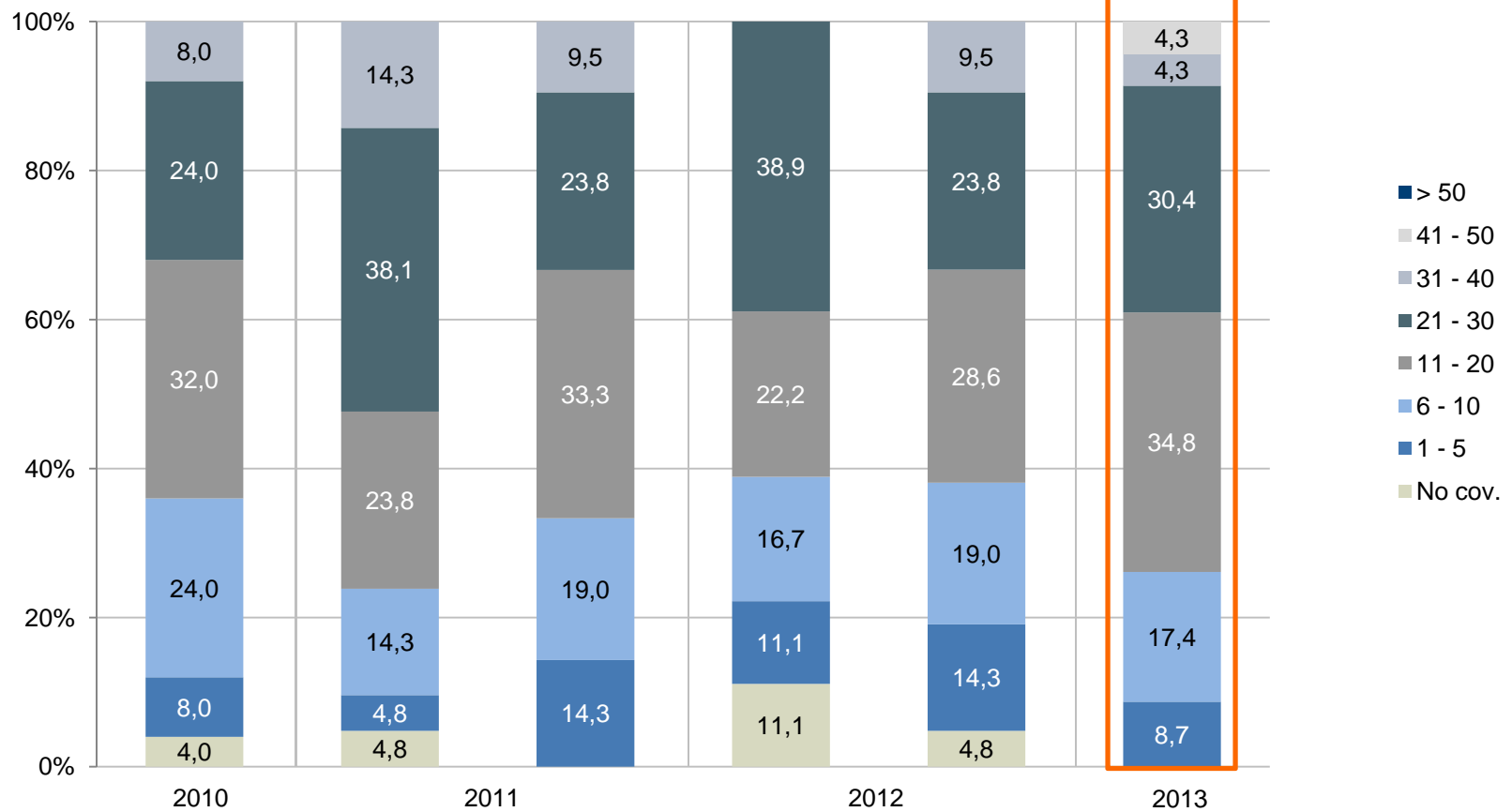
Comparison of surveys from 2009 to 2012  
(two survey periods per year)



