

Digital stakeholder communication

# Case studies

adidas &  Fresenius





# **5 cents on** digital reporting

5 cents on digital reporting

# Usage and reach

Usage statistics (DAX40)

285,945

Average page views (within 365 days)<sup>1</sup>

123,341

Average report visits (within 365 days)<sup>1</sup>

People read reports  
on screens. PDFs  
are not made for  
screens.

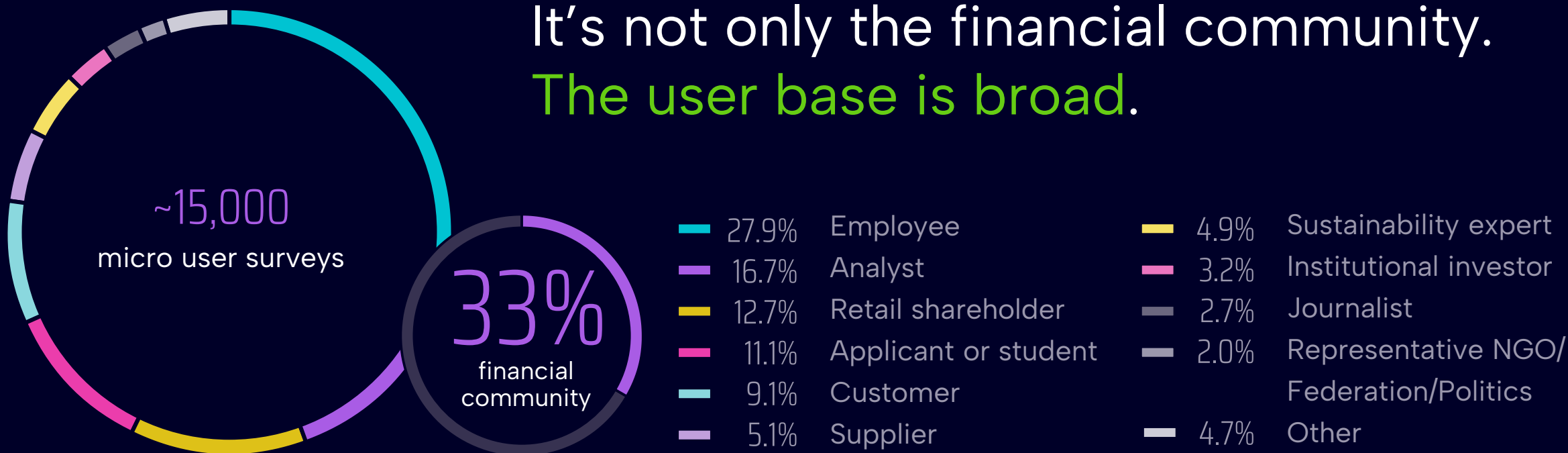


5 cents on digital reporting

# Stakeholder groups

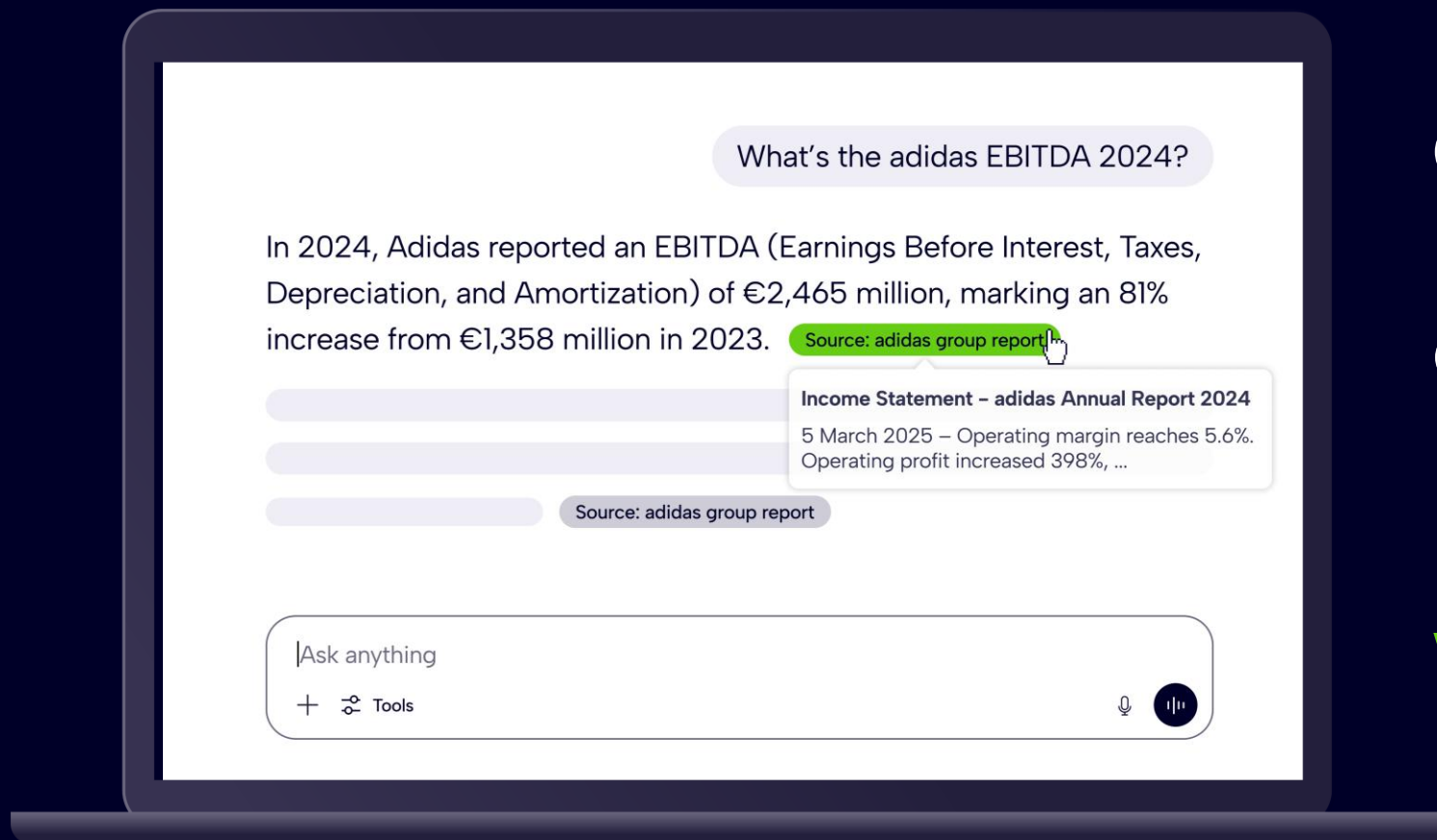


It's not only the financial community.  
The user base is broad.



5 cents on digital reporting

# Gamechanger AI



GenAI changes how information is gathered. Most importantly:  
it prefers structured websites over PDFs.

