NIRI Virtual presents:



GOING MOBILE IN IR

Tuesday, March 18, 2014
1:00 pm ET

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Today's Agenda



- **Mobile Landscape**
- **Paige Hebert/Jordan Bohrer – Mobile IR from a large cap perspective**
- **Tammy Perry– Mobile IR from a mid cap perspective**
- **Q&A**

Meet our panelists



Jordan Bohrer joined **Sysco Corporation** in 2011 as Coordinator, Investor Relations. She is responsible for day-to-day meeting planning, running Sysco's Investor Relations social media channels and IR app and executing investor events and roadshows.



Paige Hebert joined **Sysco Corporation** in 2010 as Investor Relations Coordinator. Currently, Paige manages the corporate marketing and content strategies for Sysco's social media platforms. Paige was instrumental in establishing Sysco's Investor Relations social program with the launch of the @SyscoStock Twitter account in 2011 and works with the IR team to maintain the platform

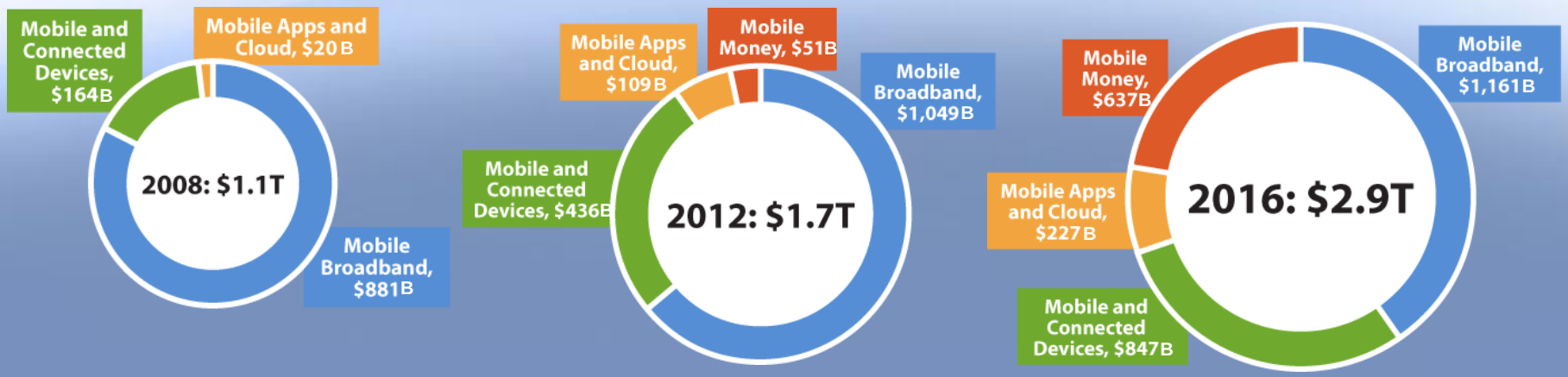


Tammy Perry joined **Edwards Lifesciences** in July 2011 as Senior Manager in the Investor Relations department. She brings more than 15 years of IR and Corporate Communications experience to the company. At Edwards, she led the redesign and enhancement of their IR website and implemented and manages their IRApp. Perry is an active member of the National Investor Relations Institute (NIRI) since 1992 and has been a board member for the local Orange County Chapter for nearly 10 years where she implemented the chapter's first website and digital strategy.



