



INVESTOR RELATIONS BEST PRACTICE CASES

WEBCASTING AS A MODERN ALTERNATIVE TO THE PRESS CONFERENCE



COMPANY WEBCAST

A EURONEXT COMPANY

A publicly listed company must comply with a number of legal requirements defined by the market. With respect to the obligation to inform, the Corporate Governance Code stipulates that a company must provide all shareholders and other partners in the financial market with equal and simultaneous access to information.

The conventional press conference is still the most common method used by companies to provide information to shareholders or other stakeholders. However, with the emergence of new technologies and further advancements in the realm of communication, the private sector is starting to regard this traditional way of sharing knowledge and information as somewhat old-fashioned.

Publicly listed companies are continually striving to improve their efficiency, speed and transparency. In its current form, the press conference no longer meets those needs. Therefore, private sector companies are seeking alternatives which at the same time increase the likelihood that shareholders and other stakeholders will participate.

One such alternative is the webcast. More than half of the companies listed on Euronext in the Netherlands are already making use of webcasts, albeit often still in combination with an in-person press conference.

Achieve more for less

Webcasts offer various advantages within Investor Relations. As a complete online event, for example, a webcast can be watched from any location that has internet access.

It is possible to reach all stakeholders (shareholders, analysts, journalists, etc.) simultaneously, anywhere in the world – time and place no longer matter. As a result companies can reach a bigger group of people, plus they are no longer dependent on a large number of factors that are beyond their control, e.g. whether people can attend in person or not.

A webcast can also be watched 'on demand' and can be shared through multiple channels. Hence people no longer have to watch the presentation live, but can instead watch it later if they prefer. This extends a presentation's shelf life and reach as well as ensuring maximum transparency and retention of valuable information.

Last but not least, each presentation can be added to the ever-growing archive section on the company's website. Stakeholders can access this content whenever they wish, and the company benefits from insights into the stakeholders' information needs.

Case Studies

At Company Webcast, as the market leader in the facilitation of Investor Relations webcasts in the Benelux region, we work with countless companies. A number of them recently decided to present their financial results by webcast only, without holding a physical event. This is a new development which many other companies may not yet be aware of. Two of our customers share insights into their experiences in the following chapters.

Innovative online communication reduces costs and increases stakeholder/shareholder engagement.

Rabobank used to organise a physical event to present its half-year results. For its most recent announcement of these figures, however, Rabobank opted for an online-only event to boost efficiency and reduce costs. The bank replaced the traditional press conference and analysts presentation with an innovative and interactive webinar.

On behalf of – and in collaboration with – KPN, Company Webcast organised a press webinar and an analysts webinar for Rabobank. To increase the interaction and engagement of participants, investors could ask questions at the end of the presentation via an integrated Event Call. Meanwhile, during the presentation, members of the press were able to ask questions via a 1-to-1 chat system. The presentation was live-streamed to the target group from Rabobank's in-house webinar studio.

Positive feedback

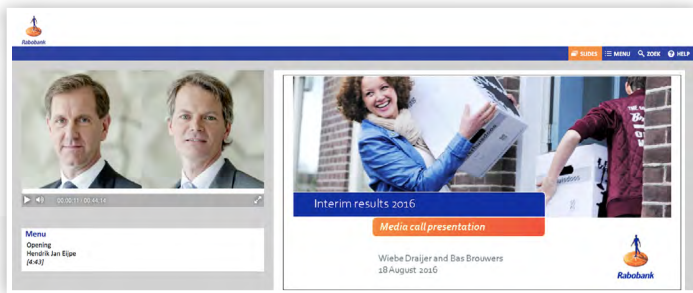
Rabobank is happy with the service it received from KPN and Company Webcast. This new and accessible form of communication was also well received by the viewers. Various investors expressed their appreciation of the webinar and they encouraged the company to continue to communicate online in this manner.

Greater insight

The stakeholders received an invitation to participate in the webinar and could register in advance. Thanks to the webinar's pre-registration option and the call plus the opportunity for data analysis, Rabobank gained greater insight into who was watching/listening.

Lower costs, higher efficiency

For analysts, in addition to the press conference, Rabobank used to organise video interviews with board members to clarify the results. By holding an online webinar especially for investors, Rabobank could better align the presentation with their specific information needs from the outset. The webinar also generated considerable cost savings and improved efficiency for members of the press, investors and Rabobank employees alike.



In the past Wolters Kluwer organised an in-person event, usually at a hotel, to present its half-year results. The event was then broadcast from the venue as a webcast. To save time for the participants and to make it easier for analysts to attend the presentation, Wolters Kluwer has now chosen a purely online event as the format for announcing the half-year results.

Instead of a physical event or a webcast from the head office, the webinar is broadcast from a dedicated webinar studio. This makes Wolters Kluwer one of the first publicly listed companies in the Netherlands to present its half-year results in this way. We asked Wolters Kluwer about the reasons for choosing this innovative solution and the experiences so far.

