



Embera Partners & Data Counsel

“Using AI-driven data to map opportunity and mitigate risk in capital markets & investor relations”

Frankfurt, 24 June 2025, DIRK Annual Conference 2025

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**THE NEW
FRONTIER**

Are you ready to map opportunity and mitigate risk?

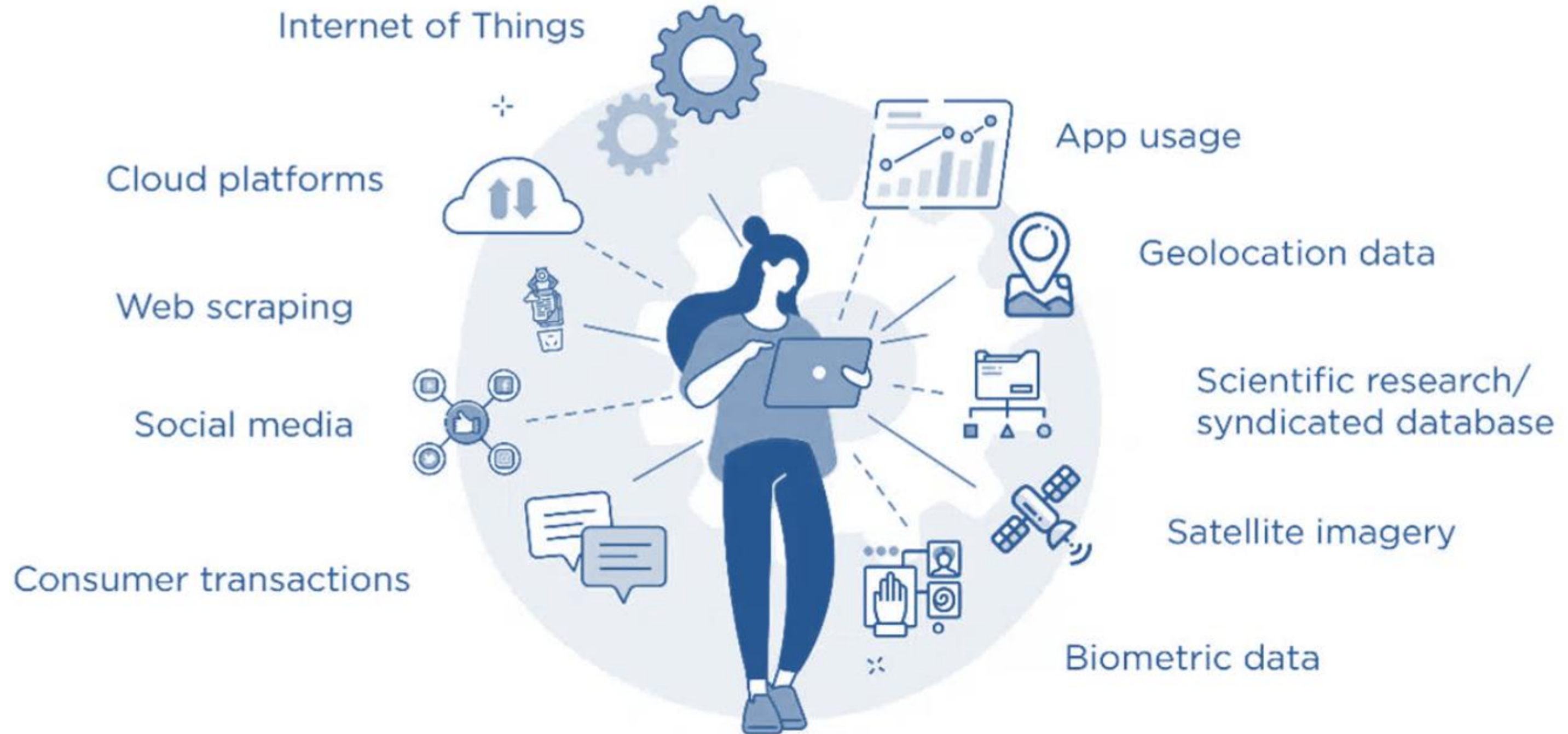


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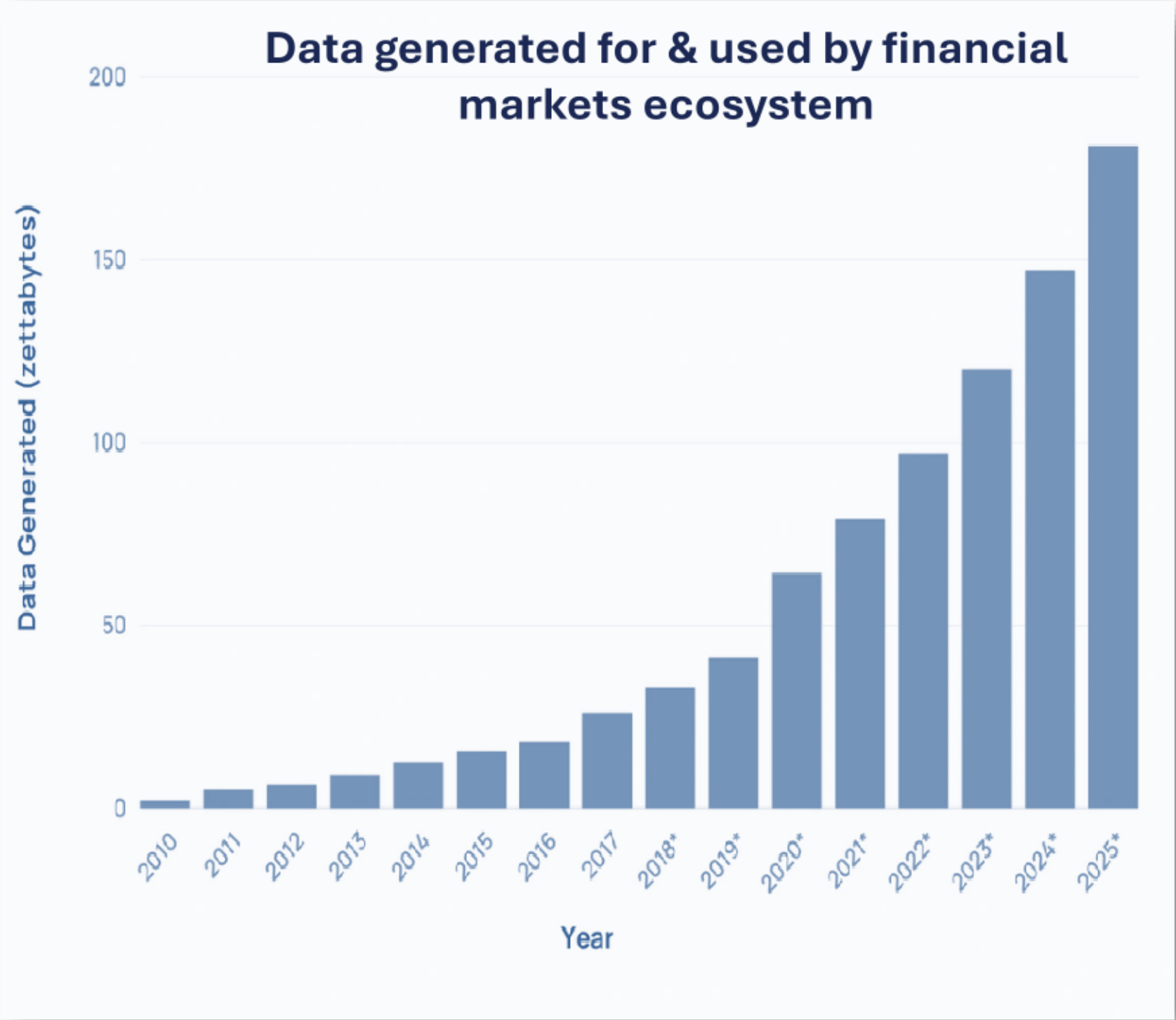
Overwhelmed by information overflow



Data never sleeps: what does this mean for you?

