NIRI Virtual presents:



WHAT DOES AN AWARD WINNING IR PROGRAM LOOK LIKE?

Wednesday, April 16, 2014
12:00 pm ET

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Wednesday, April 16, 2014
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Moderator



Neil Stewart
Editorial and Research Director
IR Magazine

Formerly executive editor of IR Magazine, Neil is now the global publication's roving editor and spokesman based in New York City. As the editorial director for Cross Border, Neil also oversees the research behind the IR Magazine Awards world-wide as well as IR Magazine's sister publication, Corporate Secretary magazine, which he helped launch in 2002. Neil has chaired IR Magazine conferences and spoken at other events around the world during his more than 18 years as a financial journalist. Originally from Montreal, he has been featured on CNBC Europe, CNBC Asia, CNBC Australia, ROB-TV and TheStreet.com TV.


IR
magazine
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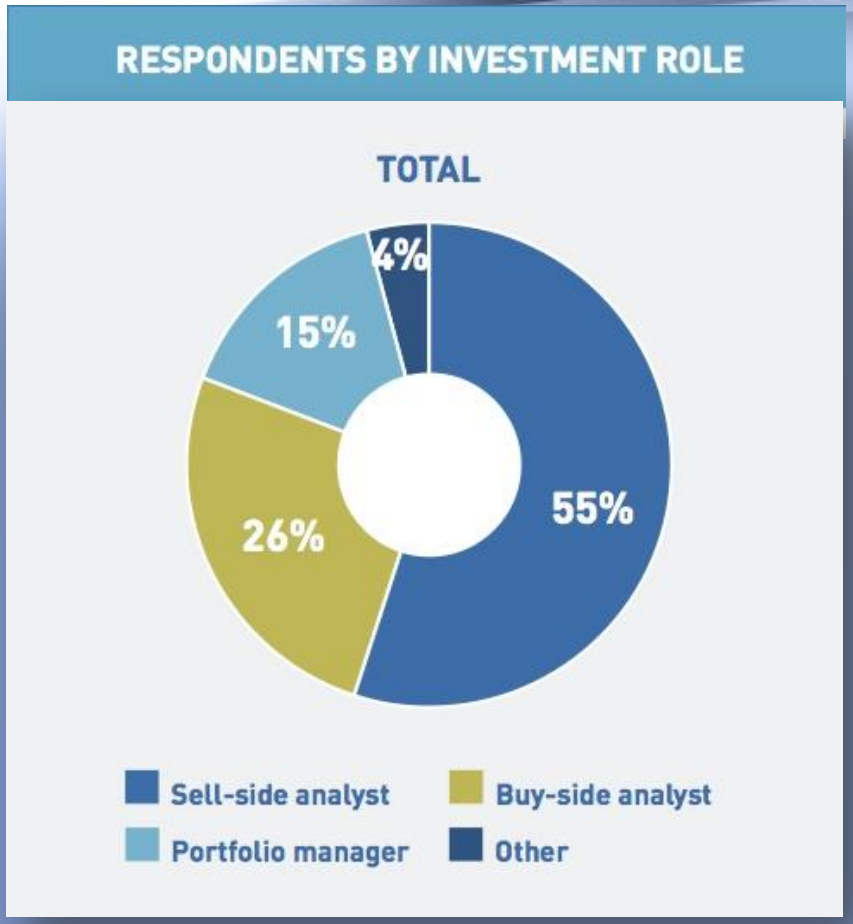
Who picks the winners?



- Launched in 1991 in the UK
- Launched in the US in 1996
- Now Canada, Brazil, Greater China, South East Asia and Europe.

In the US, IR magazine oversees an electronic survey and one-on-one interviews. Survey conducted in September and October 2013.