Why did you choose this form of communication?

In our case, nearly 80% of analysts covering our stock are not based in the Netherlands. Nowadays many are unable to travel to attend in-person events, so they are accustomed to watching events online. The analysts tend to be very busy during the July reporting season; we can save everyone time by cutting out the travel involved in an in-person event. Focusing on a digital event hopefully also makes it a better experience for investors (very few of our investors can attend these results presentations in person due to their busy schedules). Apart from being more convenient for everyone, moving to an exclusively online event offers potential cost savings as well.

You've chosen to broadcast the financial results from a dedicated webinar studio instead of your office or a hotel. This is quite unique. Why did you choose a dedicated webinar studio?

We were attracted to the studio because it is a turnkey solution. Webcasting from the company office can be done but we found it more time-consuming as you need to set up cameras, lights, backdrop, etc.

How was the audience reaction? What was their experience?

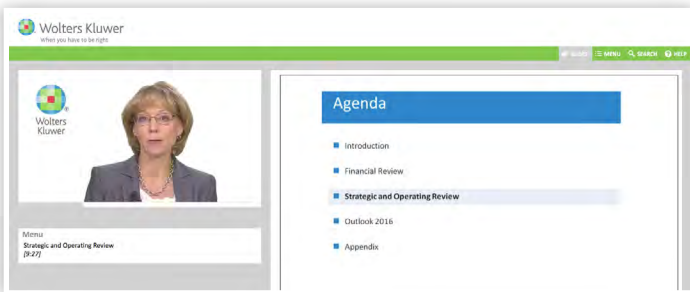
The audience reaction was positive: analysts based in the Netherlands did not mind that they could no longer attend an in-person event, and analysts and investors outside the Netherlands had an overall better experience.

What benefit(s)/result(s) did you achieve with the studio webinar?

We created a better visual and audio experience, and saved time and money.

Are you going to do this again in the future? If so, for what kinds of events?

Yes, it is very likely we will do this again in future for half-year results.



NEXT GENERATION IR WEBCAST PLATFORM

With our webcast platform, Company Webcast has been the Benelux region's market leader in Investor Relations webcasts for more than a decade.

As if there weren't already enough reasons for us to work together, the very latest version of the IR webcast platform was launched at the start of this year: the Next Generation IR Webcast platform.

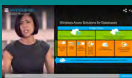
This revamped webcast platform offers a lot of innovative new features that are interesting from an Investor Relations perspective, making it a 'must have' in terms of impactful and effective communication.

Here, we've listed the 7 most powerful features of the RoyalCast Next Generation Webcast Platform for Investor Relations.



1 | EASILY ACCESSIBLE

Stakeholders without a video player are no longer excluded. It works on every device: no plug-ins, downloads or apps required. As far as corporate networks are concerned, the technology is just standard internet traffic so there are no problems with firewalls, proxy servers or virus scanners.



2 | KEEP THEM ON YOUR SITE

Until now, a webcast always involved a link (URL) to an external website or player...which is the best way to lose visitors! RoyalCast Next Generation webcasts can be easily integrated into your own website, from registration through to live participation.



3 | LIVE & INSTANT REPLAY

Viewers can press rewind, making it easy for them to go back and watch earlier sections – even during live broadcasts! The live broadcast can also be paused, just like when watching TV at home.



4 | INTERACTION

Engage in online dialogue with stakeholders: the live webcast enables participants to ask questions directly. In addition to facilitating questions, a webcast can also be enriched with poll questions, calls to action or a questionnaire form.



5 | SHARE VIDEO CLIPS

It is really easy to share interesting clips and place them on websites (e.g. to include a brief clip of video with your news article or to highlight the clip of the CEO's speech on the company strategy, etc.). The broadcast can also be fully embedded on other websites.



6 | REPORTING

Excellent options for reporting and for enriching viewers' profiles: analyse who your stakeholders are, where they come from and their level of activity during the broadcast.



7 | HD QUALITY

The webcasts are broadcast in HD quality, creating a very rich viewing experience.

ABOUT COMPANY WEBCAST

As the market leader in Investor Relations webcasts in the Benelux region, we work for numerous (listed) companies such as Philips, DSM, AkzoNobel, Binck Bank, Heijmans, KLM, Heineken, ABN AMRO and a.s.r.

Today, with over a decade of experience, we work with more than 300 mid-sized and large companies and local government authorities.

All our solutions are based on the state-of-the-art Next Generation webcast platform, which we developed in-house at Company Webcast. We can coordinate the entire process for you, from organising and recording to broadcasting and archiving the webcast.

As part of a full-service package, your webcast can even be recorded and broadcast from one of our professional webinar studios located in Amsterdam, Rotterdam and Brussels. Alternatively, you can opt for a self-service approach and produce professional webcasts from your own office location.

Company Webcast is part of Euronext NV, the leading pan-European exchange in the Eurozone.

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