Seizing the New Mobile Economy Opportunity

Welcome to the New Mobile Economy

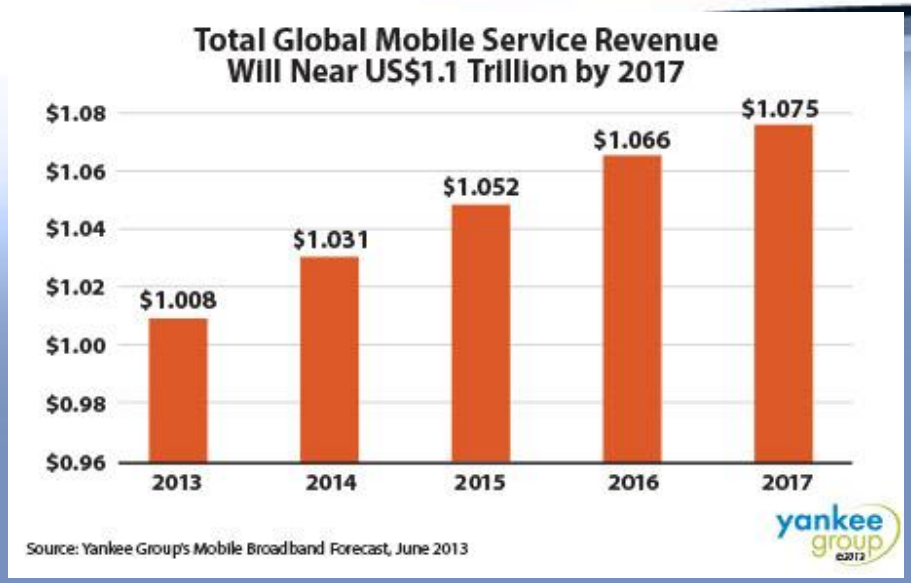


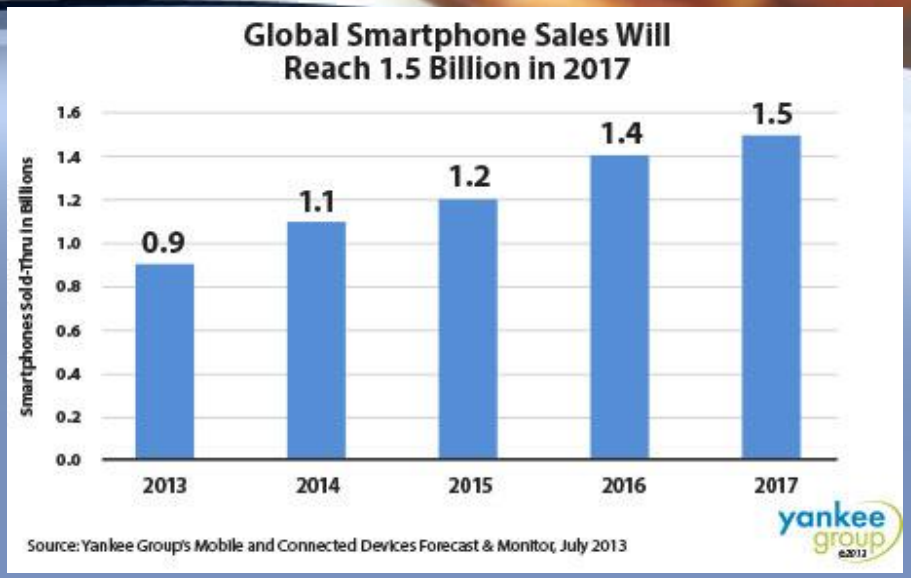
The New Mobile Economy will nearly TRIPLE in size by 2016

Fundamental Question: Is your company equipped to succeed? Or will you fall behind as competitors old and new lock in their places in the new mobile ecosystem?

Source: Yankee Group.