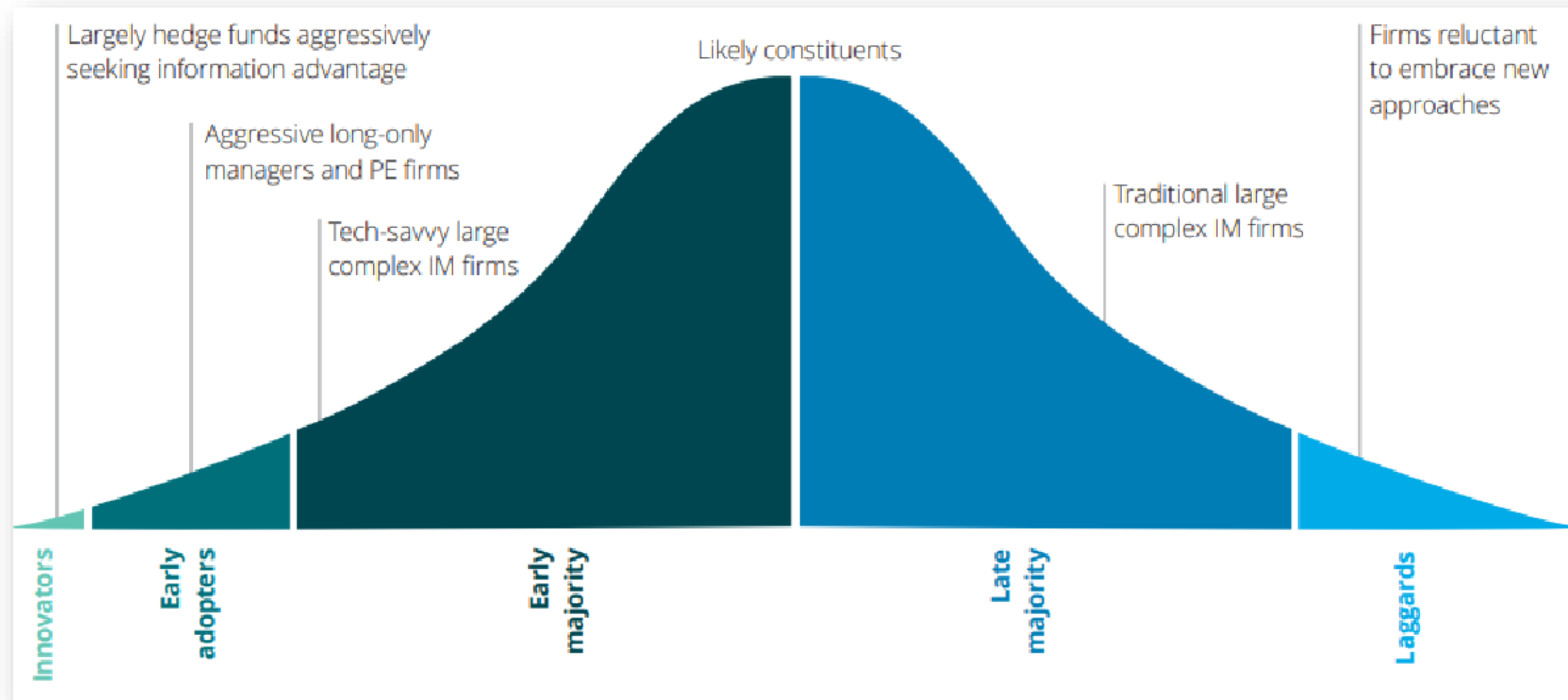


Source: Domo Research (2025)



Source: Statista, Bernard Marr & Co, PWC, Domo, (2025)

The rise of unstructured data in investment landscape



Source: Deloitte, (2023)

Sample Investor Use-Cases

Job review portal activity to assess strength of company's corporate culture

Cross-channel content analysis to identify reputation risk

Mining search engine & social media data to predict results of corporate earnings events

Using geolocation data to identify impact of/to oil producers and commodity

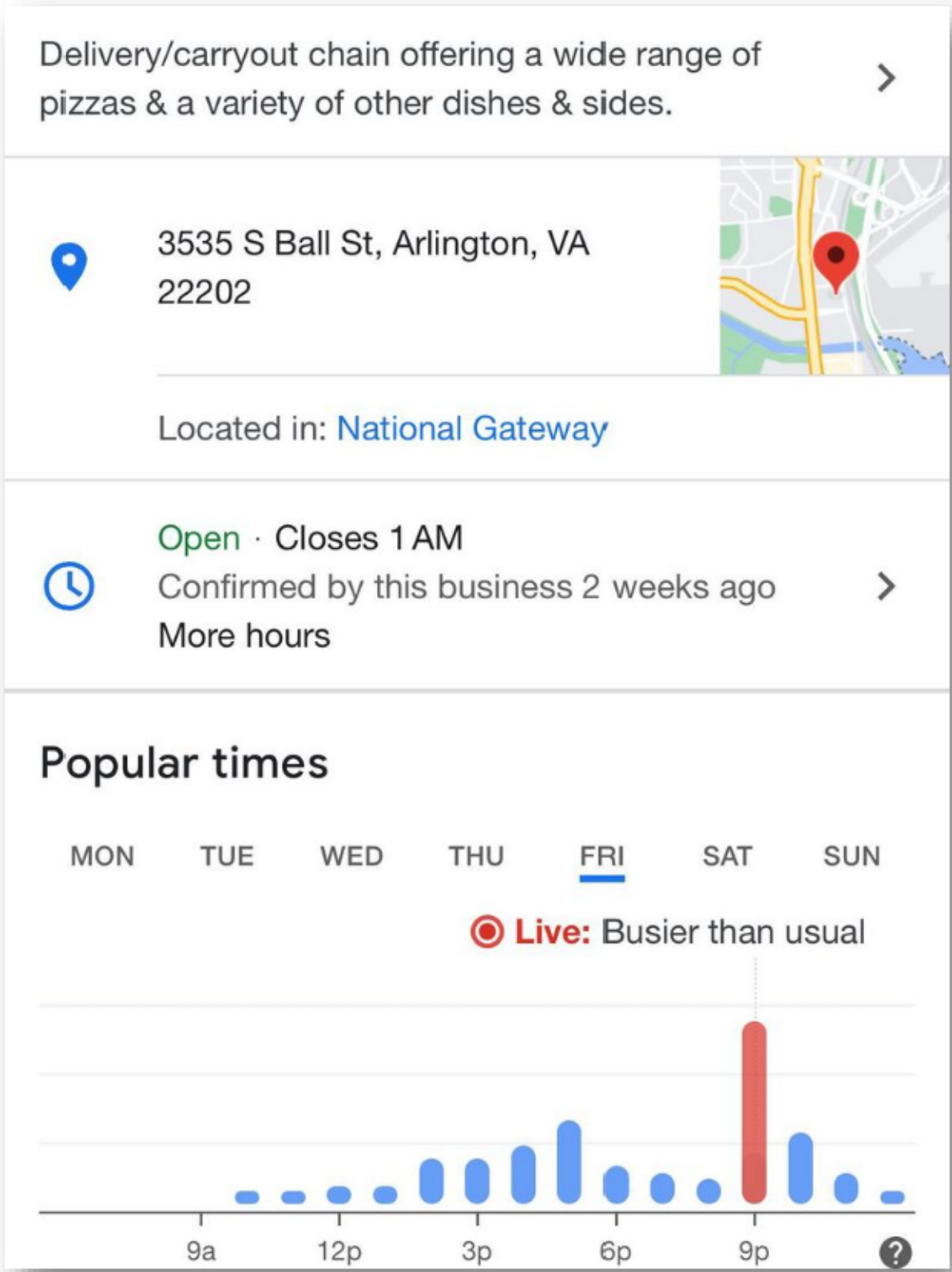
Map ESG disclosure with ESG communication to identify greenwashing / greenhushing