2014 US Awards total: 700

IR MAGAZINE US TOP 100



IR MAGAZINE US TOP 100

2014 rank	2013 rank	Change	Company (large caps in bold)	Awards	Short lists	Total points
1	1	◉	**Covidien**	✪✪✪✪✪✪	9	561
2	2	◉	**Intel**	✪✪	9	454
3	4	▲	**Honeywell**	✪✪✪	5	356
4	3	▼	**Danaher**	✪	5	304
5	=31	▲	**Johnson & Johnson**	✪	2	246
6	5	▼	**NextEra Energy**	✪✪	4	239
7	12	▲	**Texas Instruments**		1	235
8	=135	▲	Wright Medical Group	✪✪✪	5	233
=9	20	▲	L Brands	✪✪✪	4	210
=9	10	▲	**Qualcomm**		1	210
=11	=67	▲	**American Express**	✪	2	207
=11	40	▲	**Southern Company**		1	207
=13	13	◉	Kansas City Southern	✪	3	202
=13	42	▲	**Starbucks**	✪✪	2	202
15	=135	▲	**Time Warner**		2	179
16	=242	▲	Edison International		3	178
=17	6	▼	**JPMorgan Chase & Co**		2	175
=17	38	▲	Ryder System	✪	2	175
19	=232	▲	**CBS**		2	166
20	=115	▲	**UnitedHealth Group**		1	164
21	=92	▲	**Enterprise Products Partners**		1	163
22	114	▲	**Discover Financial Services**		2	162
23	=33	▲	**McDonald's**		1	160
=24	=14	▼	**Baxter International**		1	158
=24	41	▲	**MasterCard**		1	158
26	=140	▲	**Visa**		1	157
27	=215	▲	CR Bard		1	155
=28	7	▼	**FedEx**		1	153
=28	19	▼	**The Coca-Cola Company**	✪	1	153
=28	=26	▼	**Yum! Brands**			153
31	=242	▲	**Eli Lilly and Company**		1	151
32	21	▼	**Medtronic**			150
33	–	✚	WisdomTree Investments		3	149
=34	17	▼	**Anadarko Petroleum**	✪	1	148
=34	=120	▲	**Procter & Gamble**		1	148
36	16	▼	Wyndham Worldwide			147
37	=174	▲	**Duke Energy**			144
38	=62	▲	**US Bancorp**			143
=39	–	✚	**21st Century Fox**		1	141
=39	–	✚	Actavis	✪	3	141
=41	24	▼	**Delta Air Lines**		2	140

▲ rank up ▼ rank down ◉ same ✚ new ✪ number of awards

IR MAGAZINE US TOP 100

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=41	=174	▲	**Nike**		1	140
43	=159	▲	Ares Capital		1	139
44	=313	▲	**Simon Property Group**	✪	1	137
45	=89	▲	**eBay**		1	136
46	=58	▲	**The Walt Disney Company**			134
47	=202	▲	**CVS Corporation**			132
=48	=172	▲	Northeast Utilities			131
=48	=162	▲	The Hartford Financial Services Group			131
50	37	▼	**Illinois Tool Works**		1	130
=51	–	✚	**American Electric Power**			129
=51	22	▼	**General Electric**		1	129
=51	=28	▼	**United Technologies**		1	129
54	=258	▲	**Celgene**		1	128
=55	–	✚	Cerner		1	125
=55	=115	▲	**Home Depot**			125
57	=26	▼	**United Parcel Service**		2	124
58	=76	▲	Micron Technology			122
59	=87	▲	**IBM**			120
60	=232	▲	CIT Group	✪	1	119
=61	=80	▲	CareFusion			118
=61	=162	▲	Dollar General		1	118
=61	=144	▲	**Wells Fargo & Company**			118
=64	9	▼	**Cisco Systems**			116
=64	=290	▲	**Praxair**	✪	1	116
=66	8	▼	Broadcom			115
=66	=258	▲	**Deere & Company**			115
68	–	✚	PVH Corporation	✪	3	114
69	=258	▲	Liberty Media			113
=70	=74	▲	**AT&T**			112
=70	=65	▼	Jack in the Box		2	112
=70	–	✚	**Verizon Communications**			112
=73	=178	▲	MedAssets		4	111
=73	–	✚	**T-Mobile US**			111
75	=67	▼	Rockwell Automation			110
=76	=58	▼	Perrigo Company			109
=76	–	✚	**Precision Castparts**			109
=78	–	✚	Ocwen Financial Corporation		1	108
=78	=200	▲	WW Grainger		1	108
80	=219	▲	Newell Rubbermaid			107
=81	43	▼	**Cummins**			106
=81	54	▼	**Noble Energy**		1	106