We Have Entered the Land of 'Very Big Numbers'…





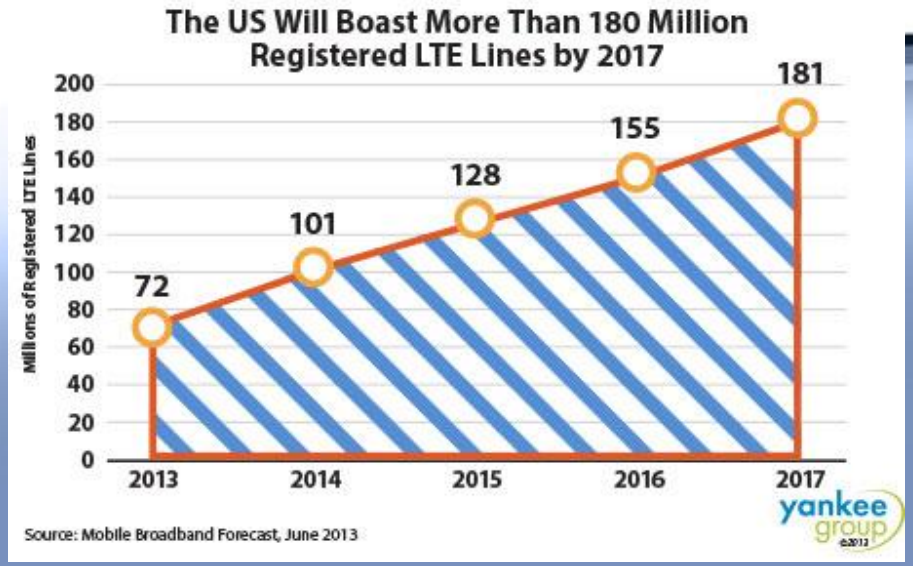
$1 TRILLION in Mobile Services

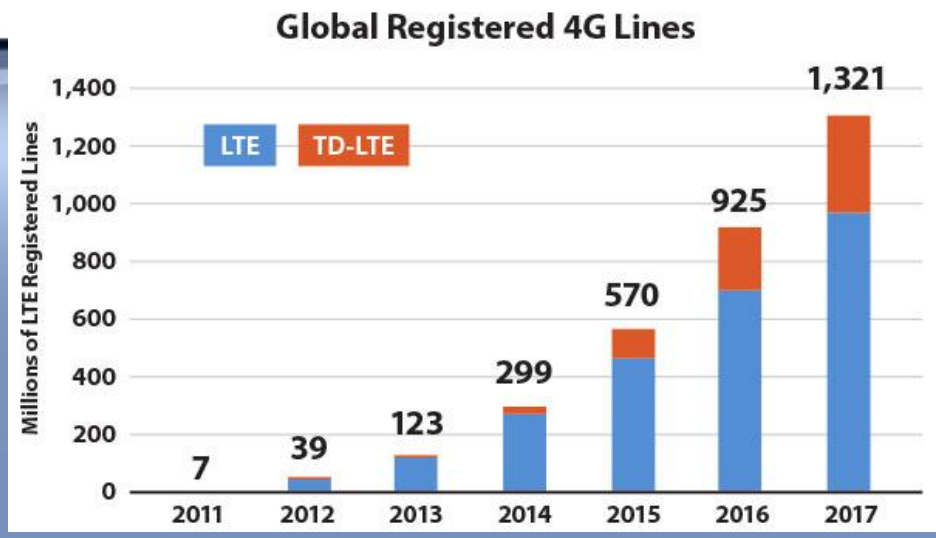
1 BILLION Smartphone Devices Sold

The global mobile market: Mobile service revenue has passed $1 trillion and is growing; global smartphone sales will approach 1 billion per year in 2013 and continue to rise.

Source: Yankee Group

…And are Nearing a Time of 'Very Fast Speeds'…





U.S leads the way in 4G and LTE with APAC, others gaining ground

The U.S. leads the world in LTE, with the 'big four' operators deep into LTE deployment and preparing for LTE-Adanced – more speed and greater flexibility.

Source: Yankee Group

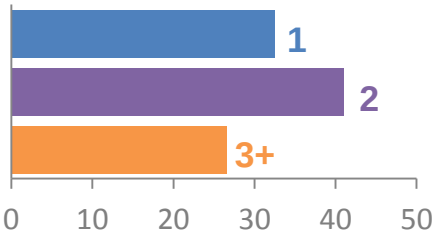
Institutional Investors Dependent on Mobile

200
Institutional Investors Surveyed

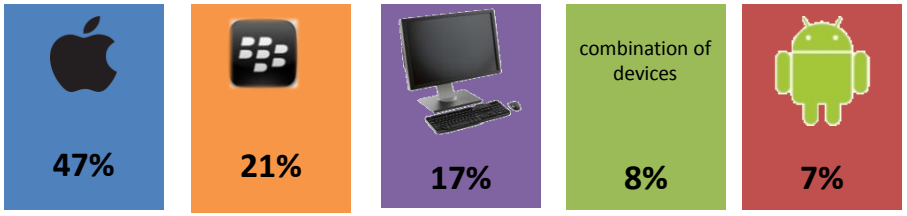


83% rely on mobile when it comes to work

How many total devices do you own/use?

