



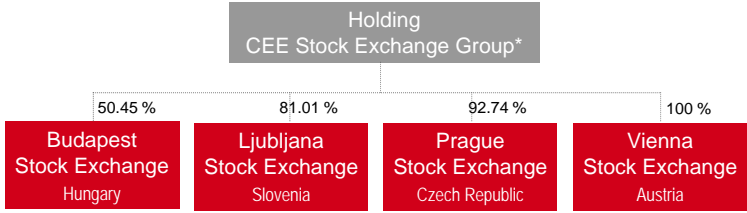
# Investor Relations (IR) Services in Austria

Presentation at the Belgrade Stock Exchange  
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29 March 2011



# CEE Stock Exchange Group – New Holding Structure

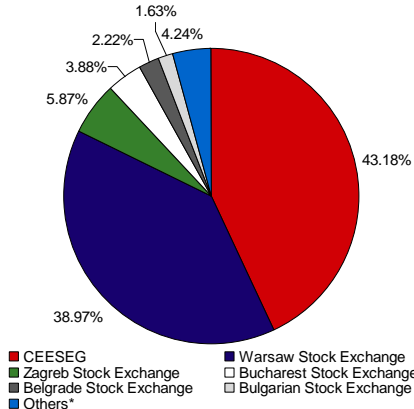


\* Ownership of the CEESEG AG: 52.59% Austrian banks, 47.41% issuers of the Vienna Stock Exchange



### CEE Stock Exchange Group – Largest Group in the Region

Market capitalization as of 28 February 2011

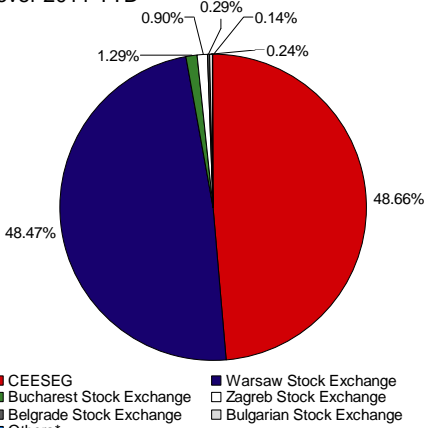


\* Banja Luka SE, Bratislava SE, Montenegro SE, Sarajevo SE  
Source: FESE, FEAS



### CEE Stock Exchange Group – Largest Group in the Region

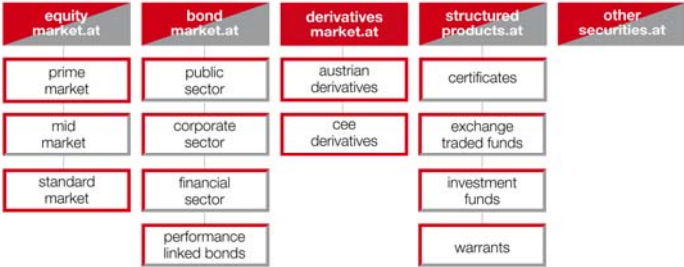
Equity turnover 2011 YTD



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Source: FESE, FEAS

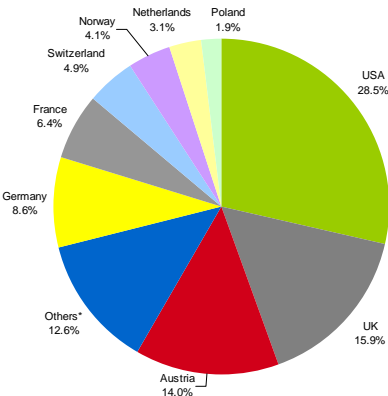


### Market Segmentation of Vienna Stock Exchange



Regulated Market Regulated Market and Third Market as MTF

### The Major Institutional Investors in the ATX prime, 1<sup>st</sup> half-year 2010



\*Among others Bermuda, Canada, Belgium, Denmark and China June 2010, Source: Ipreo



## Investor Relations – What's it all about?

### Tasks

- Visibility on the capital market
- Raise interest in the market for shares
- Create demand for shares
- Create long-term transparency & confidence

### Target groups

- Institutional investors
- Analysts
- Retail investors
- Financial media
- Broker
- Banks
- Regulatory institutions
- Interest groups for retail investors

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## Investor Relations – What's it all about?

### Job profile IR manager

- Organization of talks with investors and analysts
- Planning and support for roadshows/One-on-Ones
- Further IR/PR activities such as financial ads, letters to shareholders, shareholder fairs, shareholders excursions to plants, etc.
- Setting up an IR hotline
- Comprehensive information and ongoing maintenance of IR contents on website
- Coaching of management board members for shareholder meetings, roadshows, etc.
- Creation and maintenance of diverse statistics, charts and peer group comparisons

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## Why communication?