▲ rank up ▼ rank down ◉ same ✚ new ✪ number of awards

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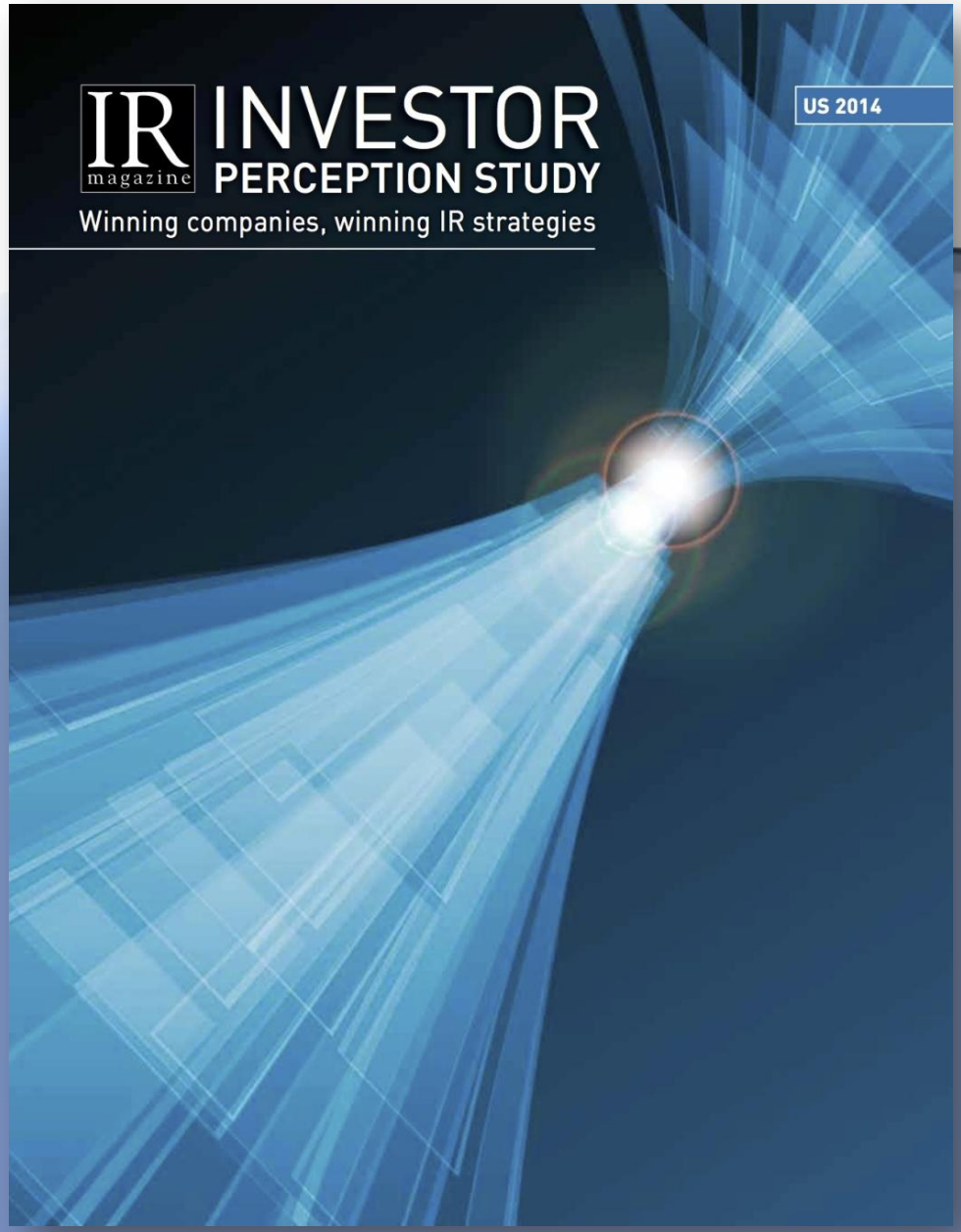
The NIRI Virtual Chapter: Experience the power of connecting.


IR magazine
INVESTOR PERCEPTION STUDY
Winning companies, winning IR strategies
US 2014

Who wins… and why?