Real time investigative research on company and individuals for vulnerabilities

Web & X analysis to predict early market movements

Supply chain and regional analytics to identify risks and valuation upside

Unstructured data as signals for risk & opportunity



Pentagon Pizza Index as credible market signal?

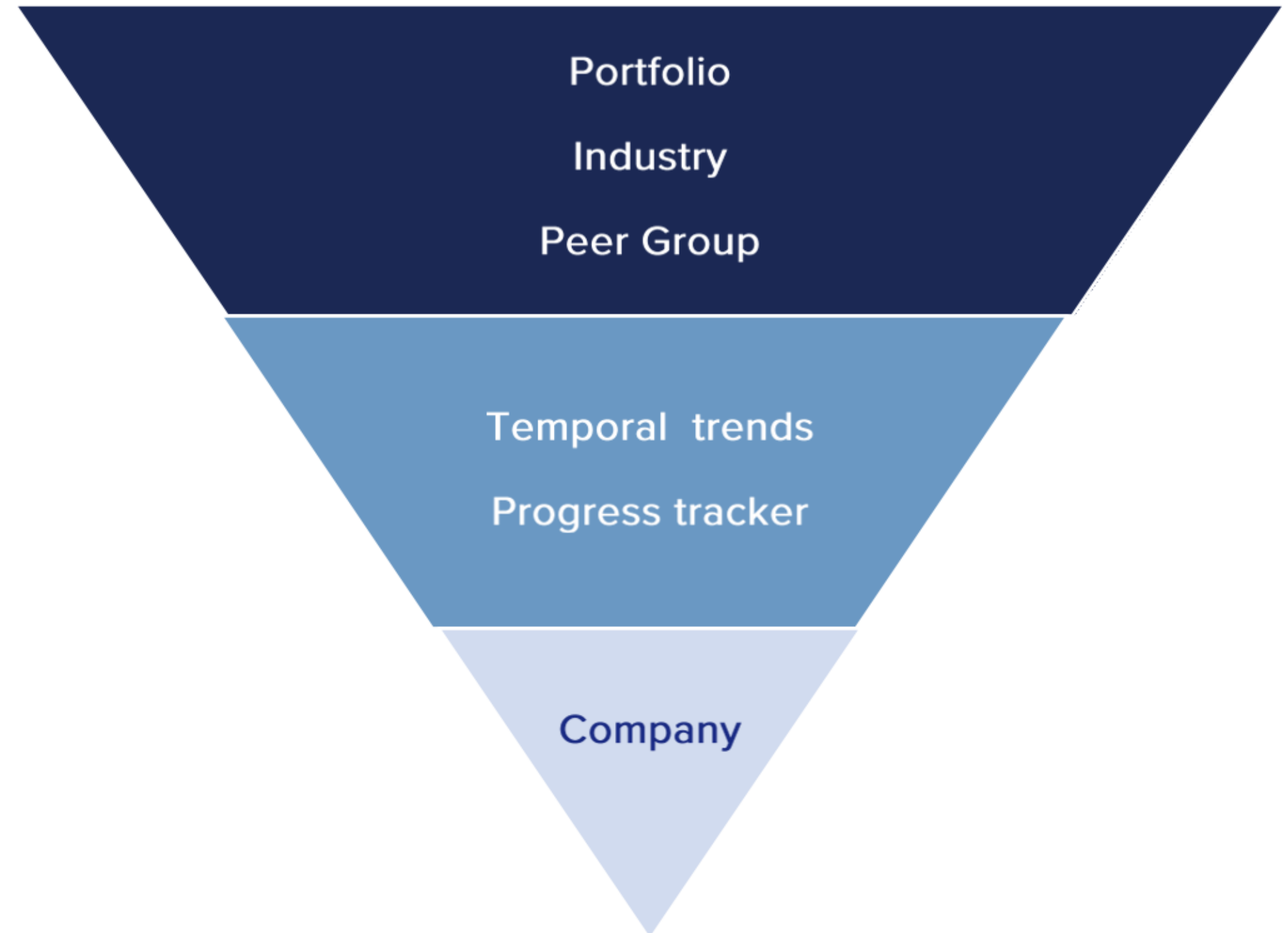


Insights to inform decision-making on three levels

1. Portfolio: a high-level view of risks/opportunities posed to your business from a portfolio of clients, companies, investments, third parties or products

2. Temporal trends: monitor how specific risks /opportunities evolve over time and escalate mitigation strategies when you exceed tolerances

