

## 2025 – Best Corporate Website

**Categories:** *Small-, Mid-, and Large-cap Listed Companies*

### IR Principles

Please note that for all awards categories, companies need to emphasise how they have successfully addressed the following IR principles:

- Having an integrated equity story and investment case that is clearly communicated across all stakeholders setting out the company’s approach to long-term value creation
- Engaging with investors, analysts and other relevant stakeholders with the depth, transparency, and consistency to enable their fair assessment of the growth and value drivers of the company
- Meeting or exceeding regulatory requirements around disclosure and focusing on greater transparency of information on material risks, challenges, progress and milestones both internally and externally.

### Award Description

A company’s website should be the definitive source of information for investors and this award will honour those companies which go the extra mile in meeting the many different needs of the global investment community.

The design, usability, functionality, accessibility and above all else, the content of the website and related materials will be the main areas of focus for the judges. They will assess how well the company uses the digital medium to communicate:

- The market dynamics and drivers of the main industries in which it operates
- A clear investment case
- Company strategy and KPIs
- Company purpose, vision and values
- Approach to ESG
- Financial and operational performance, including financial calendar reporting
- Any additional information provided which enhances an investor/analyst’s understanding of the company, its performance and future prospects.

Entrants will be expected to explain how they have adapted content – for example from the annual report or investor presentations - to take advantage of the opportunities, as well as to address the challenges, of the digital medium.



They should also highlight content and features which have been conceived with a ‘website-first’ approach. These may include: virtual events; video and animated content; data visualisation or analysis tools; ‘self-serve’ functionality which helps users find and export key data or documents.

The judges will want to understand how you measure the performance of your corporate website to engage with investors and how you seek their feedback to improve your digital communications with them.

Consideration will also be given to how the company uses social media channels in conjunction with the website in order to engage with investors.

## **AWARD CRITERIA**

### **Introduction**

Please provide in 800 words or less a concise description of how your corporate website meets best practice, keeping in mind the IR principles and the individual awards description. We have provided considerations that the judges will be looking for below. Please don’t forget to provide context, highlight what you have done differently and, most importantly, any evidence of success for the judges.

### **Considerations for your entry**

#### **Overview**

Demonstrate the key objectives for your corporate website in the year and how have they been achieved, including how the website fits into your overall IR engagement strategy.

#### **Strategy & Approach**

Demonstrate how your corporate website provides information to stakeholders, including what methods or tools you use to measure the effectiveness of your corporate website, and how do you use investor feedback and analytics to develop and improve your digital communications strategy and overall IR programme.

#### **Outcomes**

Evidence the positive impact of your corporate website on your IR programme, and describe some of the key developments/improvements in your corporate website compared with the previous year. Where possible include any data from analytics on the site.



*(Max. 800 words:)*

*Alongside your submission, please include any relevant links to website pages to support your entry, indicating where key information is covered/can be found.*

*Please note Large-cap, Mid-cap and Small-cap criteria will be comparable to FTSE 100, 250 and Small-cap sizes as at 31 March, 2025*