# Current sell-side analyst coverage in Switzerland

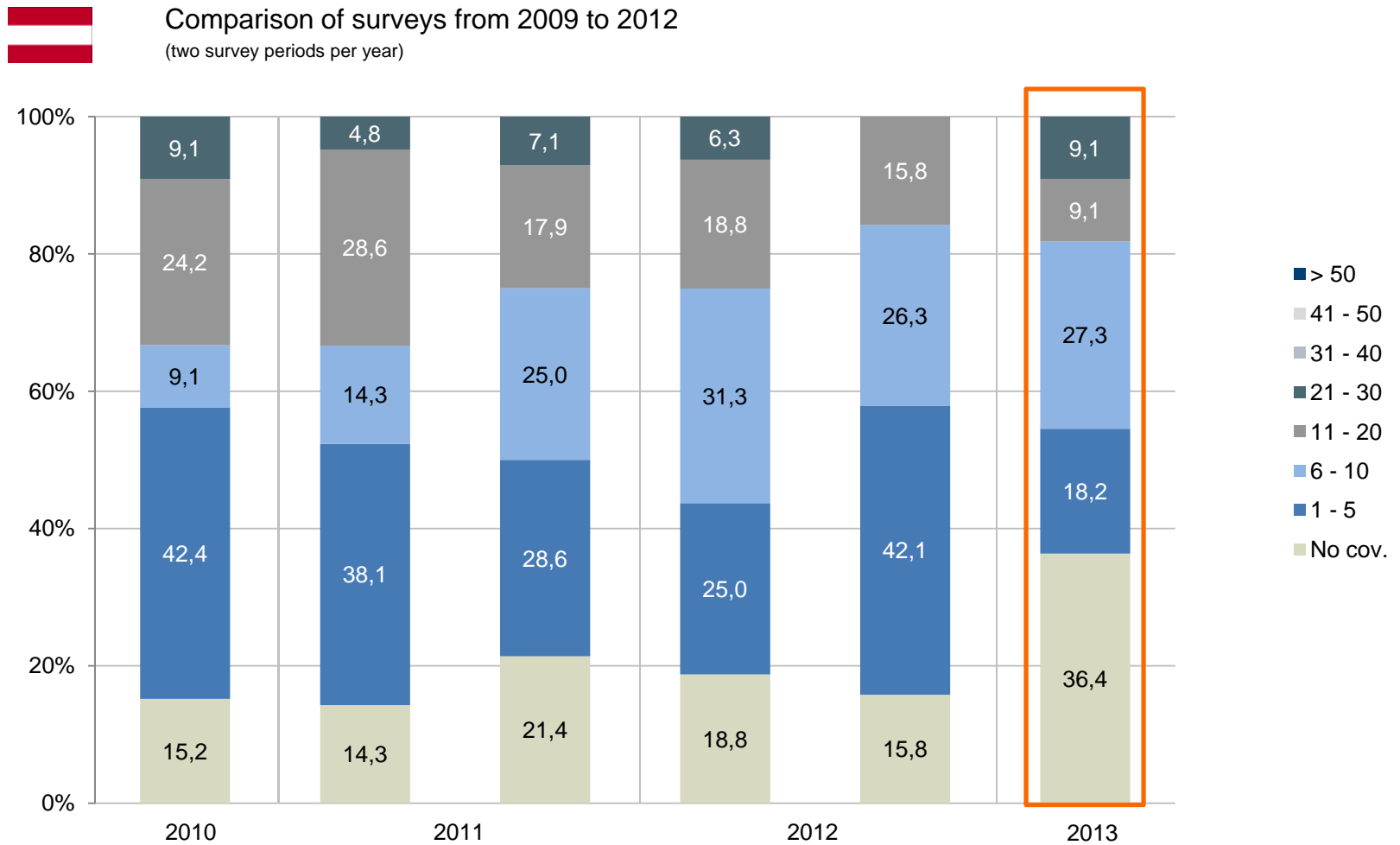


Comparison of surveys from 2009 to 2012  
(two survey periods per year)