3. Company focus: a detailed breakdown of risk present within teams and individuals



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**USING THIS TO
YOUR
ADVANTAGE...
AN EXPERIMENT**

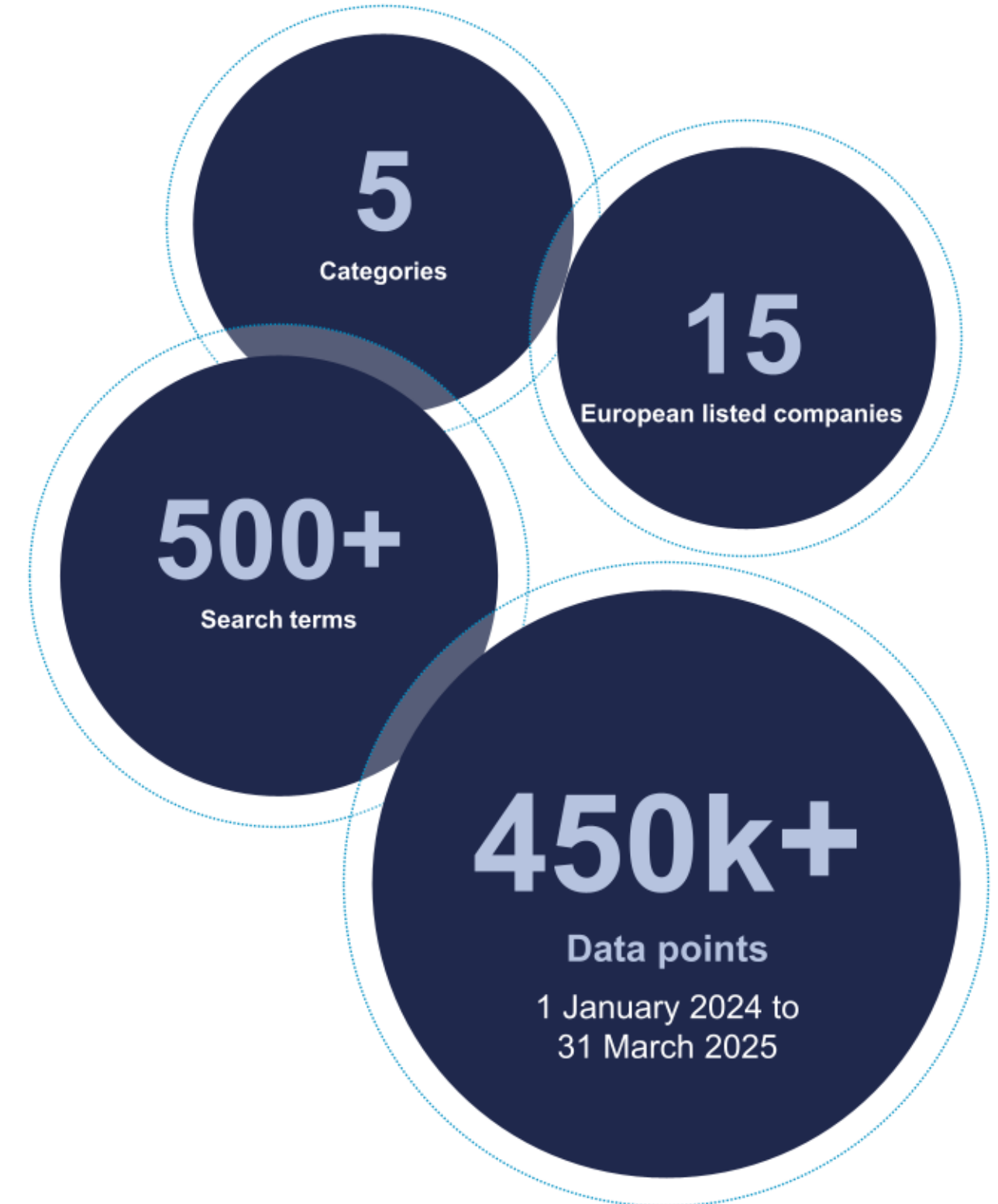
Sample-Set for DIRK Research

We use patent-pending methodologies to analyse at scale:

- Company and sector vulnerability, reputation risk and opportunities across five categories
- Sector competitive conversation
- Performance clustering and opportunities to tackle

Experiment for today:

- We used 15 listed European companies in related segment, from D/A/CH region
- Real-data points researched for today
- Data visualization for standard use case



Sector Assessment: Benchmarking 15 D/A/CH companies

	Leadership and Governance	Operational Performance	Regulatory and Compliance	Financial Health	Reputation and Trust
Higher risk or vulnerability	O	M	G	A	O
	I	B	N	C	L
	A	G	J	B	M
	J	O	L	N	N
	N	N	O	F	I
	G	L	I	D	J
	L	I	M	G	C
	M	H	A	O	G
	H	J	K	L	B
	C	A	B	E	A
	B	E	F	H	E
	D	F	H	I	F
	F	C	E	K	H
	K	D	C	M	K
Lower risk or vulnerability	E	K	D	J	D

Selection of raw data points driving risk and opportunity

Switzerland / Food and Staples Retail / SWX:DOCM


It's Down 30% But [REDACTED] Could Be Riskier Than It Looks

Simply Wall St

December 10, 2024

If we review the last year of revenue growth, the company posted a worthy increase of 12%. However, this wasn't enough as the latest three year period has seen an unpleasant 38% overall drop in revenue. Accordingly, shareholders would have felt downbeat about the medium-term rates of revenue growth.

 **E-Commerce Berlin ...** @ecommerceberlin
X | DE | Nov 27, 2024 - 10:30 AM

In the latest episode of the EGN Podcast, host Efe von Thenen sits down with [REDACTED] Chief Marketing Officer at [REDACTED]  Tune in now on your favorite platform: YouTube:

 **Hotblack D...** @acmcalders
X | AU | Dec 13, 2024 - 4:42 AM

[REDACTED] got to do with Bill Gates? Rather than taking concerns raised by scientists seriously, [REDACTED] has sought to discredit critiques of its product as 'mistruths and misinformation' and claimed that the product is 'totally safe'. The BBC, Newsweek and other outlets

Finnish fund boutique drafts contingency plans for worsening geopolitical situation

A potential invasion of Taiwan by China is one of several scenarios for future geopolitical changes drafted by the portfolio managers of ...
When we were drafting these plans, there indeed was an idea that [REDACTED] could be one of the companies that would be added to the ...

[REDACTED] cleanup continues nearly a month after deadly explosion

Residents are still filing claims and finding more damage nearly a month after the deadly [REDACTED] explosion while cleanup continues at the ...

EU regulator to reassess criteria for assessing companies' market influence

[REDACTED] ... global competitors in market assessments, citing the case of [REDACTED] and [REDACTED] whose merger proposal was rejected earlier this year ...

