



הפורום הישראלי לקשרי משקיעים  
איגוד החברות הציבוריות

Israeli Investor Relations Forum  
The Association of Publicly Traded Companies

# Survey of Israeli Investor Relations Professionals

March 2021

# Overview of IR Trends in Israel

Feedback reveals that Investor Relations professionals in Israel receive more support from senior management in IR activities, but engage with investors less frequently and host fewer Investor Days than global companies.



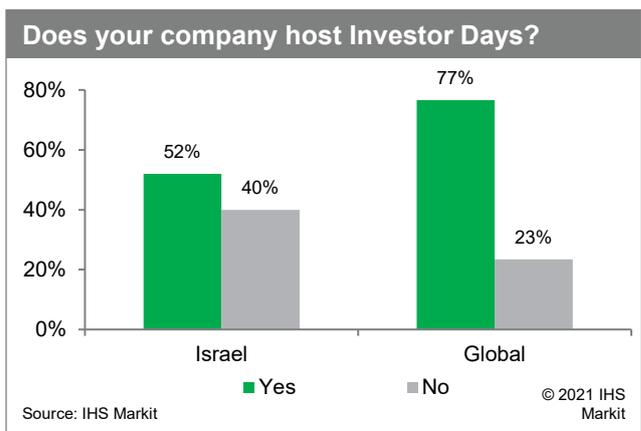
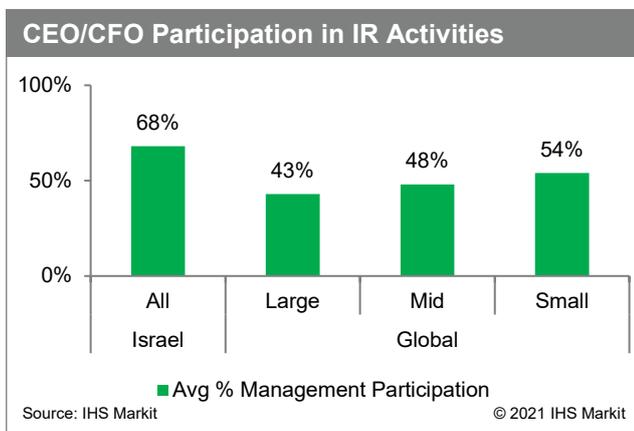
85% of surveyed Israeli companies have internal IR functions and nearly 50% have 1 member teams.



52% of Israeli survey members host Investor Days, showing that it is not yet a widely adopted practice

Most state that the CEO and CFO also hold responsibilities for the IR function. Israeli CEOs and CFOs are much more active in IR than their global counterparts.

In contrast, 77% of global companies are hosting Investor Days annually or as needed.



On average, Israeli respondents attend 4.1 non-deal roadshows per annum, below the global average of 6.4.

Conference attendance is significantly below global norms as Israeli companies average 3.2 conference versus 6.6 by global issuers.

## Investor Day Advisory

IHS Markit helps companies plan, execute, and measure their Investor Days to ensure—and clearly demonstrate—success. We support event logistics, invitation list, slide deck preparation, messaging strategy, executive rehearsals, and Q&A practice.

# Current Hot Topics for IR

The focus on ESG (Environmental, Social, Governance) is growing among global investors and Israeli IR professionals. Meanwhile, COVID-19 has altered the landscape for investor engagement and placed a spotlight on Social issues.

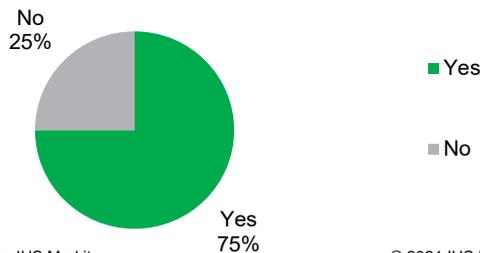


75% of Israeli IR professionals state that their communications include ESG issues.

Global investors are using a combination of analyst/PM research, in-house ESG teams, ESG data providers and third-party ESG sources.

In order to address the evolving ESG landscape, proactive global IROs are engaging with buy-side stewardship teams, benchmarking their ESG disclosures, and integrating their corporate and ESG strategies.

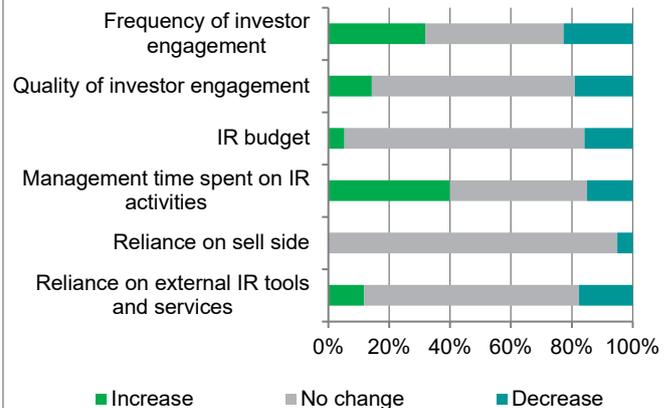
## Does your IR strategy include communications on ESG issues?



Source: IHS Markit

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## How has COVID-19 impacted your IR strategy?



Source: IHS Markit

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During COVID-19, Israeli companies saw increased frequency of investor engagement and greater management time spent on IR activities as a result.

