

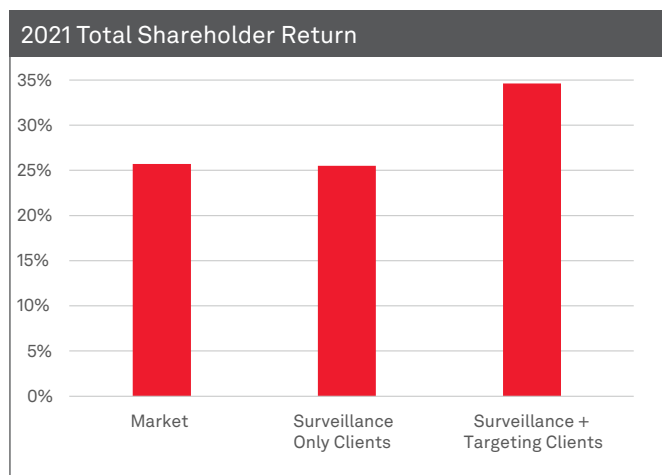
Achieving Better ROI, TSR and Volatility Through Data-Driven Investor Engagement

Key Highlights:

The S&P Global Issuer Solutions team analyzed calendar 2021's total shareholder return (TSR) and price volatility across thousands of clients and found that IR teams who partnered with us on both Stock Surveillance and Investor Targeting outperformed their peers and the broader market by 9 percent on average and experienced 30% lower stock price volatility. These trends were confirmed for various market cap groups and industries, as well as for prior periods.

The C-suite's most valuable resource is time. To navigate today's universe of capital spanning 25,000+ investment firms with 100,000+ funds and 160,000+ contacts, actionable intelligence is essential. While the largest firms in key geographical cities may be well known, substantial pools of capital exist among unengaged funds, mid-tier asset managers and tertiary markets.

In the current environment, the teams that are engaging these lesser known, but S&P recommended portfolios are winning in the marketplace.

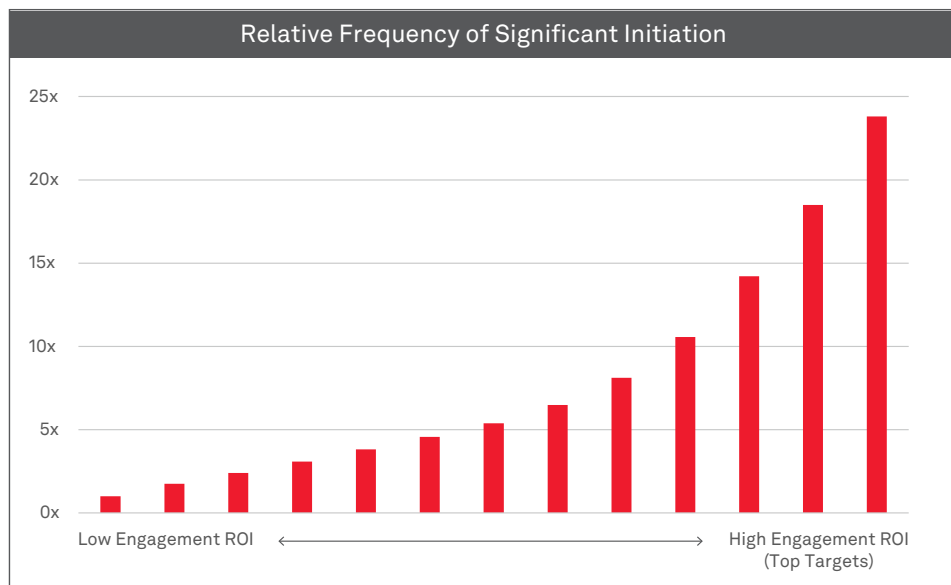


SPGI's Investor Targeting Model is Scientifically Proven to Produce Results

Our Investor Targeting solutions partner with issuers to maximize company valuation by prioritizing the most appropriate investor interactions to promote continuous demand for shares. The service is powered by *BuysideIQ*, the industry gold-standard for accurately matching issuers with qualified institutional investors at the firm and fund level.

The Issuer Solutions team is continuously adapting and bringing new data and approaches to our Targeting analytical model to ensure it is driving tangible results for our IR partners. We hold ourselves accountable through extensive back-testing and model refinement, so IR teams can trust that they are aligning IR and C-Suite time with the investors that have the greatest analytical probability to buy their shares.

To illustrate how we isolate the market for your stock, the below chart demonstrates the extent to which our proprietary suitability scores predict significant initiation by investors. As scores rise, the frequency of significant initiation rises asymptotically.



Takeaways:

- A targeted (non-owning) investor that is highly recommended by S&P Global is over four times more likely to initiate a new holding than an investor with a moderate probability for initiating, and over twenty times more likely to initiate than a low probability investor.
- In practical terms, in the effort to attract new capital, one day of meetings with investors recommended by S&P Global will have a higher probability of significant initiations than over a week of meetings with investors that are selected from lower probability pools of capital.

For more information about this report contact

Authors

Brendan Fitzpatrick

Director, Research and Analysis

E Brendan.Fitzpatrick@ihsmarkit.com

Louis Reavis

Director, Research and Analysis

E Louis.Reavis@ihsmarkit.com

CONTACT US

The Americas

+1-877-863-1306

EMEA

+44-20-7176-1234

Asia-Pacific

+852-2533-3565

Copyright © 2022 by S&P Global Market Intelligence, a division of S&P Global Inc. All rights reserved. No content, including by framing or similar means, may be reproduced or distributed without the prior written permission of S&P Global Market Intelligence or its affiliates. The content is provided on an "as is" basis.

spglobal.com/marketintelligence

887605507_0422_VL