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07.01 - 29.10.2024 NEWS TICKER

[REDACTED]: Strong organic sales growth in the third quarter

Switzerland / Food and Staples Retail / SWX:DOCM

Institutional owners may take dramatic actions as [REDACTED] recent 11% drop adds to one-year losses

Simply Wall St

December 06, 2024

- Given the large stake in the stock by institutions, [REDACTED] stock price might be vulnerable to their trading decisions

- 52% of the business is held by the top 10 shareholders

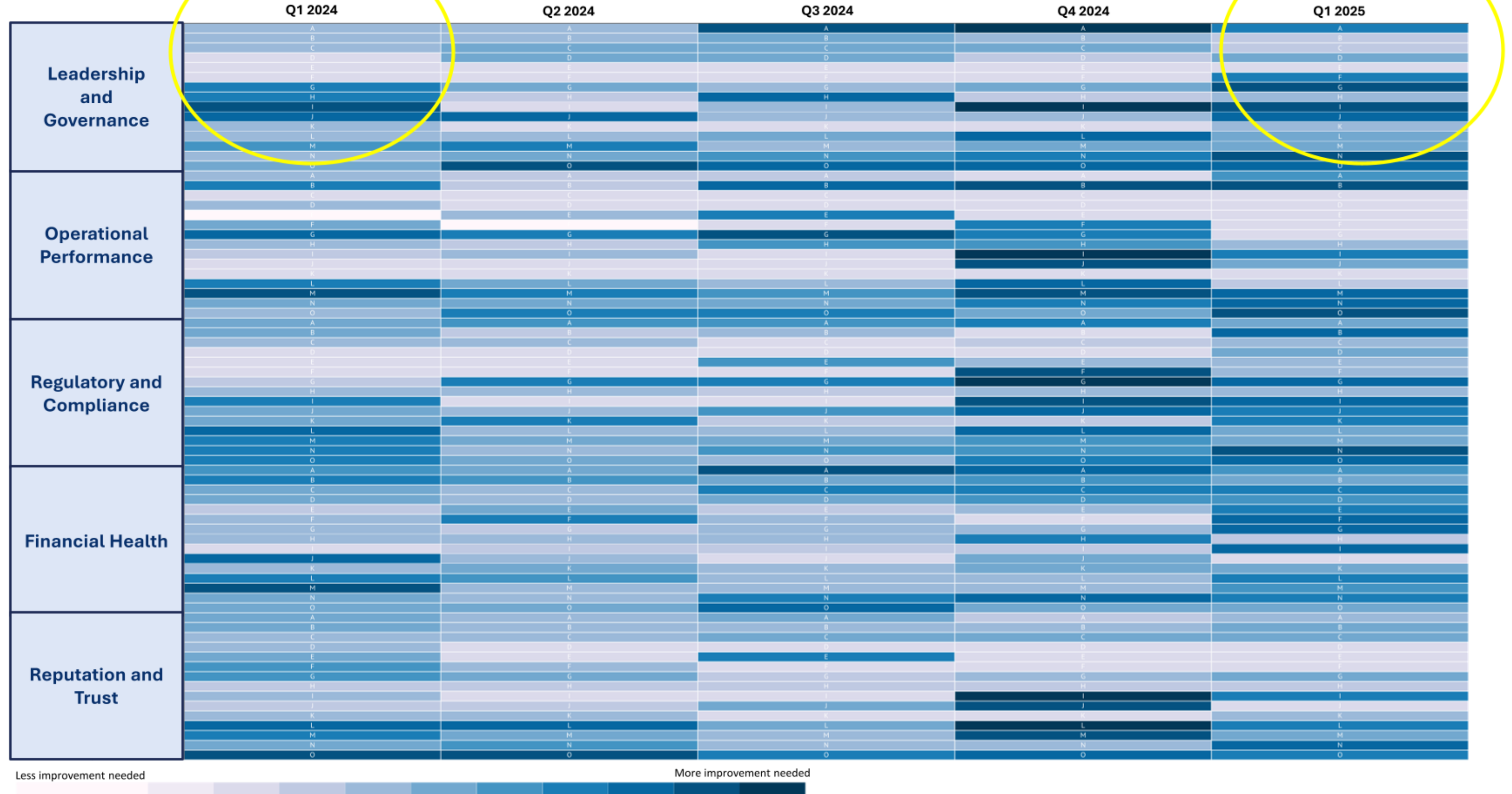
Hard Value Fund 109 Anzeige Grenzenloses Investieren für finanzielle Nachhaltigkeit

Im Interview erläutert Patrick Grewe, Fondsmanager des Hard Value Fund, warum der Fonds keine Sektoren ausschließt und welche Vorteile sich ...

Temporal trends across financial calendar



Temporal trends and the thematic drivers



Less improvement needed More improvement needed

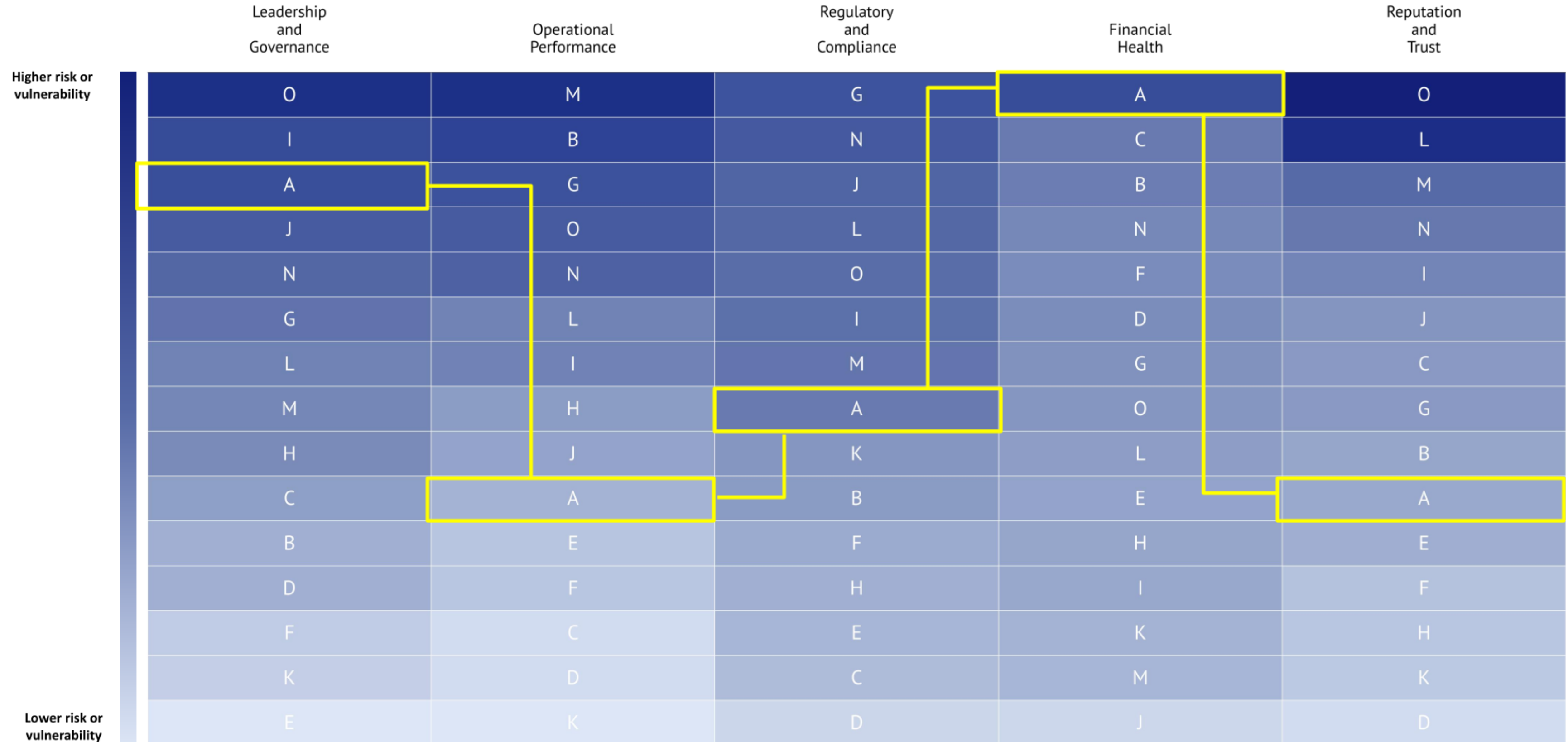
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CORPORATE USE-CASES OF RELEVANCE