5 cents on digital reporting

# Automated users

Average requested by ChatGPT users

2,652 per day

Average requested by ChatGPT bots

1,755 per day

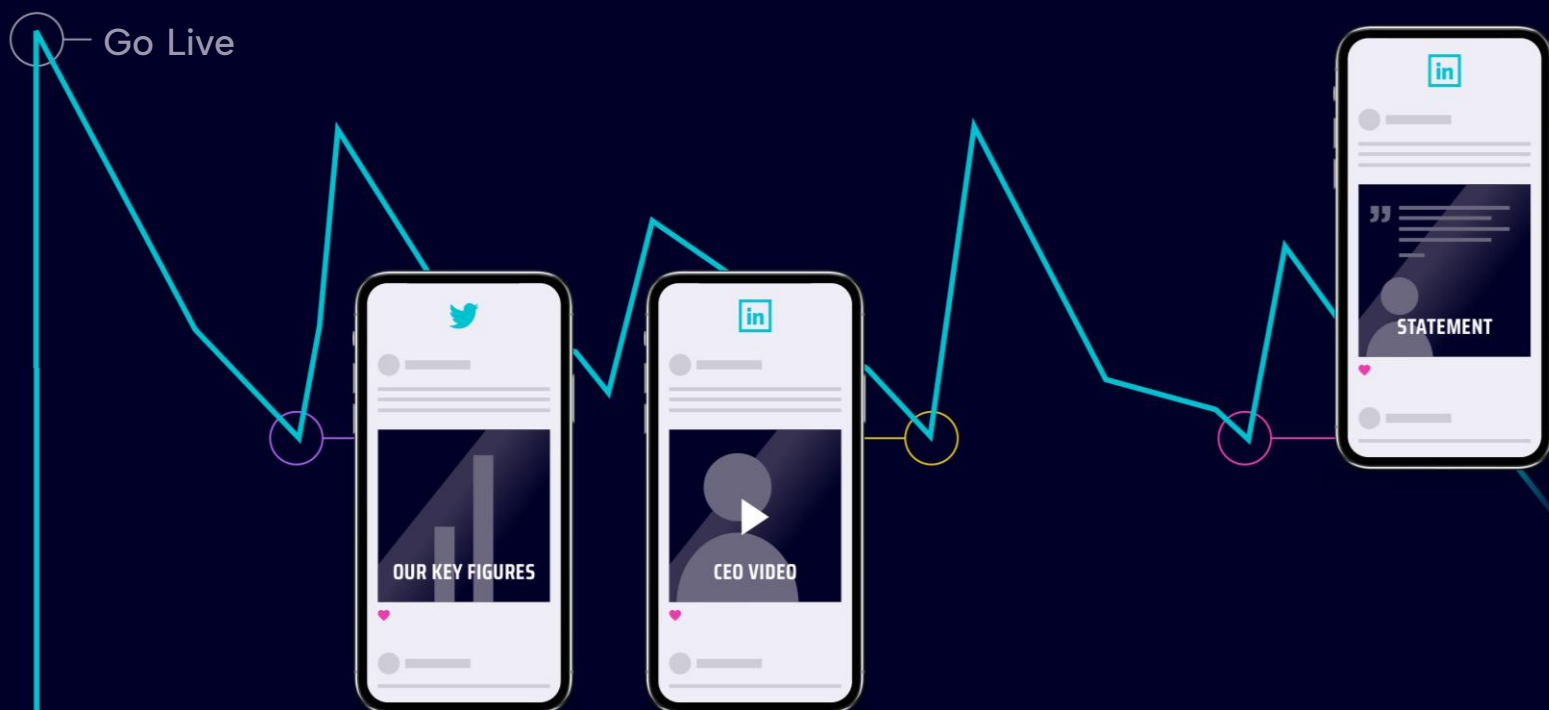
Digital vs. PDF

2.3x more report visibility



5 cents on digital reporting

# Social Media communication



Social Media should become part of the reporting journey.

[More details online](#)