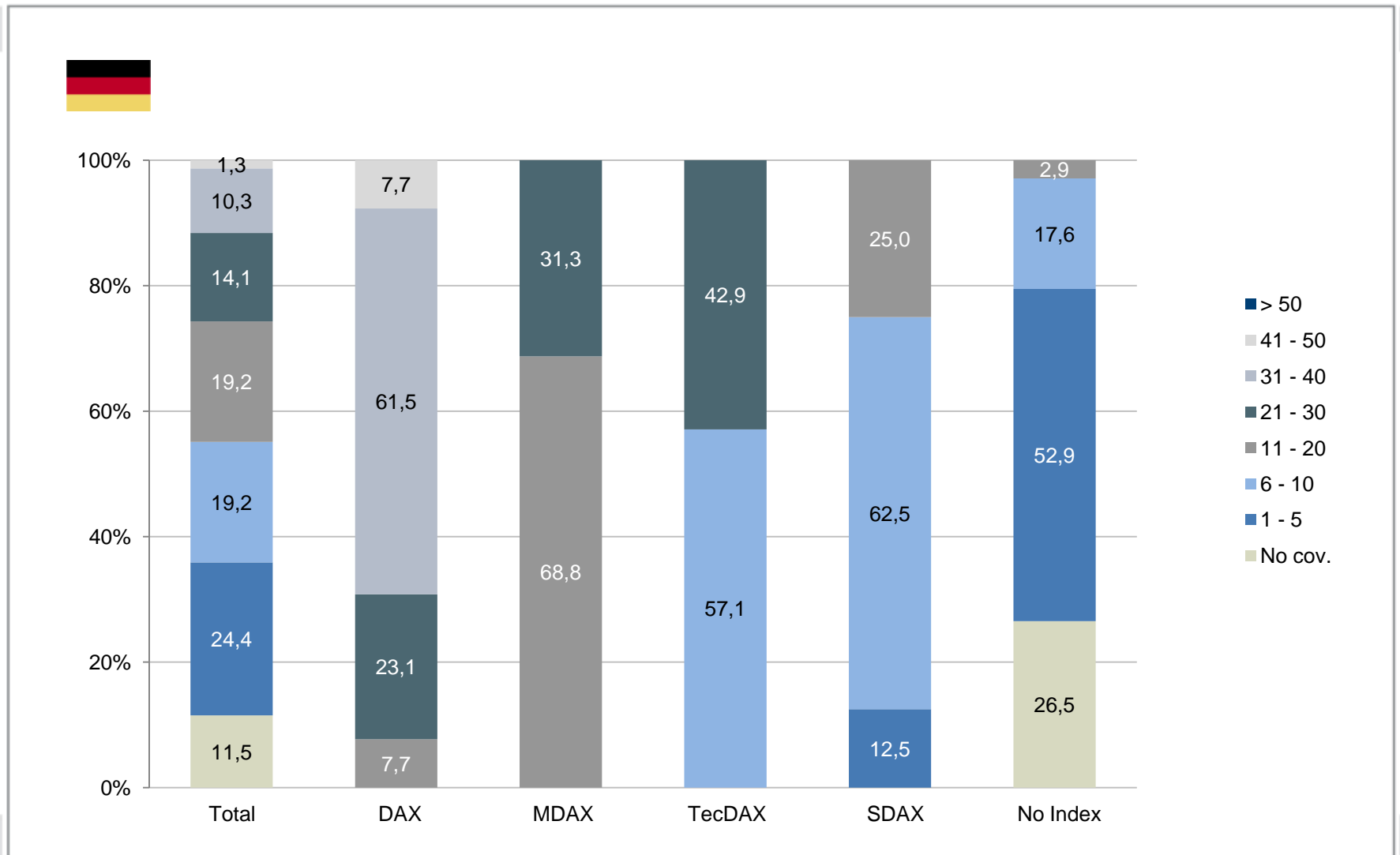




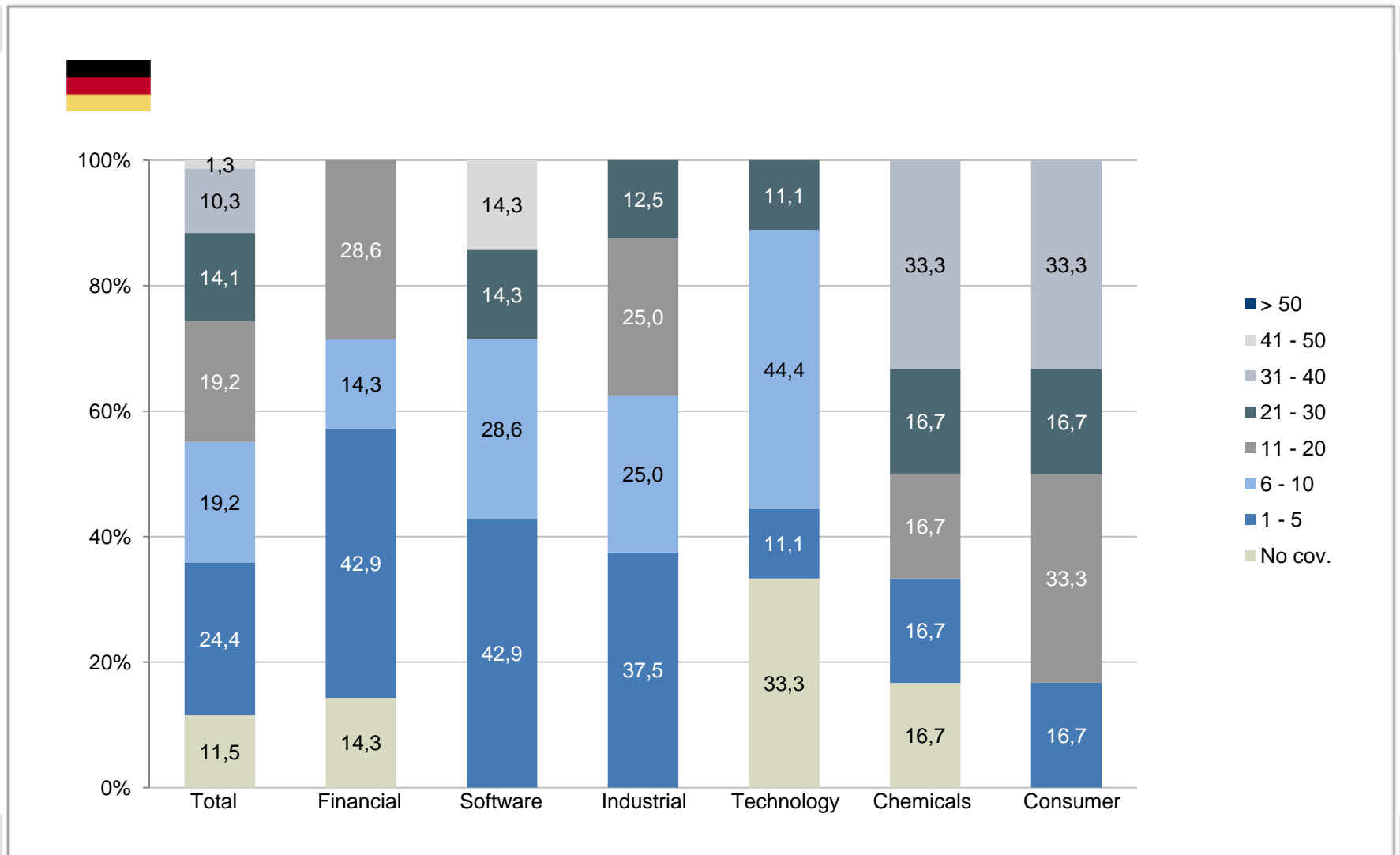
# Current sell-side analyst coverage in Austria