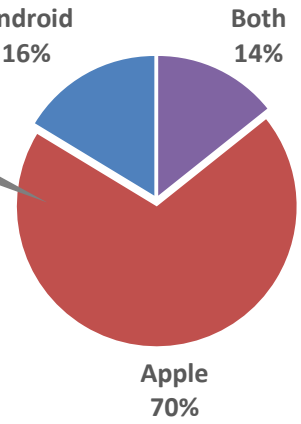


For purposes of your work, which device type do you find more conducive to obtaining information?

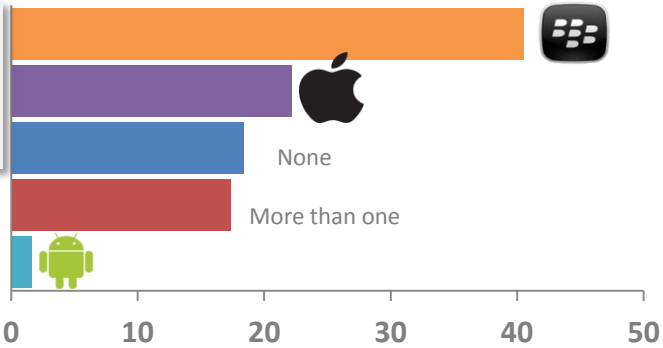


If your employer provides you with a Blackberry, do you also own an Apple or Android mobile device?

84% own Apple



What type of mobile device does your employer provide you?



Source: theIRapp®

Mobile in IR: A Strategic Approach

- Research
- Identify
- Engage
- Integrate
- Develop
- Measure



In house or outsource?

Marketing your IR App

1 Conferences

2 Analyst Days



Earnings Call



Email Signature

Available on the App Store

GET IT ON Google play

Website



Press Releases



Marketing your IR App – A Case Study

NOTE TO INVESTORS ANNOUNCING LAUNCH OF APP:

Sysco would like to introduce you to a quick and easy resource for accessing several important documents. Sysco has its own Investor Relations App available for iPhones and iPads on the iTunes App Store and for Android Mobile Devices on the Google Play Market.

PRESS RELEASE BOILER PLATE:

For important news regarding Sysco, visit the Investor Relations portion of the company's Internet home page at www.sysco.com/investors, follow us at www.twitter.com/SyscoStock and download the new Sysco IR App, available on the iTunes App Store and the Google Play Market.



