

2025 – Best IR Programme

A. LISTED COMPANY CRITERIA

(See Part B below for Private Company category criteria)

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 regularity 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

For this award judges will be looking for evidence of effective implementation of an IR strategy and programme, that both reflects and supports the company's purpose, vision and strategy.

The IR strategy should include and be supported by the following elements:

- A consistent and compelling investment proposition, underpinned by a clear and realistic strategic plan.
- Regular, consistent and transparent financial and non-financial disclosure of the company's performance against its strategy and milestones (Annual Report, presentations, webcasts, transcripts, Q&A, historical publications, Ad Hoc releases, regulatory news, trading updates), accompanied by a Financial and Event Calendar with relevant links and information to enable easy access.
- Regular, pro-active and transparent engagement with equity analysts to inform a fair company assessment and accurate guidance.

- IR engagement and outreach strategy with existing and new, institutional, and retail investors, including roadshows, site visits, investor events, analyst days, product launches and other events.
- Highlight any year-on-year changes in outcomes. For example, this could be number of meetings, changing scope of events or increase in attendance of C-Suite.
- Level of engagement, number of unique investor meetings, number of attended sell-side conferences, number of NDRs etc.
- If possible, contextualise this information with trends in engagement. i.e. targeting new geographic markets or targeting new stakeholder types.
- A website that conveys a clear, substantive and timely picture of the company and serves as an interactive platform for delivery of its financial and wider material disclosure related to the company's long-term value in society.

Along with an entry statement, entrants are encouraged to submit links to supporting materials and to use data where possible to highlight delivery of the strategy and its outcomes

AWARD CRITERIA

Introduction

Please provide in 800 words or less a concise but insightful description of how your IR programme 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

Discuss the key objectives for your IR strategy and programme, and how do these align with and support the company's strategy and purpose. Include details of any challenges you faced.

Strategy & approach

Discuss the principal elements of your IR strategy and engagement programme. Include details on the approach you took, the channels you used and how you tracked progress.



Outcomes

Discuss what outcomes you achieved. Includes details on how you measured success and what improvements there were in the year.



B. PRIVATE COMPANY CRITERIA

Categories: Companies that are not admitted to trading on a public market (in the UK or international)

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 or other industry experts and other relevant stakeholders with the depth, transparency, and consistency to enable an informed 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

For this award judges will be looking for evidence of effective and timely communication and engagement with investors or other stakeholders, which constitute an effective IR programme that both reflects and supports the company's purpose, vision and strategy.

Despite not having the same regulatory obligations as listed companies, private companies might choose to implement an effective IR programme for different reasons, including:

- to engage existing private investors;
- in preparation for an IPO;
- as part of accessing a private company trading venue under the PISCES regulation¹; or
- as part of broader ongoing communications with stakeholders.

¹ Please consider the following materials detailing the forthcoming launch of a regulated market for private company shares in the UK. Please follow the websites of the UK Government and the FCA for up-to date information.

[PISCES consultation response November 2024 vf.pdf](#)
[Update on PISCES and pre-application support | FCA](#)
[Private Markets | London Stock Exchange](#)

The IR or communications programme should include and be supported by the following elements:

- A consistent and compelling investment proposition, underpinned by a clear and realistic strategic plan, communicated regularly and transparently to existing investors.
- To the degree relevant to the business, a sustainability strategy that is integrated in the company's long-term value proposition and is communicated to investors and wider stakeholders.
- Timely reporting, as aligned with investor expectations, that clearly explains your business and communicates how the business is performing, and management is delivering against its strategic objectives (including any challenges faced as well as successes during the year).
- A corporate website that conveys a clear, substantive and timely picture of the company including wider material disclosure related to the company's long-term value in the economy and society, supported by consistent and proportionate communications across all digital channels.

Along with an entry statement, entrants are encouraged to submit supporting materials showcasing their track-record of communications with stakeholders. For example, a link to your investment case on the company website, your annual report or if available, a sustainability report.

AWARD CRITERIA

Introduction

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

Considerations for your entry

Overview

Discuss the key objectives for your IR/communications programme, and how do these align with and support the company's strategy, mission and purpose. Include details of any challenges you faced and how you sought to overcome them.

Strategy & approach

Discuss the principal elements of your IR/communications and engagement strategy and programme.



Include details on the approach you took, the materials you published, channels you used and how you tracked progress.

Outcomes

Discuss what outcomes you achieved. Include details on how you measured success (for example, the level of engagement among the company's key investors and stakeholders, or the company's ability to procure further capital at a fair valuation, the positive impact of your corporate website and/or intranet on your IR/communications programme and the effectiveness of your communication of sustainability) and what improvements there were in the year. (Remember quantifiable or anecdotal results or outcomes to support are welcomed.)

(Max. 800 words:)

Alongside your submission, please include any links to relevant supporting materials.

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.