# Current sell-side analyst coverage in Germany - Indices

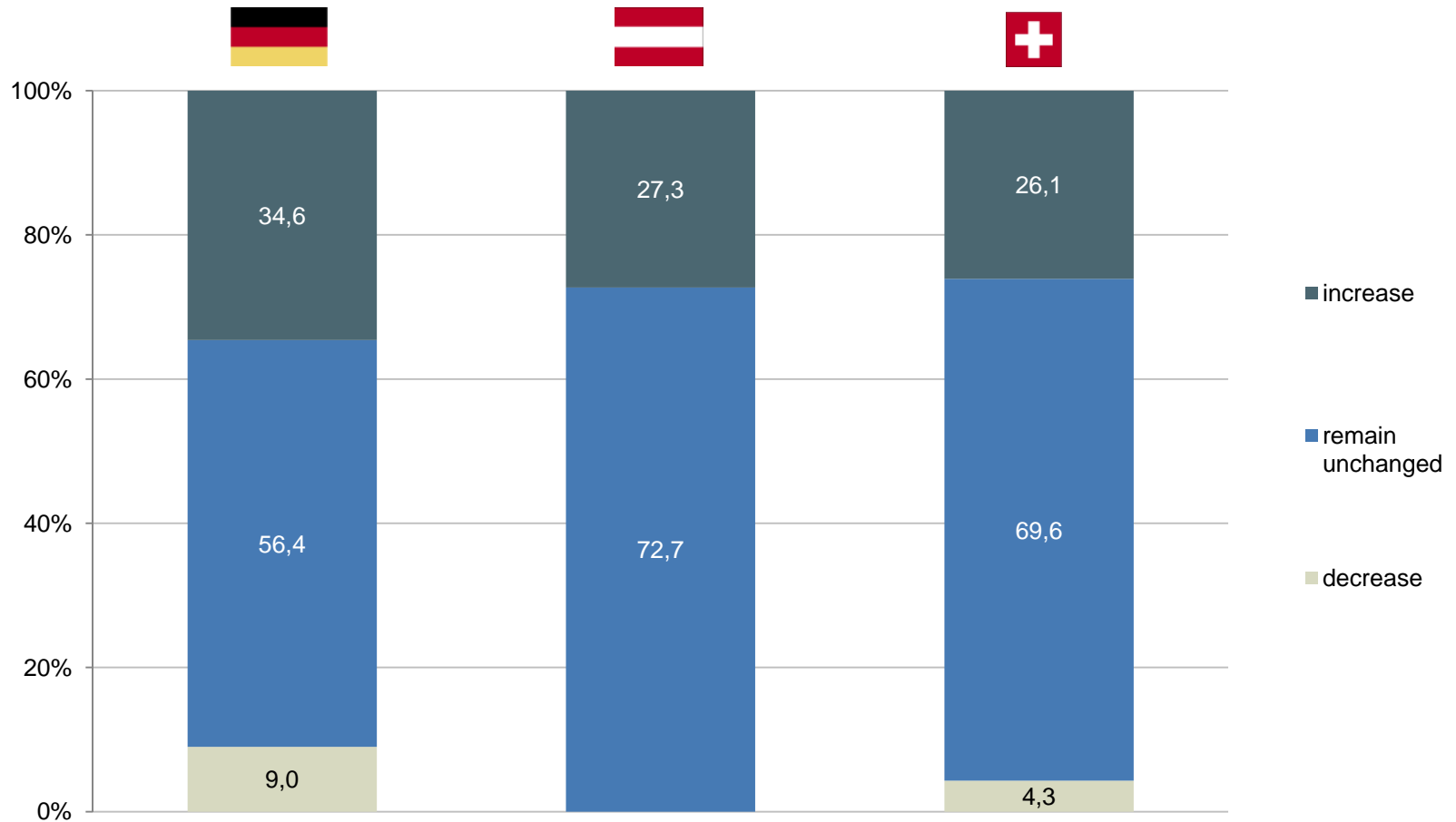


# Current sell-side analyst