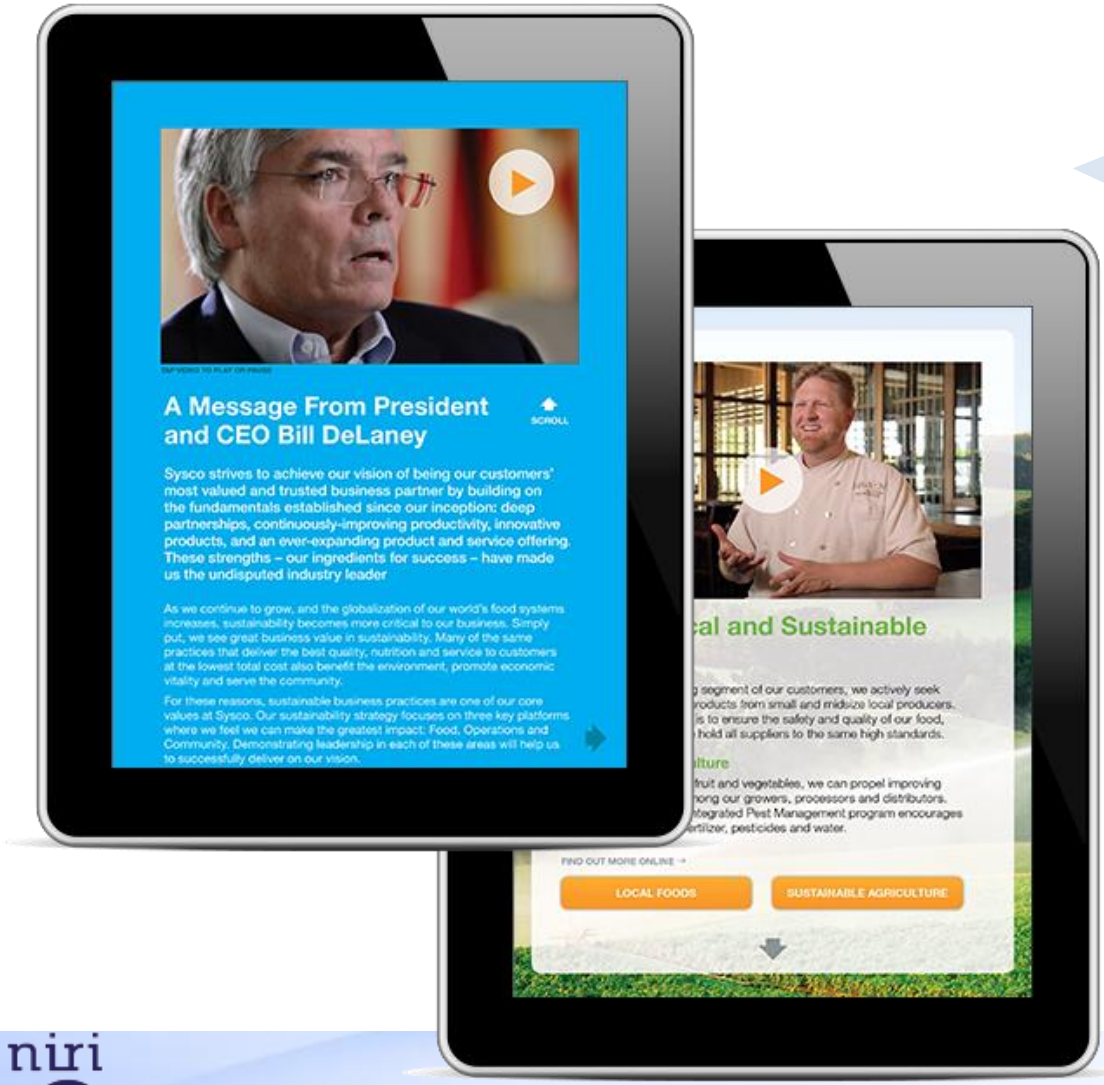
TWITTER:
#Sysco IR is now available for iPhone and iPad at the iTunes App Store and for Android mobile devices on the Google Play Market. $SYY

MENTION OF APP IN EMAIL SIGNATURE:

IR on the App Store
Also on Google Play

STOCKTWITS:
#Sysco IR is now available for iPhone, iPad and Android mobile devices.

Marketing your IR App – A Case Study



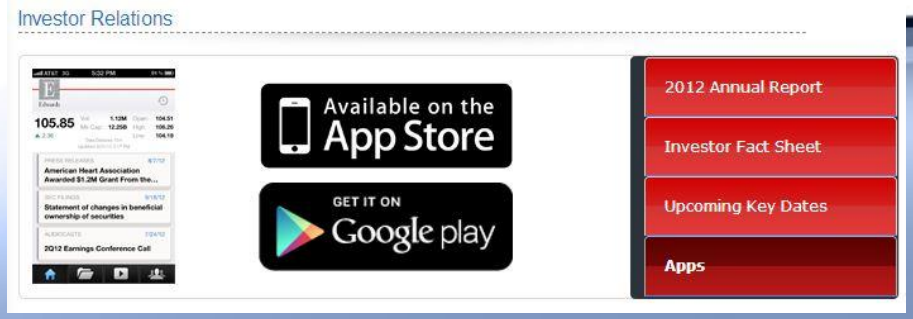
PRESS RELEASE:

Sysco's complete 2013 sustainability report is available online and can be found at www.sysco.com. The report and various interactive features and content also are available in a new app, providing ready access to information specifically for mobile iPad and Tablet users. The app is available for download from the iTunes App Store and Google Play.