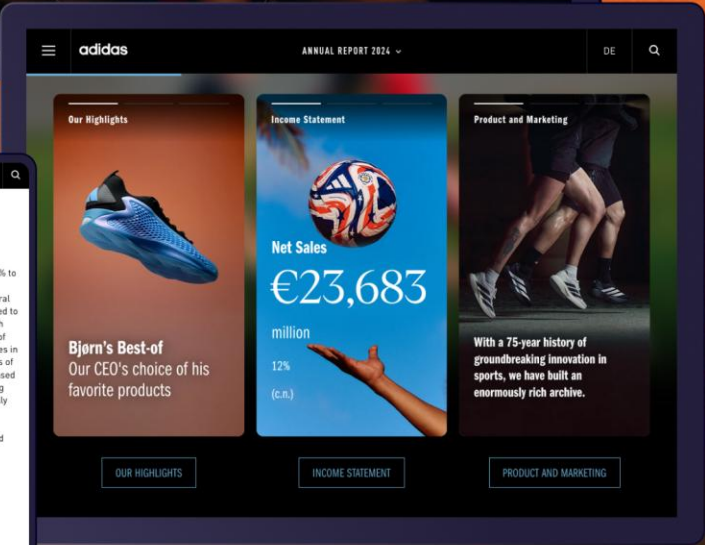
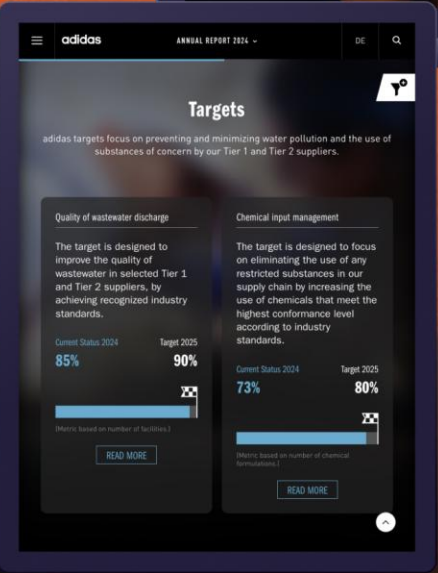
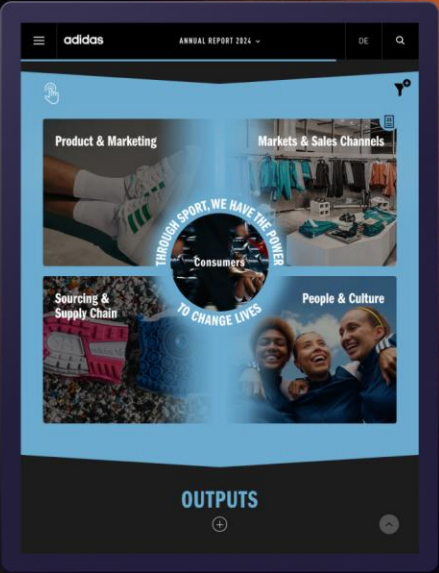
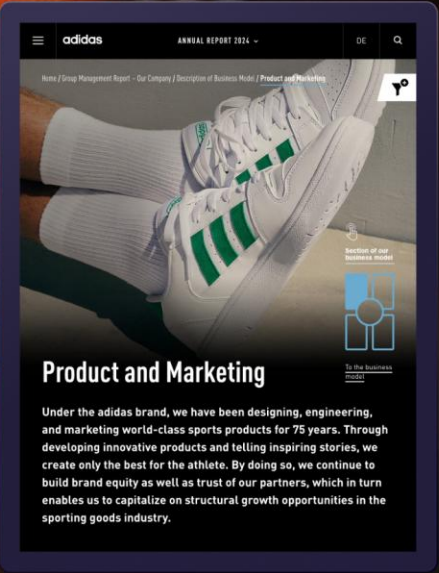
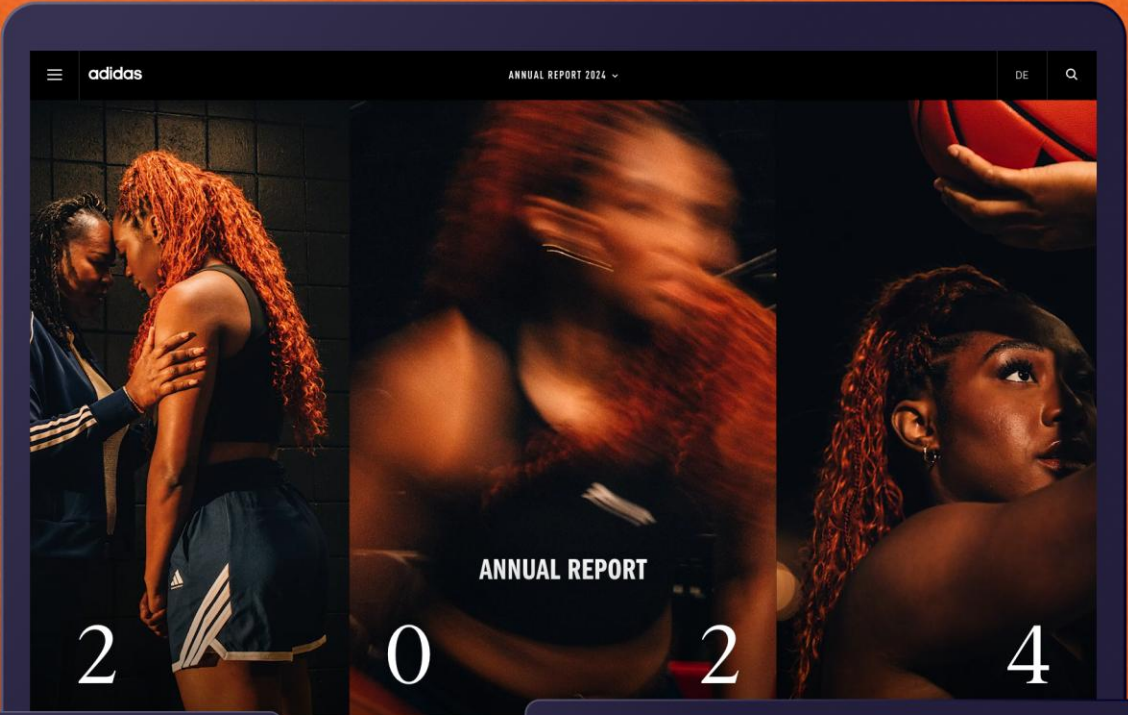