coverage in Germany - Industries



# Investor meetings

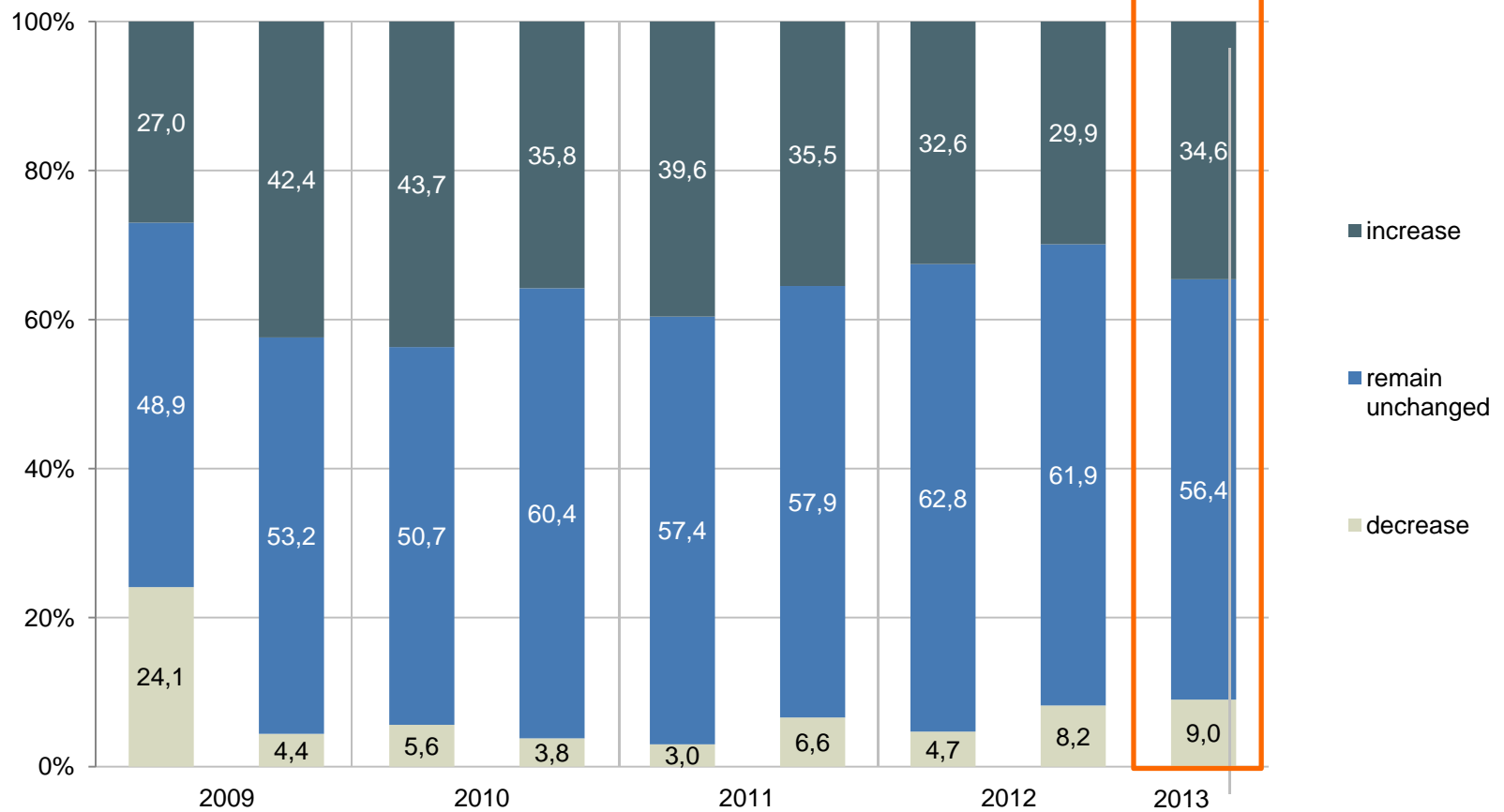
By country



