



## Capital Market Days Report

Do you know that 50 percentages of the IR-departments do not conduct any kind of structural follow up of their CMD's? But they often spend between 35-50 000 € at this kind of event. Even fewer does any kind of pre research to set the agenda; should you focus on a site visit in Russia or a seminar in London?

If you invited 100 analysts to New York or produced an expensive video, wouldn't you like to show results to the board, to which extend the event matched analysts and investors expectations? In other words, what was the outcome of the time and money spent?

Regi's **CMD Report** includes several features that will help you measure, evaluate and improve your Capital Market Days:

- Quantative evaluations from the event; premises, presentations, speakers etc
- Qualitative feedback on what that can be improved and examples of "best practice"
- Taylor made and company specific questions
- Pre research on what issues the target group rate as the most important

Regi offer you three different options of CMD Report:

<b>Option 1 <sup>REGI</sup> Basic</b> <b>includes Evaluation:</b> <i>- Gives you quick feedback and recommendations for improvement</i>  Web questionnaire 10-15 questions: <ul style="list-style-type: none"><li>▪ Premises</li><li>▪ Presentations</li><li>▪ Speakers</li></ul> <b>Benchmarking</b> Benchmark with sector average* Best practice <b>Analysis</b> Open commentary Special inquiry concerning low grades <b>Presentation</b> PowerPoint presentation  <b>Additional:</b> Breakdown of results by title press/sellside/buyside	<b>Option 2 <sup>REGI</sup> Professional</b> <b>includes Preresearch</b> <i>- Gives you suggestions for hot topics to be used for presentations</i>  Web questionnaire and phone interviews with selected target group of your choice Conducted 8-10 weeks prior to the event 7-10 questions: <ul style="list-style-type: none"><li>▪ Topics</li><li>▪ Timing</li><li>▪ Location</li><li>▪ Expectations</li></ul> <b>Analysis</b> Open commentary <b>Presentation</b> PowerPoint presentation  <b>Additional:</b> Breakdown of results by title press/sellside/buyside	<b>Option 3 <sup>REGI</sup> Advanced</b> <b>includes Preresearch and Evaluation</b> <i>- A full report of recommendations and areas for improvement</i>  Pre research report delivered 4-6 weeks prior to the event  Evaluation report: <b>Benchmarking</b> Benchmark with sector average* Best practice <b>Analysis</b> Open commentary Special inquiry concerning low grades Analysis and recommendations by Regi <b>Presentation</b> PowerPoint presentation  <b>Additional:</b> Breakdown of results
--	--	--

\* Benchmarking with sector average from IR Nordic Markets 2007

To learn more about how you effectively can improve your CMD's and order your report, please contact us at Regi:  
annica.strahner@regi.se or call +46 8 545 612 84