



The Governance Series

Your Online Investor Relations and **Stakeholder Engagement**

What you should be doing and why.
Every company is different.
It's all about context. Let's deep dive into yours...





Understanding the context of your company's digital communications governance is the first step to setting the correct budget and then obtaining a good return on investment (ROI).

Your context – Tangible Indicators

RELEVANCE		
Strong	Medium	Weak

Corporate Action	You have a pending corporate action (rights offer etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crisis	You wish to be able to communicate effectively in a crisis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dual-Listing	You are listed on more than one stock market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fake News	You wish to limit fake news online & wish to publish news first	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foreign Investors	Your shareholding comprises active foreign investors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inaccurate Info	Your website IR news is inaccurate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Incomplete Website	Your website IR content is incomplete	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Out of Date Website	Your website news & data is not kept up to date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sensitive Industry	You are in a sensitive or highly regulated industry (tobacco, mining, medical, banking...)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Top 10 Liquidity	Your company is in the top 10 of traded companies measured by liquidity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Top 10 Market Caps	Your company is in the top 10 of market capitalisation companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unclaimed Dividends	You have an unclaimed dividends problem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visible CEO Leadership	Your CEO is active on social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zero Liquidity	Your shares hardly trade if at all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Online investor relations is a stakeholder engagement subset of sustainability strategy and ESG reporting. Describe your activities in your annual report accordingly.

Your context – Intangible Indicators		RELEVANCE		
		Strong	Medium	Weak
Basics	You wish to sort out the basics of digital communications governance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ESG Compliance	You are motivated by additional ESG reporting frameworks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fake News	You wish to limit fake news online & wish to publish news first	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IPO	You are about to embark on an IPO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listed Subsidiary	You are a listed subsidiary of a listed holding company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News	You wish to proactively disseminate corporate news digitally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New CEO or FD	You have a new CEO or FD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retail Brand	You wish to promote your strong retail brand through governance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shareholders	You acknowledge a wide local and international shareholder base	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visibility	Your investment case should be more visible online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stakeholder Engagement	You wish to improve stakeholder engagement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainability	You implement progressive sustainability reporting practices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unclaimed Dividends	You have an unclaimed dividends problem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Reputation risk management is the core reason to adopt progressive stakeholder and investor engagement. A secure two way communications channel with indented digital communities is critical.

Your desired outcomes

RELEVANCE		
Strong	Medium	Weak

Control	You are in control of your content online, you own it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comply	You comply with specific laws and regulations (where applicable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Complete	You publish complete information and news online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conform	You conform with best global IR practices.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Engage	You engage with investors and community proactively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fair Valuation	You give investors a better understanding of your equity valuation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
First	You publish information first	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Governance	Good communications governance is tangible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GRI Standards	You are implementing GRI Standards to your content as part of sustainability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perception	Reputation risk management becomes an achieved PR goal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
R.O.I.	High communications R.O.I. is achieved (for a given strategy)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transparency	Transparency becomes tangible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visibility	Your owned corporate and commercial identity is visible online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Context **Appraisal Report**

Date



Helping Listed Companies Communicate Effectively

AfricanFinancials helps companies communicate IR, ESG and sustainability effectively by acting as full custodians of listed companies' corporate digital communications infrastructure. We manage all aspects of communications: enabling our clients to concentrate on doing what they do best: sustainably creating wealth for society and shareholders.

Communicating authentically nurtures identified communities with which to communicate and receive feedback. Two-way communications spark positive change to drive long-term, sustainable performance.

ESG, IR & SUSTAINABILITY FOCUSED

- ✓ Websites
- ✓ Data Solutions
- ✓ Interactive Dashboards
- ✓ Mobile App
- ✓ Social Media Campaigns
- ✓ Stakeholder Engagement Solutions

support@africanfinancials.com
+44 203 239 7762



African-IR.com