# Investor meetings in Germany



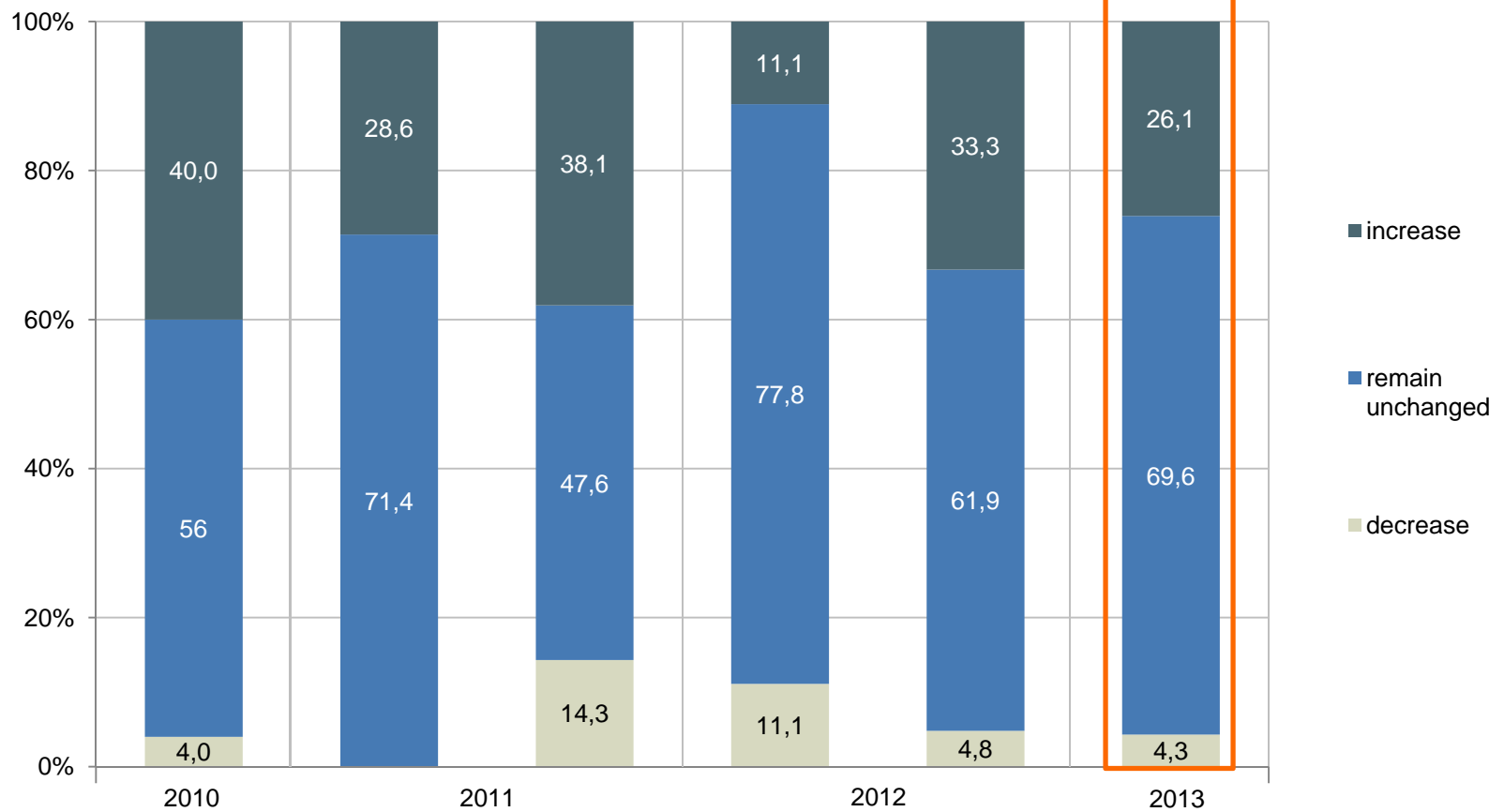
Comparison of surveys from 2009 to 2012  
(two survey periods per year)