- The core of the communication is a clearly defined investment story convincingly communicated by the CEO/CFO
- Investors can evaluate and decide only if they understand the investment case
- Without professional communication it is not possible to build trust and acceptance in the financial community
- With a listing the company is in the spotlight - this increases considerably the need of communication



## Investor Relations Instruments

- Annual General Meeting
- Capital Markets Day
- Roadshows
- Presentations
- Investor Calls
- Ad-hoc disclosure
- Preparation annual report
- Preparation quarterly reports and semi-annual report
- Ongoing obligations
- Investors area on the homepage and mail service



## External Communication / PR

- Advertisements in public and professional media
- Press releases
- Press conferences and interviews
- Press review / monitoring
- Press distribution list
- Organization of press conferences
- Homepage (General, Press and IR area)
- Create CD templates, maintain and develop
- Communication during crisis
- Honourings and awards

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## Overview of IR in Austria

### Structures

- Number of IR employees in large and mid cap companies range from 2 to 7, in small caps IR is often a one-(wo)man show.
- Most IR managers in small cap companies are also responsible for Public Relations/Corporate Communication, compliance and/or internal communication.
- IR departments are usually assigned to the CEO, in large caps to the CFO.

### Roadshows

- Roadshow and investor conference days of IR managers per year: small caps 11-15, mid caps 11-40 and large caps 26-60
- Management board members of mid caps (40 days per year) are more active as regards roadshows than their colleagues at large caps (30 days per year).

### IR Reports

- Quarterly reports are usually not printed any longer (except of the half-year report).
- Trend: Increase in online annual and quarterly reports.

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## C.I.R.A. – Austrian IR Society

### Key Facts

- Foundation: 1991 as a voluntary interest group of publicly traded companies.
- Members: Primarily Investor Relations Officers, CFOs and CEOs.
- C.I.R.A. members as of March 2011: 60 corporate and 22 associate members
- Goals: continuously improve, internationalize and professionalize the Investor Relations field
- Website: [www.cira.at](http://www.cira.at)

## C.I.R.A. – Austrian IR Society

### Services

- Annual Conference with panel discussions on latest IR trends and topics
- Best Practice study on Investor Relations Practice in Austria. Survey among all C.I.R.A. members.
- In cooperation with Vienna Stock Exchange: Investor conferences for Austrian Small and Mid Caps in Vienna (Austria) and Frankfurt (Germany)
- C.I.R.A. Academy: Seminars on important IR topics
- IR Round Tables: Panel discussions among IR Managers (without service providers) on day-to-day IR business and best practice.
- IR Workshops: Workshops with statements by capital market experts.



## IR Services Vienna Stock Exchange

- **IPO Workshops** for potential IPO candidates to prepare them for a listing on the Vienna Stock Exchange
- **Info day** for investment advisors of Austrian banks
- **IR Key Account Manager** provides IR Managers with information on regulatory issues
- **IR Guide**: Guide on compulsory publication content and publication deadlines
- **IR Monitor**: Monthly newsletter on current IR topics, statistics, analysis and information important for the listing on the Vienna Stock Exchange
- **Investor Center**: Website about the listed companies on the Vienna Stock Exchange corporate website ([www.wienerbourse.at](http://www.wienerbourse.at)) with information about the listed companies.
- **Statistic Service**: Monthly statistics for IR managers tailored to their individual requirements
- **Powerpoint slides**: Charts based on Vienna Stock Exchange Data
- Free access to **Wiener Börse Live** and chart service



## Roadshows Vienna Stock Exchange

- Since 2003, the Vienna Stock Exchange organises international roadshows for its issuers in cooperation with national and international banks (Erste Group Bank, Cheuvreux, HSBC, Nomura).
- Format: Company group presentations and One-on-Ones with institutional investors.
- Advantage: Increased interest by investors and the media through bundling of presentations of various Austrian companies within one day.

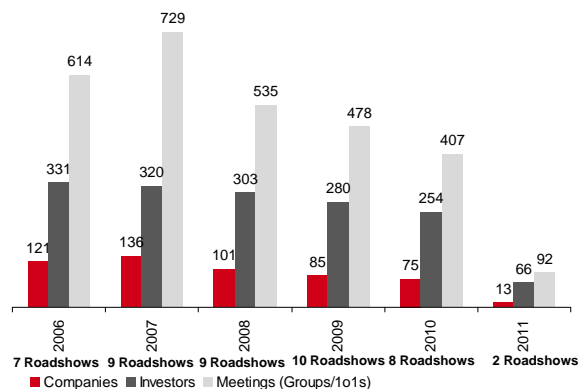


## Roadshows Vienna Stock Exchange

- Upcoming roadshows 2011
  - 1 April: Paris with Cheuvreux
  - 2 May: Stockholm with Erste Group
  - 6 June: New York with Cheuvreux
  - 27/28 September: Edinburgh/London with HSBC
  - 28 November: New York with Erste Group & Auerbach Grayson
  - 13 December: Frankfurt with HSBC
- 2011: Special Investor Conferences for Austrian small and mid caps
  - 16 June: Austrian Small Cap Day in Vienna in cooperation with C.I.R.A.
  - 31 August: Austria Forum at the SCC\_ DVFA German Small Cap Conference
  - 14 September: Small Cap Conference in Munich (Germany) with ICF Kursmakler

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## International Roadshows 2006 - 2011



Source: Wiener Börse AG

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## Disclaimer

- Wiener Börse AG would like to specifically point out that the data and calculations in the charts are values and figures from the past, and are not reliable indicators of future performance trends. For this reason, the data should not be used to draw conclusions on future index trends.



**Thanks for your attention!**