Peer benchmarking and positioning (Company “D”)

	Leadership and Governance	Operational Performance	Regulatory and Compliance	Financial Health	Reputation and Trust
Higher risk or vulnerability	O	M	G	A	O
	I	B	N	C	L
	A	G	J	B	M
	J	O	L	N	N
	N	N	O	F	I
	G	L	I	D	J
	L	I	M	G	C
	M	H	A	O	G
	H	J	K	L	B
	C	A	B	E	A
	B	E	F	H	E
	D	F	H	I	F
	F	C	E	K	H
	K	D	C	M	K
Lower risk or vulnerability	E	K	D	J	D

Peer benchmarking and positioning (Company “A”)



Case Study I: General Vulnerability Tracker

Key Questions to answer in a critical situation



Who are the key stakeholder groups in relation to my company, asset or individual and what are my perceived vulnerabilities for them?



How has the sentiment changed? Can I control the risk, how likely is a crisis-event going to happen, are there any areas where I need to position myself better and how to I best address concerns directly?



Which people do I need to speak to, brief or hold background conversations in order to change sentiment?



Which measures will have the highest impact and return when it comes to financial health, compliance, leadership, etc=

Use-Cases

1

Activist Defense
Monitor the key vulnerabilities vs. peers and industry understanding the likelihood of impact

2

Positioning
Proactive positioning in front of media and financial experts by being laser focused on their key triggers

3

Strategic IR
Identify, target and measure the investor response to your disclosure, messaging, positioning and equity story across all channels

4

Retail
Activate retail investors across media channels by understanding their influencers and key messages

5

Fact-Based
Use leading risk indicators instead of media clippings to measure effectiveness and opportunities

Vulnerability Assessment – Car finance case (UK 2024)

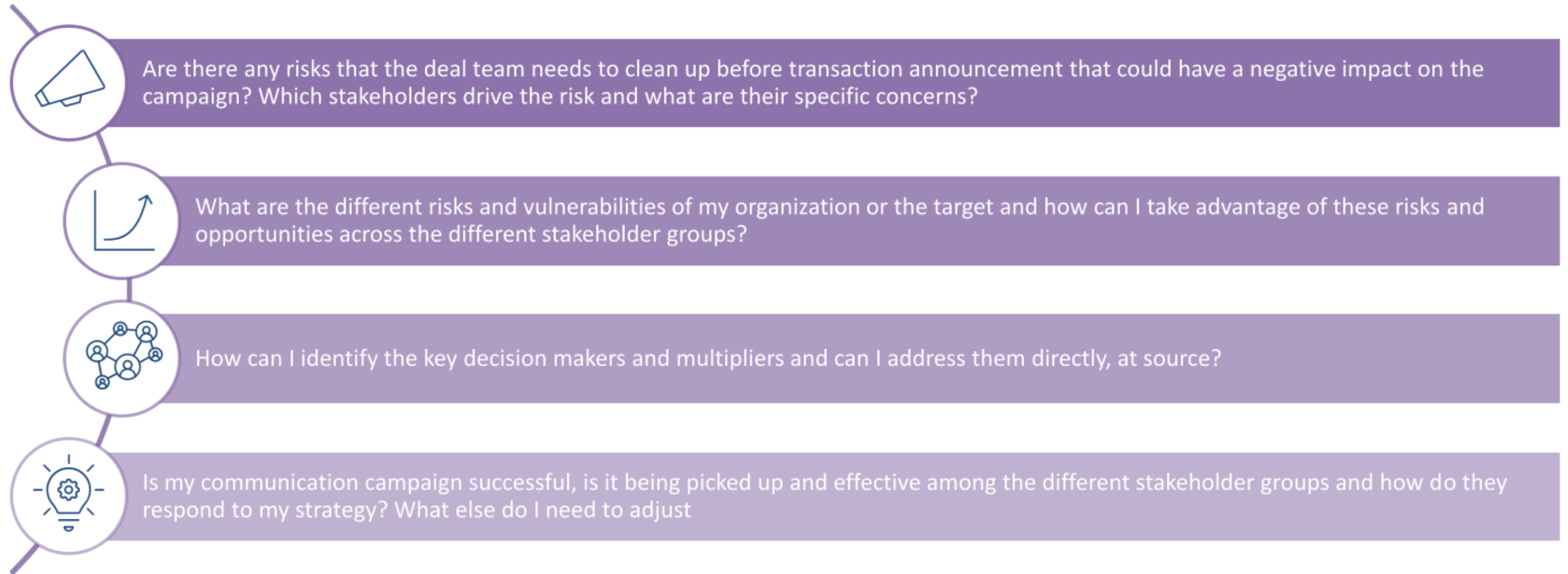


Leading indicators of vulnerability data patterns (UK 2024)

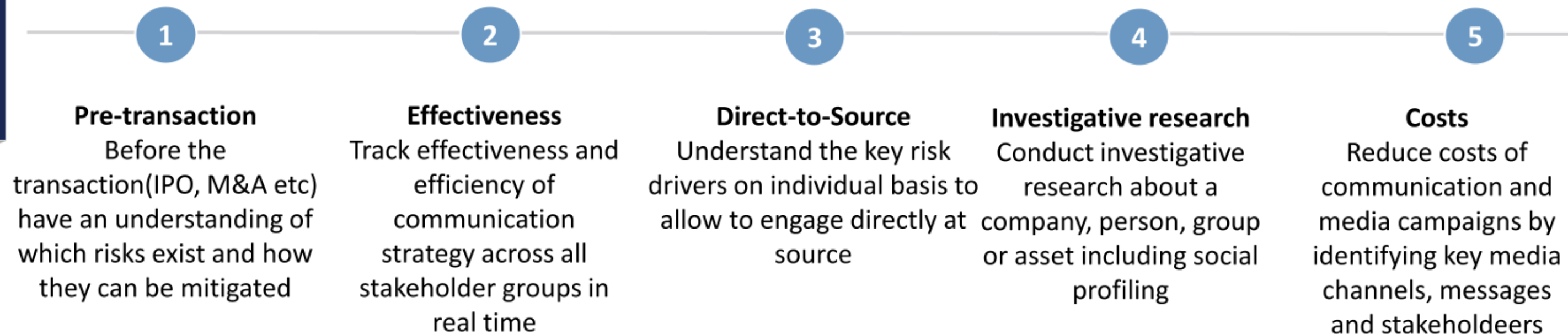


Case Study II: Transactional (IPO, M&A, Crisis)