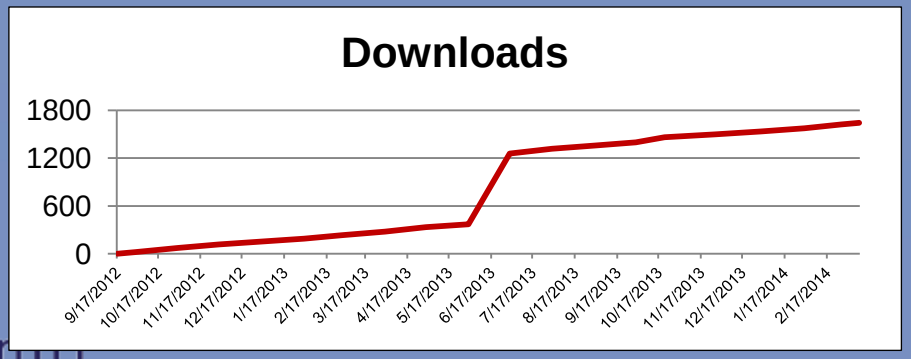
TWITTER:

Did you know @Sysco sources #local products? The good and #sustainable things we offer don't stop there. View report: http://bddy.me/1iymWz8

Edwards Case Study







Marketing includes:

- **Website**
- **QR codes in print materials**
  - Presentations
  - Handouts
  - Annual report
- **Press releases**
- **Email signatures**
- **Live streaming of earnings calls**

Results
~ 1650 downloads to date (18 months)

App Analytics – What the Analytics Tell You



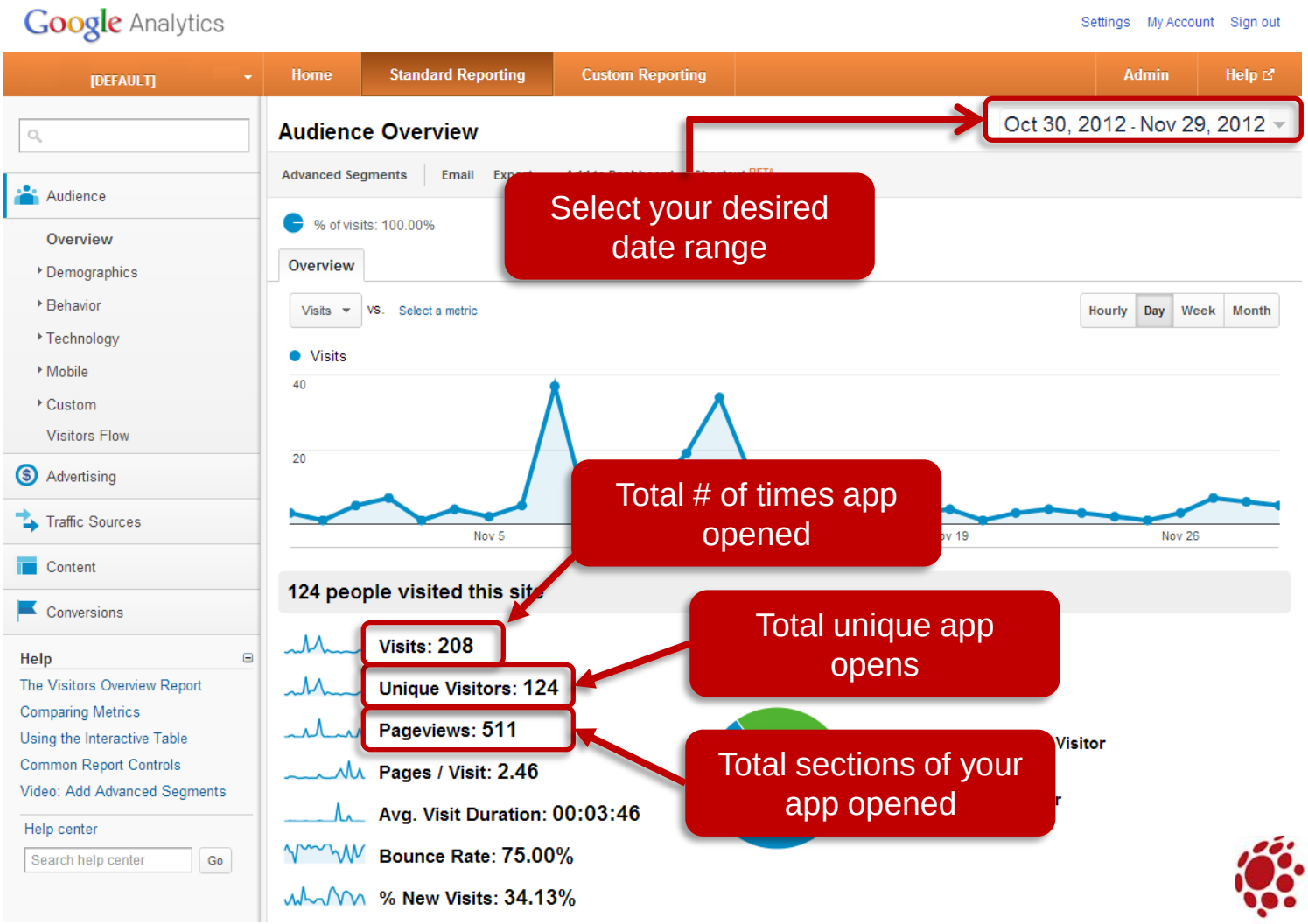
- Where investors and users of your IR app are located
- What language your investors speak

