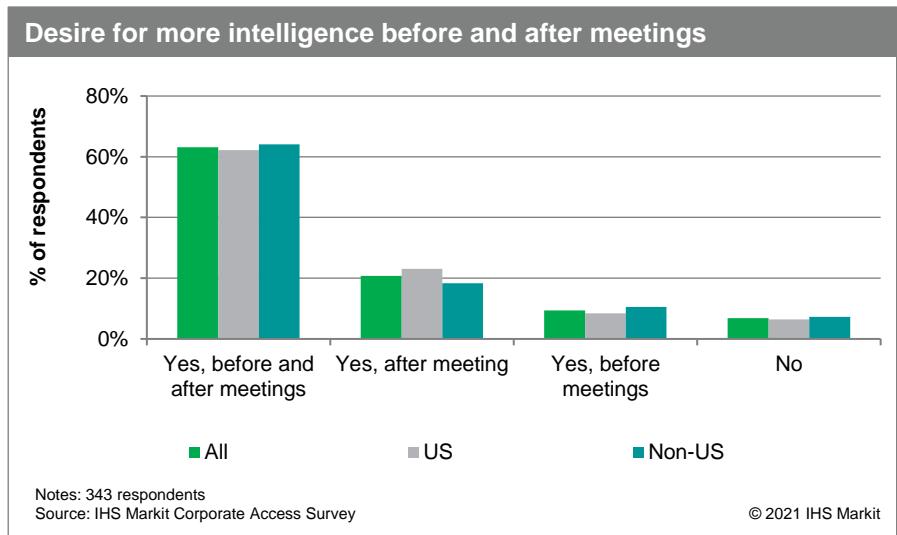


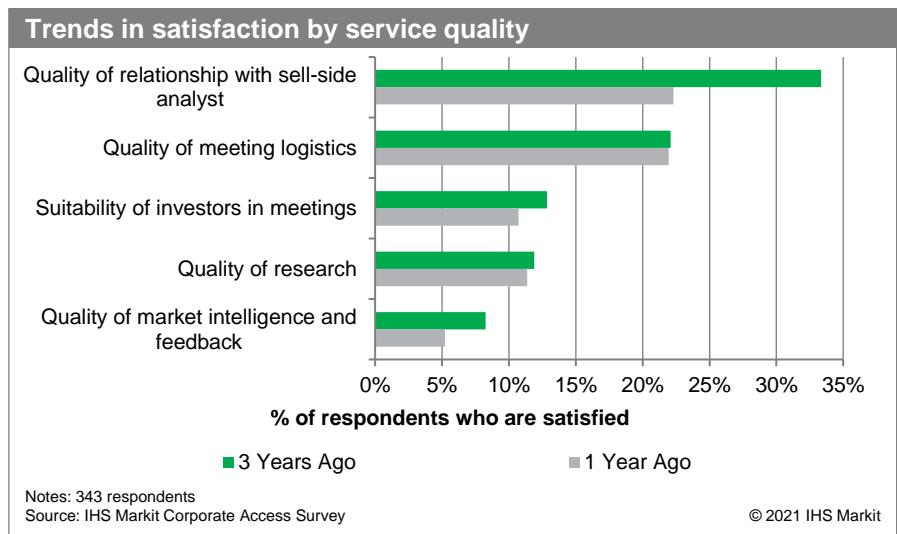


Investor Targeting & Advisory Roadshow Enhancement

IHS Markit Issuer Solutions is pleased to announce an enhancement to the Investor Targeting and Advisory solution, which is focused on **roadshow intelligence** and providing investor relations and management teams with quantitative and qualitative insight to drive actionable recommendations for results-focused shareholder engagement strategies.



IHS Markit analysis reveals that a majority of issuers seek more intelligence before and after investor meetings, and that a lack of feedback following meetings is ranked as the single greatest area for opportunity to enhance the investor engagement experience.





Investor Targeting & Advisory Roadshow Enhancement

The combined service helps clients:

- Identify investors highly compatible with your company's investment story
- Develop more effective messaging by understanding buy-side behavior and the drivers of investment decisions when planning investor outreach
- Support a full valuation through bespoke targeting analyses using predictive modelling
- Measure the effectiveness of investor relations initiatives through real-time feedback to continuously optimize marketing strategies
- Gauge immediate reactions following strategic IR events
- Showcase proactive IR efforts with internal stakeholders and the investment community

The roadshow solution enhancement includes:

- Targeted pre- or post-event outreach to focused shareholders and investor targets
- In-depth telephone investor interviews; robust verbatim transcripts
- Actionable intelligence aimed at solidifying investor relationships and identifying strategic IR opportunities
- Quick and budget-friendly process to keep your finger on the pulse of market sentiment

Critical Questions IHS Markit Clients are Getting Feedback on include:

- How clear is the business strategy and investment case? What remains unclear or unconvincing?
- What is the most compelling factor for investing today? What is the trigger to initiate/build a position?
- What is the greatest deterrent to investing today? How can company XYZ better address that pushback?
- What is your perception of the management team's strategic vision, execution capabilities, and credibility?
- Are you more or less likely to retain/initiate investment after meeting with company? Why?