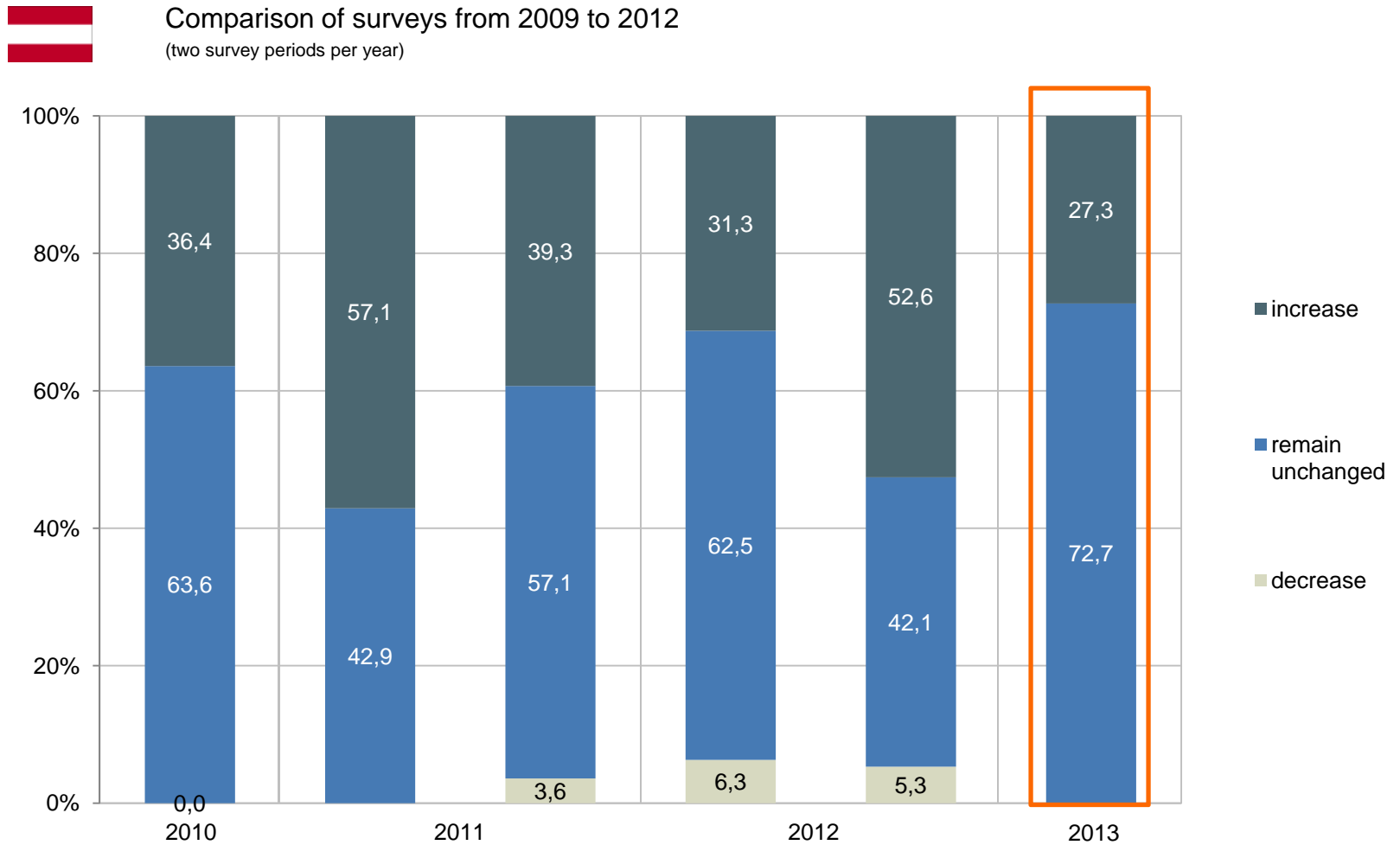
# Investor meetings in Switzerland



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



# Investor meetings in Austria



## Contacts regarding the study

Bernhard Wolf  
Global Head of  
Investor Relations,  
GfK SE

Nordwestring 101  
90419 Nürnberg

Tel. +49 911 395-2012  
Fax +49 911 395-4075  
bernhard.wolf@gfk.com  
www.gfk.com

Kai Bommer  
Geschäftsführer  
DIRK e.V.

Reuterweg 81  
60323 Frankfurt

Tel. +49 (0)69 95909490  
Fax +49 (0)69 959094999  
kbommer@dirk.org  
www.dirk.org