Digital stakeholder communication

adidas

Representing the brand spirit in the digital  
Annual Report

See it live





adidas Annual Report

# Facts and figures



305,754

users

visited the **Annual Report 2023**  
within 365 days after publication.

717,241

pages

were read in the **Annual Report 2023**  
within 365 days after publication.

28%

employees

are the biggest user group who's reading the report.  
**Analysts** (16.5%) and **applicants or students** (12.5%)  
rank second and third.



## 3 key take aways

- Online report represents adidas brand and values
- Digital storytelling enables premium user experience
- Statistics prove high reach of content

# Q&A



# **5 cents on** social media IR

5 cents on social media IR


## New generation

31%

of investors in Germany are under 39 years old – and mark the biggest age group of investors.<sup>1</sup>

1st

Social media is the most popular way how young investors do their research on investment ideas.<sup>2</sup>



You cannot reach  
the new investor  
generation with  
the old way of  
communication.

1. Source: Deutsches Aktieninstitut


2. Source: CNBC

5 cents on social media IR

# Social media for IR?

81%

would follow company channels on social media, if they brought more investor-related content.<sup>1</sup>

A stylized illustration of a laptop. The screen is a solid light blue color and contains the text 'The new generation wants IR content on social media.' in a white, sans-serif font. To the right of the text, there is a small white icon of a bar chart with three bars of increasing height and a line graph with an upward arrow. The laptop is represented by a dark blue outline at the bottom and sides.

The new generation wants IR content on social media.

