

## 2026 – 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 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 and broader stakeholder audiences (including regulators, media, employees and other partners).

The design, usability, functionality, accessibility (for both human and AI-based SEO tools) 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 equity story
- Strategy and KPIs
- 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, animated content and data visualisation used to enhance the communication of the corporate story, strategy and performance; and analysis tools or '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 integrates its website within a broader digital ecosystem (including social media and other channels), ensuring the website remains the authoritative source of investor information while other channels drive engagement and traffic.

## 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. Where relevant, provide context (e.g. market, regulatory environment, company size) to help judges assess your approach appropriately.

#### 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 the website enables or supports two-way engagement with stakeholders (e.g. feedback mechanisms, event interaction, or user journey optimisation). Where relevant, explain the role of emerging technologies (including AI), clearly articulating the problem being addressed and the value delivered to users.

#### Outcomes

Entries should focus on the effectiveness and execution of the corporate website as a core IR channel, describing 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.

Judges will be looking for entries that feel genuinely company-specific, reflecting your own voice, culture, and experience. AI tools may be used to assist with drafting, but the strongest entries will be those that clearly reflect the unique character of your organisation and include concrete, specific evidence of outcomes rather than generalised claims.

### **Entry statements, supporting evidence and size categories**

*Word format entry statements to be uploaded to the website (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 categories are aligned to FTSE 100, FTSE 250 and FTSE Small-cap classifications as at 31 March 2026. For companies not included in the FTSE indices (including international and AIM-traded companies), size categories are determined by their market capitalisation as at 31 March 2026 as follows:*

- *Large cap: above £3.5bn;*
- *Mid cap: £500m to £3.5bn;*
- *Small cap: below £500m.*