1. **T**ransparency
2. **R**esponsiveness
3. **A**ccess
4. **C**onsistency
5. **K**nowledge

Top performers 2012-2014

- Covidien
- Danaher
- Honeywell
- Intel
- Qualcomm

Top risers in top 20 in 2014

- CBS
- Edison International
- Time Warner
- Wright Medical Group

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Cole Lannum, vice president, IR officer, Covidien



2014 winners for best investor relations by sector

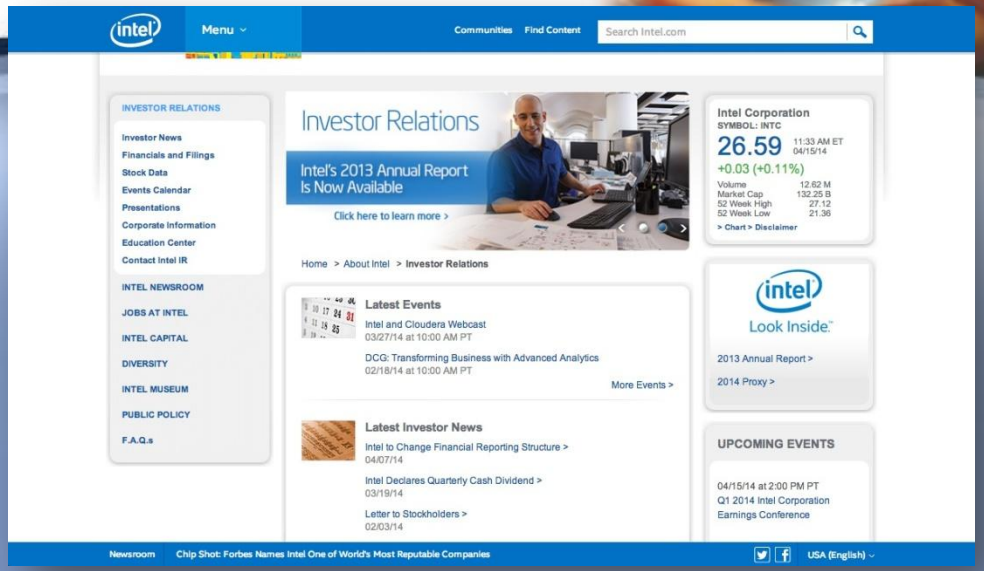


Trey Campbell from Intel accepting the award for ‘best use of technology’ from Marketwired’s Kurt Heinemann