ESG has become even more important in the context of a global pandemic. Social issues, like human capital management and workplace safety, are at the forefront of investors' minds.

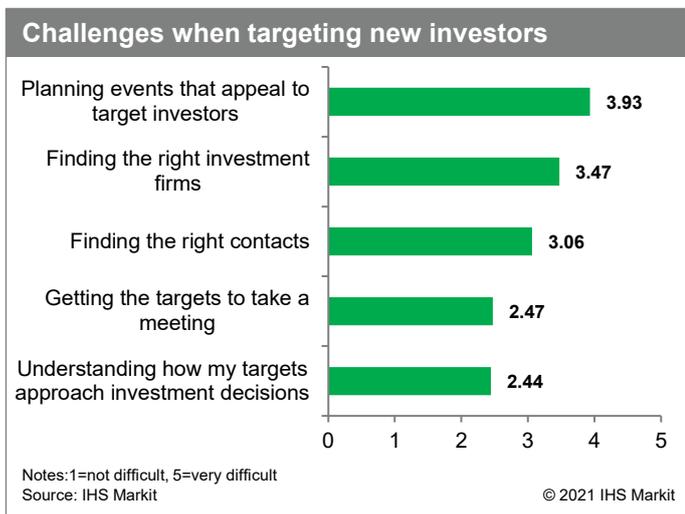
## ESG Strategy & Solutions Advisory

IHS Markit support our clients in their ESG decision making throughout the year. We focus on data driven market intelligence to enhance the understanding of exactly "how" investors integrate ESG into their investment and stewardship activities.

# Planning for 2021

Targeting new investors, increasing engagement with shareholders, and improving perceptions in the marketplace are amongst the top priorities for Israeli IR teams in the coming year.

Surveyed Israeli IR professionals find difficulty planning events that appeal to target investors as well as finding the right investment firms. This is both a key priority and challenge for all global IR teams, but the lift is greater for companies in markets such as Israel, which are attempting to best engage investors outside their home market.



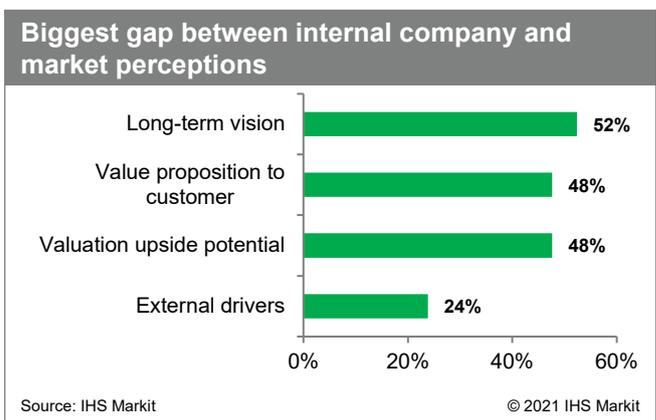
For best-in-class Global IR teams, annual investor engagement planning is a data-driven process, which matches company resources (IR, leadership) with available time to execute marketing strategies with a focus on impact and efficiency.

Gaps in a company's internal perception and external market understanding can often drive valuation discounts.

Global long-only investors value their ability to speak directly with management teams in order to hear the strategic vision in their own words and understand the value proposition of the business.

Many IR teams may shy away from addressing valuation in their investor conversations, but research shows that portfolio managers (especially generalists without country or industry expertise) welcome these discussions.

C-suite and IR can provide peer benchmarking on the most relevant financial metrics in order to emphasize the valuation upside potential.



# 30%

**Event investor optimization** when utilizing IHS Markit Targeting analytics.

# 3x

**Improvement in meeting ROI**, as measured by new capital initiation rate.

# 65%

**Participation** rate across IHS Markit's global perception studies

# 50%

Of investors choose to provide perception feedback **anonymously**

## Institutional Targeting

MiFID II and the COVID pandemic have shifted the paradigm and prompted a growing number of IROs to explore a hybrid - "do it yourself" approach to buy-side engagement.

IHS Markit advises IR teams to be bold in this strategy, and use a targeted approach, while thinking long-term and planning ahead. To execute on this strategy, Israeli IR teams require the essential toolkit to empower their targeting strategy.

The main purposes of this toolkit are to: (1) Maximize valuation by identifying the most appropriate investor interactions (2) Enhance efficiency by benchmarking and streamlining event management (3) Report against results via feedback and analytical measurement of ROI.

## Perception Analytics

Unbiased feedback from the market is a strategic tool for management teams and a measure of success for IR.

Management teams use feedback to understand how the strategic vision, capital deployment, and valuation are perceived. IR teams benchmark their communications, disclosure, and accessibility versus domestic and global peers.

Israeli companies are faced with the interesting dynamics of bridging the knowledge gap that global investors may have about their businesses and equity stories.

The most effective way of attracting suitable, long-term investors is to articulate a compelling investment case based on feedback from existing shareholders and non-holders.

## About the survey

In January and February 2021, IHS Markit (a global data and information provider) partnered with the Israeli Investor Relations Forum on a survey of the Israeli IR community. A total of 28 IR professionals responded across six different industries and ranging from small to large cap. The results are compared to IHS Markit's 2020 Corporate Access Survey of over 300 global IROs.

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