Key Questions to answer in a critical situation

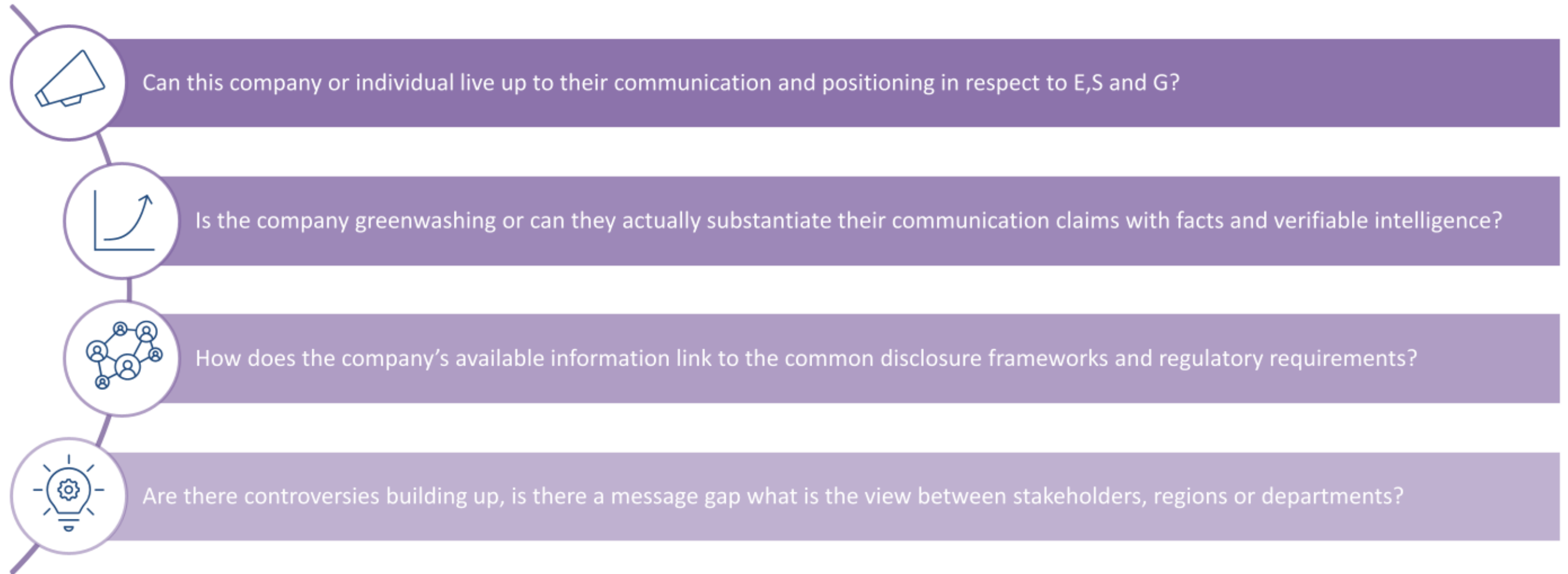


Use-Cases

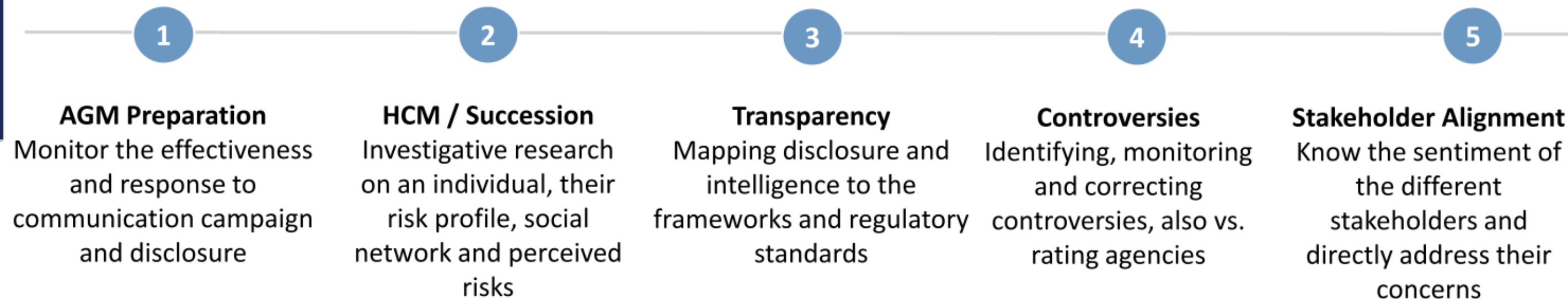


Case Study III: ESG & Governance Risk (Oil & gas major)

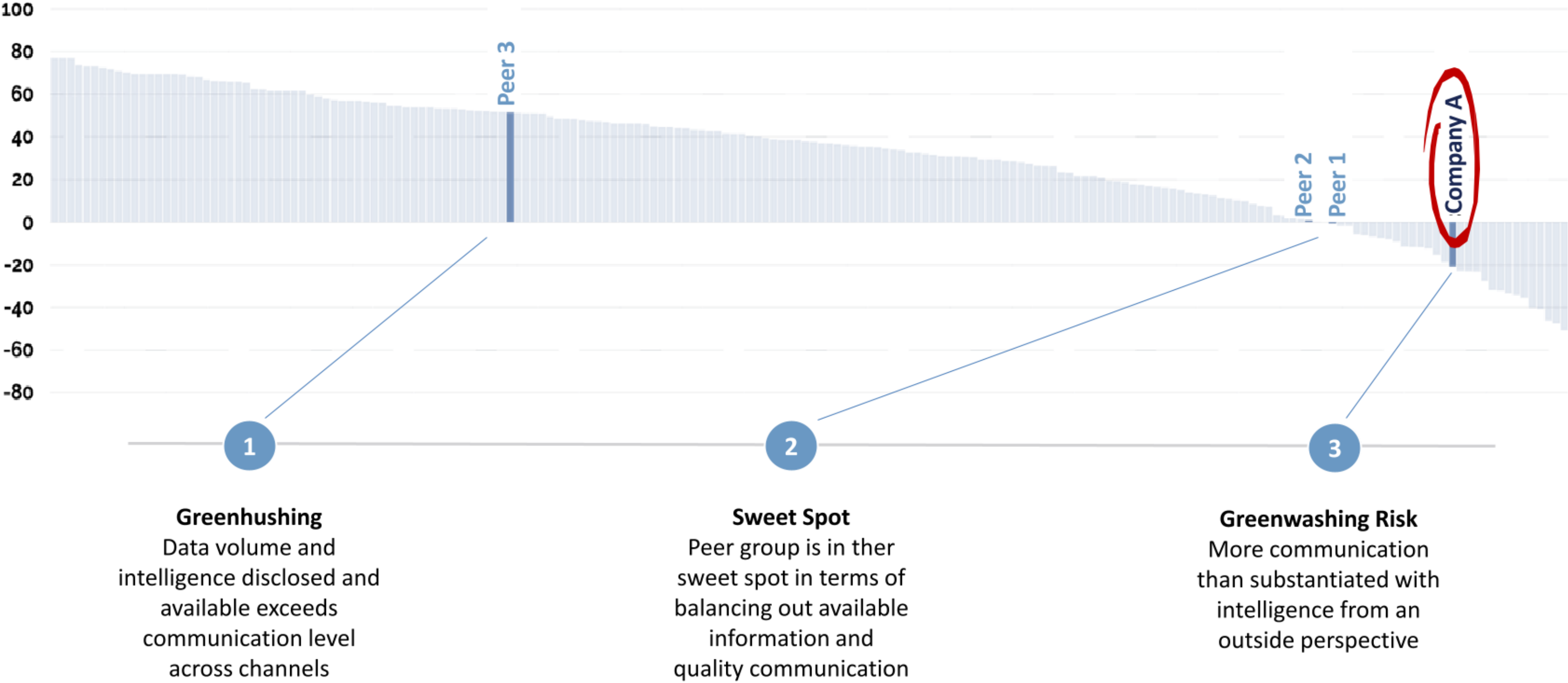
Key Questions to answer in a critical situation