1. Source: Source: Digital Investor Relations



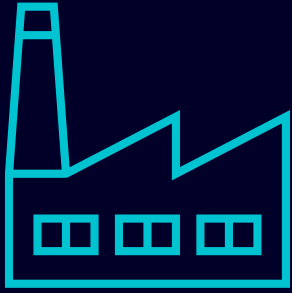
5 cents on social media IR

# LinkedIn as IR channel





# Different channel approaches



## Company channel

- /// Follower base
- /// Mid-/low relevance
- /// Responsibilities & guidelines



## Personal account

- /// Personalisation
- /// Community
- /// Ownership

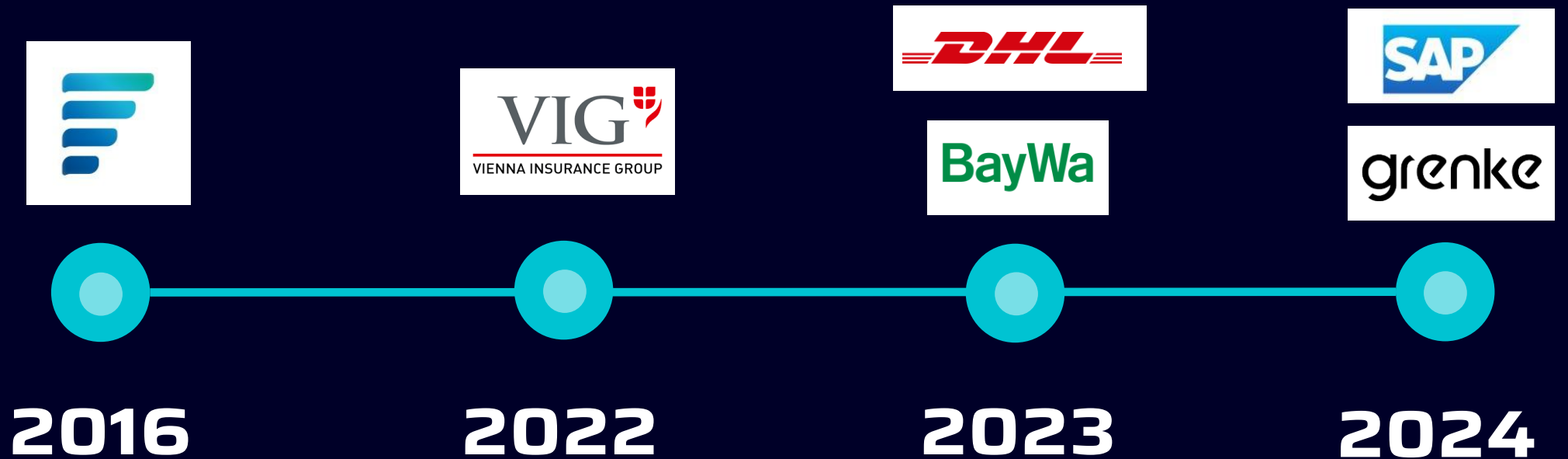


## Dedicated IR channel

- /// Ownership
- /// IR identity vs. CD / brand
- /// High relevance
- /// Networking effort

5 cents on social media IR

# LinkedIn as IR channel

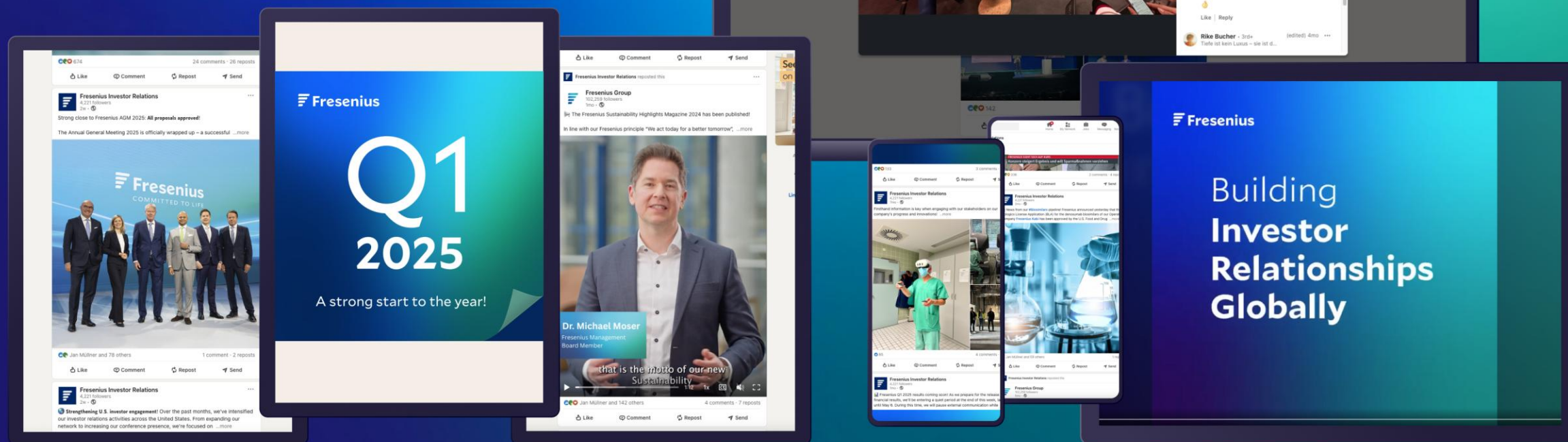


Digital stakeholder communication

# Fresenius

An IR-Channel on LinkedIn pays off

LinkedIn IR Channel





# Where do we stand?



5,600

Reactions (1y)

>4,200

Followers

85

IR postings (1y)

>250,000

Impressions (1y)



Fresenius LinkedIn IR Channel

## 3 key take aways

- Reaching the right audience matters more than follower count.
- Corporate influencers like the CEO or IR team gain importance through personal storytelling.
- Sharing clear insights into strategy, equity story, and performance builds trust.



**Thank you!**