

IR Nordic Markets Report 2009

- The most extensive IR survey in the Nordic Region

IR Nordic Markets is a study that provides an overview of the trends and current developments within Nordic IR. The study identifies the strengths and weaknesses of companies in their current communication with different players on the finance market.

IR Nordic Markets is without doubt the largest IR study of its kind and has come to set the tone for development in Nordic IR, as 70% of the largest listed companies use the results as praxis to measure and evaluate their IR work.

Regi's **IR Report** includes several features that will help you measure, evaluate and improve your daily IR communication:

- Benchmark your result with the 150 largest listed companies in the Nordic Region
- Qualitative feedback on what that can be improved and examples of "best practice"
- Trend analysis of Nordic IR and how your company has performed over recent years

New features for IR 2009

✓ Enhanced method of research

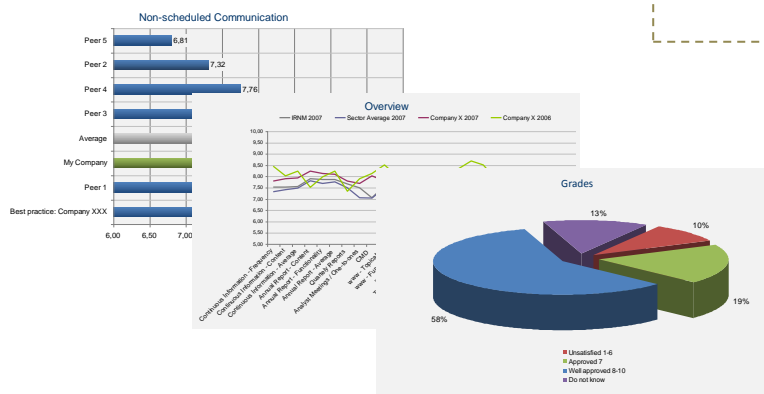
Due to 2009 being a special year we will be performing personal interviews with high profile analysts in different sectors. The purpose is to obtain additional information for more in depth analysis and recommendations which also will include more open commentary with richness of detail.

✓ Factors of success when the company have a head-wind

Why is it that some companies year after year are top ranked in IR Nordic Markets even when their stock has had a poor development? We will try to identify the factors of success by conducting interviews with the Nordic companies that continuously receive high grades. We will also speak with high profile analysts and investors to get their point of view regarding factors of success in head-wind.

Regi offer you three different options of IR Nordic Markets Report:

Option 1 Basic	Option 2 Professional	Option 3 Advanced
<ul style="list-style-type: none"> ✓ Your companies result in 21 criteria's ✓ Listing of all open comments and recommendations ✓ Best practice in each criterion 	<ul style="list-style-type: none"> ✓ 5 selected Nordic peers ✓ Trend analysis (2006 - 2008) ✓ Special inquiry concerning low grades 	<ul style="list-style-type: none"> ✓ Regis tailor-made analysis and recommendation ✓ Personal presentation of the report and time for discussions ✓ Extended focus on verbatim comments



Reports IR Nordic Markets 2009

REGI **Advanced** REGI **Professional** REGI **Basic**

Benchmarking

Maximum number of selected Nordic companies	5	5	3
Sector average in each criterion	✓	✓	✓
Best practise in each criterion	✓	✓	✓
Access to the 20 top ranked companies in each criterion	✓	✓	✓
Historical comparison (2007-2009)	✓	✓	

Analysis

Introduction and summary of the study from a Nordic perspective	✓	✓	✓
Listing of all open comments and recommendations	✓	✓	✓
Special inquiry concerning low grades	✓	✓	✓
Trend Analysis (2007-2009)	✓	✓	
Analysis and recommendations by Regi	✓		

Presentation

Calculated percentage of individual ratings	✓	✓	
Executive Summary – delivered by publication	✓	✓	
PowerPoint presentation	✓	✓	
Performance in comparison to Importance (Key Criteria)	✓	✓	
Personal presentation by Regi	✓		

Other

VIP-benefits 1: Factors of success in headwind (free of charge for VIPs)	✓	✓	
VIP-benefits 2: 10 % discount for additional services	✓	✓	

Price	8 900 €	7 800 €	5 200 €
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Prices are exclusive VAT

To learn more about how you effectively can improve your daily IR communication and order your report, please contact us at Regi:

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Any other questions regarding the study, please contact:

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