Use Cases



ESG & Governance Assessment (“Company A”)



Other IR & Capital Markets use-cases

Competitive
Analysis &
Benchmarking

Controversies and
Reputational Risk
Monitoring

HR & Human
Capital
Management

Investor Sentiment
and Valuation
Assessment

Supply Chain
Monitoring

Board Succession

Equities Marketing,
Roadshows and
Cap-Table build

Activism, M&A &
Due Diligence

Governance Risks,
AGM Preparation



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Q&A

**JOIN OUR
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PROGRAM?**

Backup and Appendix

About Embera Partners

Embera Partners is an entrepreneurial, partner-led capital markets advisory boutique, operating across the full value-chain of financial advisory, investor relations, corporate governance & sustainability (ESG) as well as IPOs, transactions and financial communications.

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Our Footprint

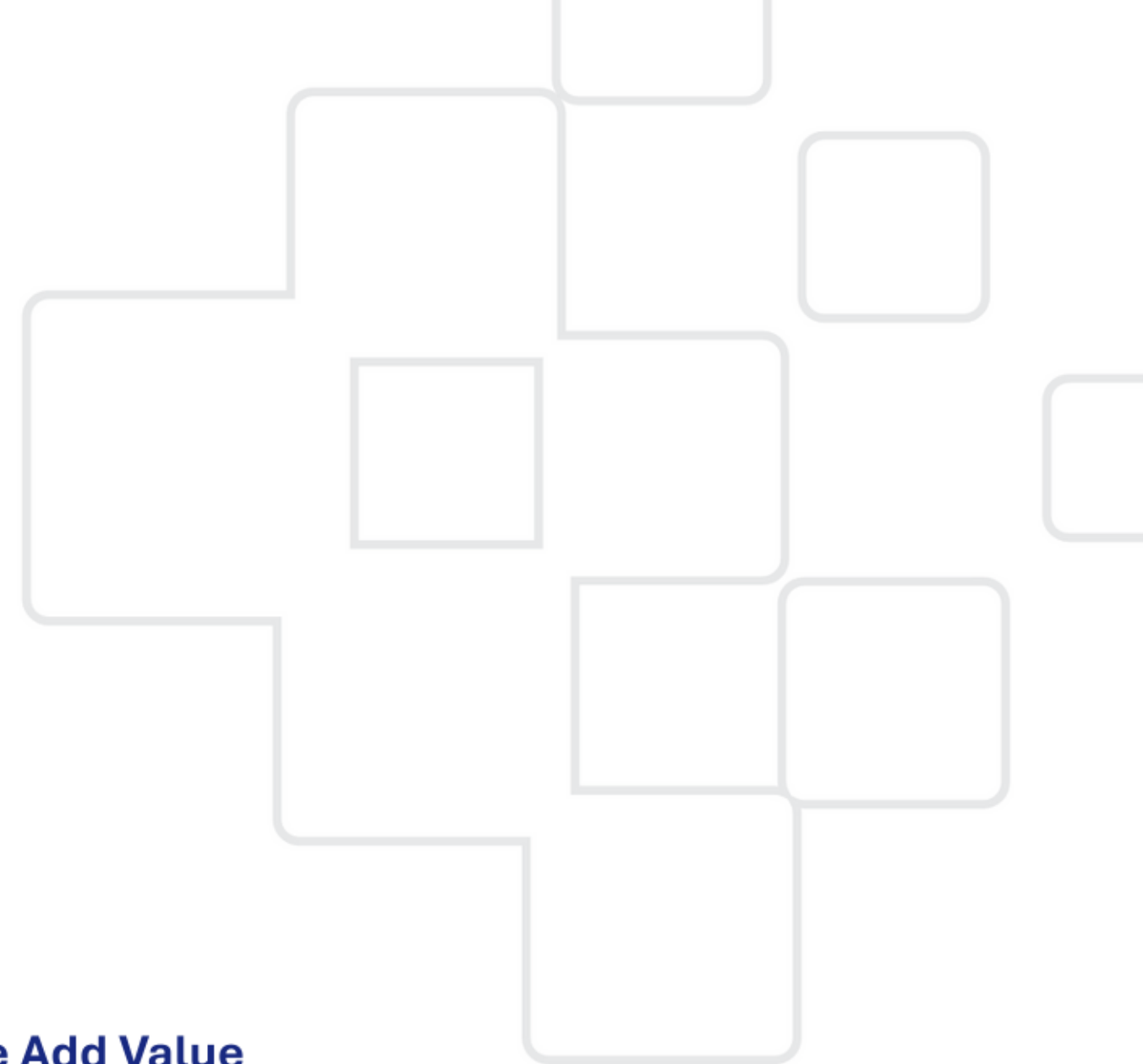
Headquartered in Europe, Embera has a global footprint, with representation in Vienna, Frankfurt, London, New York, Sao Paulo, Munich, Almaty, Dubai and Cape Town. We work internationally with a focus on Europe, working with a team of senior experts and practitioners, collaborating with an established network of partners.

How We Work

Our experience is underpinned by our data-driven approach to advisory. We consult based on intelligence that is driven by facts, combined with our first-hand experience of the institutional investor community and the capital markets ecosystem. Our team combines interdisciplinary experience with international experience across different professions, industries and sectors.

How We Add Value

Irrespective of a company's ownership, we tailor our offering around the unique situation and challenges of the client. We consider clients our partners and work with a solutions-mindset, linking our solutions to their problem statements, especially when executives and boards are held accountable or are at risk to lose the support of stakeholders.



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