Mark Henninger, director of investor relations, Intel







Roundtable discussion with award-winning IR officers

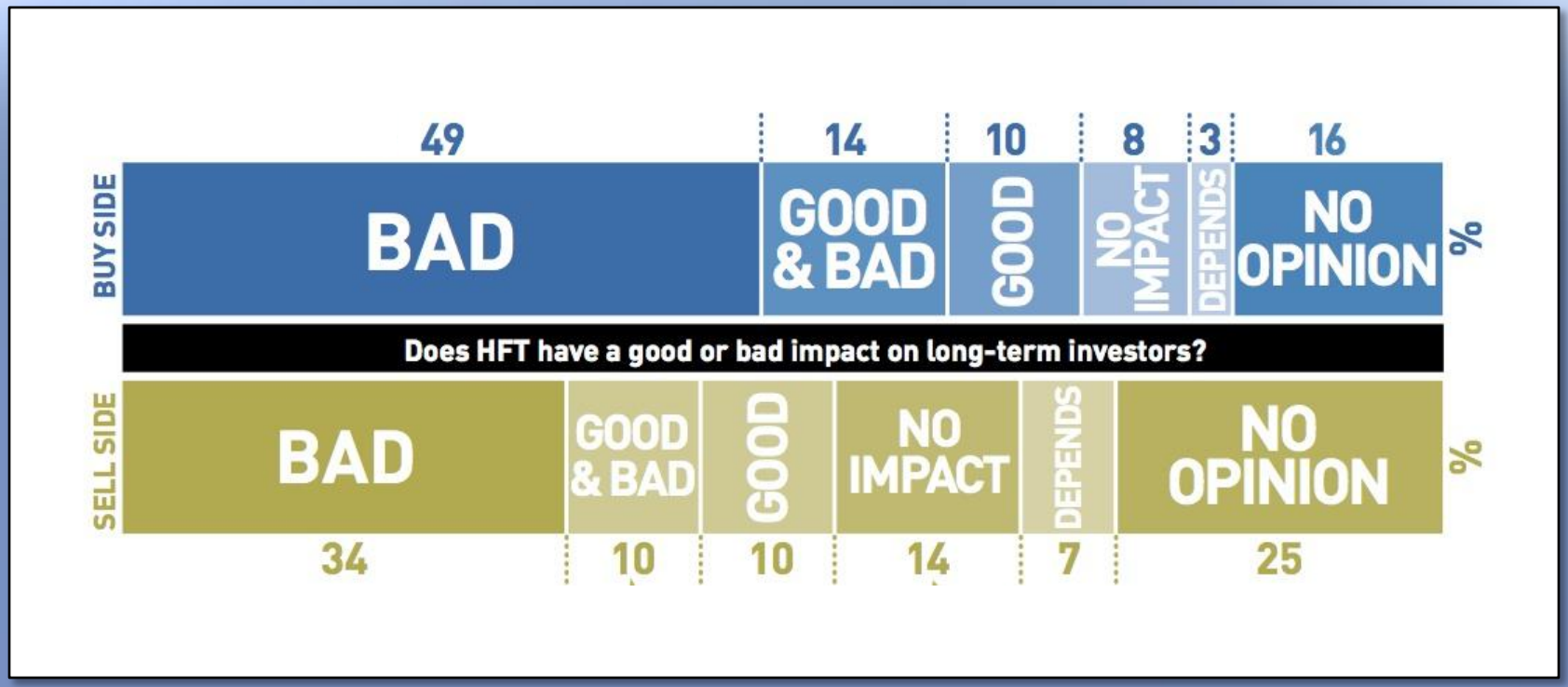


Mark Henninger
Director of Investor Relations
INTEL

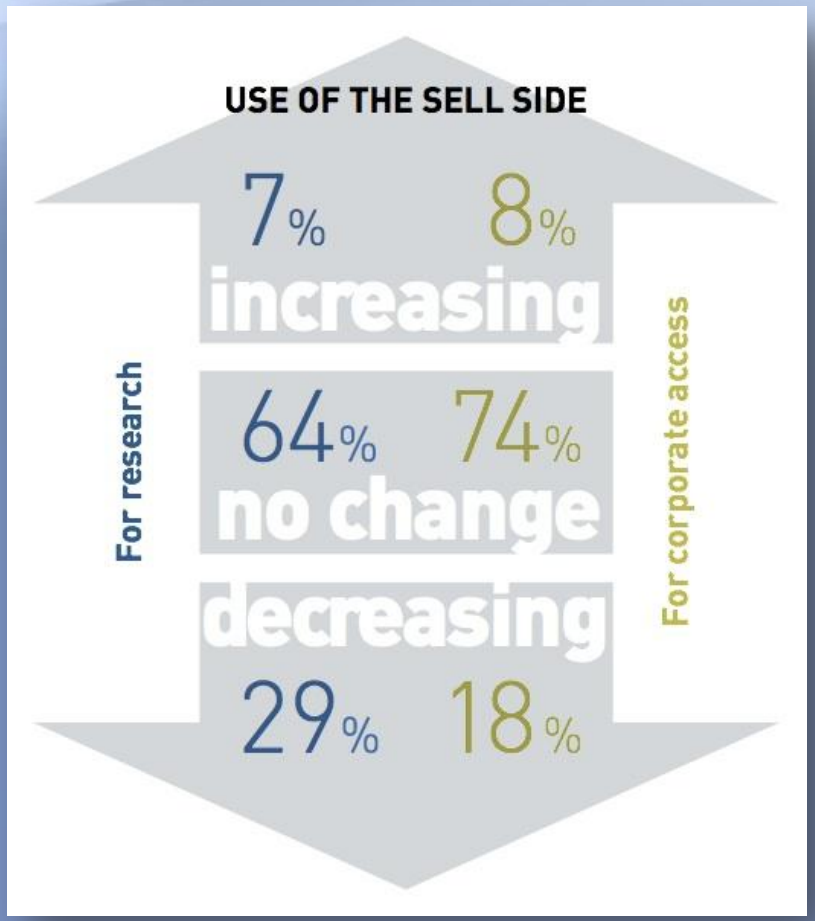
Coleman Lannum
Vice President, Investor Relations
COVIDIEN PLC