- What content your investors are visiting
- What content your investors are sharing

- How many investors are using your IR app right now?
- What piece of content are they looking at right now?
- Where are your investors who are using your IR app right now?



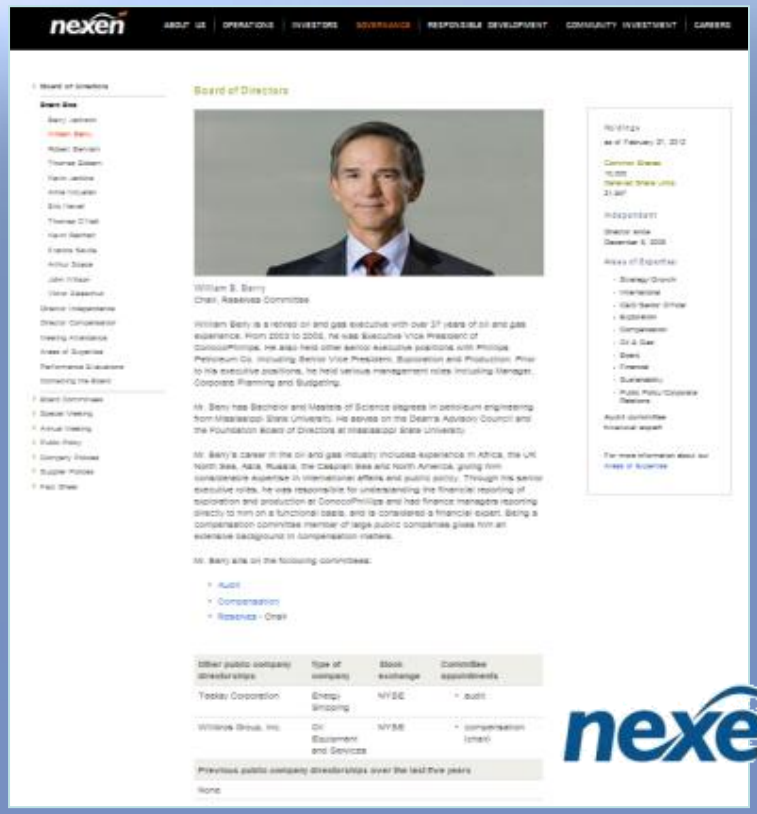
App Analytics – Audience Overview



theIR™ app

Keep the Content Fresh

Expanded Bios



Detailed FAQs



Lessons Learned



- ✓ Partner with your Legal department – be certain of SEC guidelines
- ✓ Train employees on proper use of updating mobile app
- ✓ Content should be for investor community
- ✓ Investors are engaging with mobile content (engagement statistics support this) but be sure to implement a process that supports the application. This really is no different than the IR section of the corporate website.


Q&A

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Upcoming…



- **April 16th@ 12:00pm** – Award *Winning IR Programs*
- **April 22nd** – *Virtual Café featuring* **Justin Vieira, and Kevin Roy from IPREO**
- **May 7th -** *Measuring Success in IR* hosted by **Natalie Heard from Fedex**