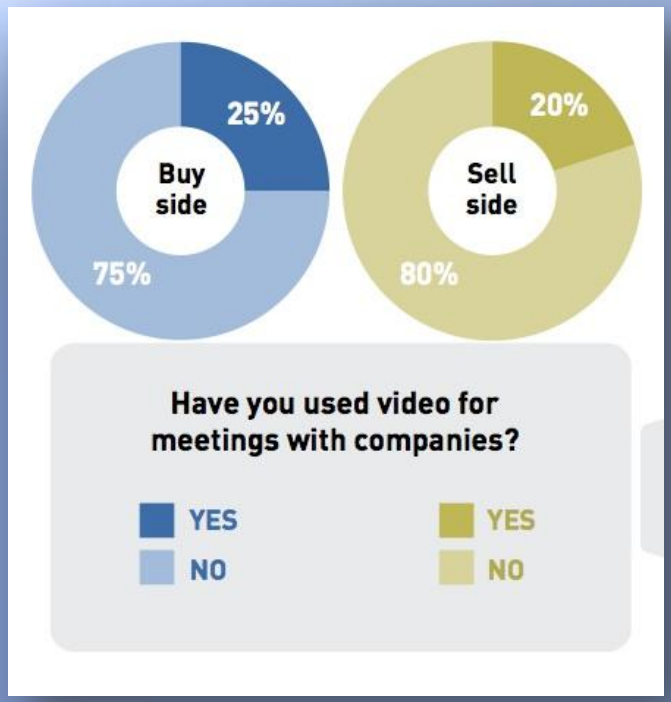
Hot button issue: High frequency trading

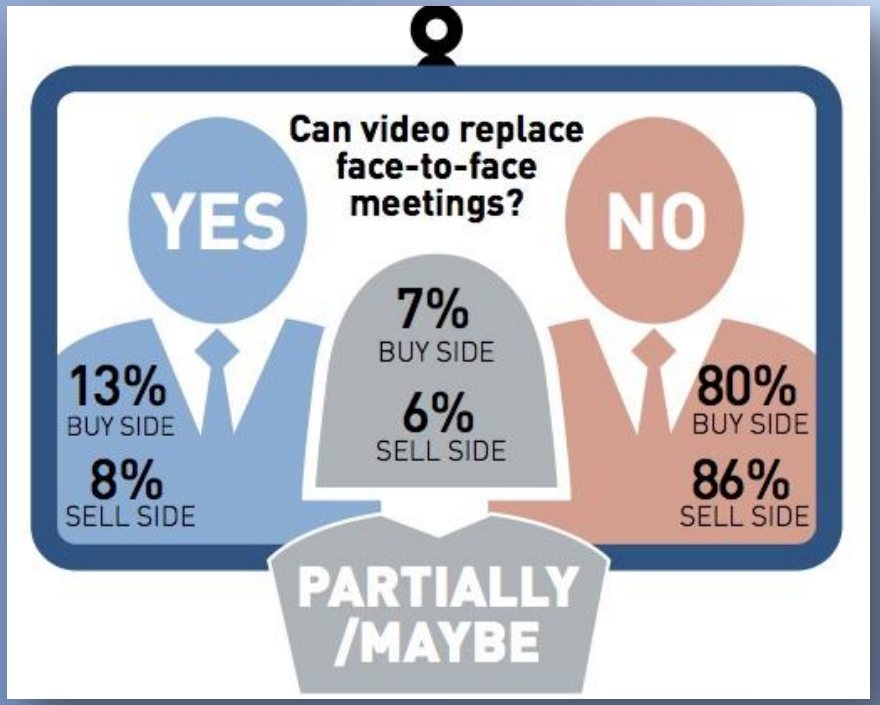


Hot button issue: Role of the sell side



Hot button issue: Virtual investor meetings






Q&A

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Upcoming Programs



April 22 at **1 PM EDT**

- Virtual Cafe Chat – Investor Targeting and Effectiveness of Outreach Efforts

May 7 at **1 PM EST**

- Measuring Success of Your IR Program