



Workshop

Breaking New Ground: Introducing Q, The First IRO Agent™

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Our 3-Year Journey at Q4:

- **2022:** AI research & security framework development
- **2023:** Pilot programs with “QFOR” and select clients
- **2024:** Full enterprise deployment with first AI products in market (Results Co-Pilot and Transcript Summaries)
- **2025:** Purpose-built “Q” AI for IR with proven security track record

Key Principle: *"Security first, innovation second"*

**Best Free
Tools for
Investor
Relations:**



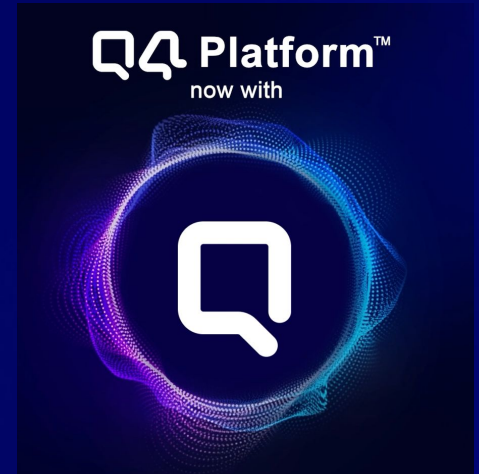
Free Tools for Investor Relations:

Tool	Pros	Cons
ChatGPT	Fast, conversational- Easy to access- Wide general knowledge	Limited financial/IR context- Swiss data not prioritised- Limited audit trail or compliance
Microsoft Copilot	Integrated with Office 365- Useful for summarising documents	Limited IR-specific capabilities- Data privacy concerns if not enterprise licensed
Claude	Strong at reasoning and summarisation- Good with long documents	Doesn't "know" Swiss capital markets well - No IR integration or workflows
Google Gemini	Strong Google ecosystem integration- Good for research tasks	Weak on earnings/Q&A context- Not tailored for regulated communication



Free Vs. "Q" Enterprise AI for IR:

Feature	Q (Q4 AI)	Free Tools
IR-Specific Knowledge	Trained on Q4's capital markets data, earnings calls, investor behavior, IR best practices	Generic knowledge, no IR context
Market Relevance	Reflects Swiss disclosure norms, investor preferences, and market trends	Lacks Swiss regulatory and market nuance
Compliance & Security	Built on Sonnet 4.0 with enterprise-grade security, GDPR compliant	High risk of data leakage
Integrated Workflow	Embedded in the Q4 Platform (CRM, Website, Events, Analytics)	Not connected to IR tools or data
Customisation	Fine-tuned to your company's story, disclosures & peer set, learns preferences over time	Generic, impersonal outputs



Q is built on a secure AI framework—your data is safe, encrypted and never exposed.



Market Intel

Client Data

Q4 Proprietary Data

QA Platform™

now with



Demo

Intro to Q and the data lake

The screenshot displays a dashboard interface for Q4 Premium. At the top, there's a navigation bar with the Q4 logo, a 'Premium' badge, and a URL: `https://web.outreach.io/360/tasksHome="smart_view%3D0"`. Below the navigation bar, a market ticker shows various stock prices and changes, such as SGE at 10.795 (-0.781%), INTU at 661.575 (0.81%), MSFT at 500.72 (0.07%), ORCL at 311.8251 (-5.027%), SAP at 219.8 (-1.743%), and WDAY at 225.51 (-0.428%).

The main content area is titled 'IR Daily' and includes a sub-header 'Results/Earnings Prep | IR Daily | Board Materials | Targeting | + Add Dashboard'. A '+ Add agent' button is visible on the right. The primary content block is 'Weekly IR Action Plan - Data-Driven Priorities', which provides a summary of 5 critical priorities based on recent IR activities and market performance. The priorities are:

- Finalize Earnings Co-Pilot Workflow (URGENT)**: Your earnings preparation workflow shows "InProgress" status since August 26th. With Q3 earnings season approaching and your stock trading at £10.87, completing the earnings script, executive talking points, and Q&A preparation should be your immediate priority to ensure clear communication of quarterly results.
- Capitalize on Strong Institutional Engagement**: Q4 Internal Demo Foundation leads with 30,765 total engagements (+66.5% change), followed by American Express with 944 engagements (+7.7% change). Schedule follow-up meetings with these high-engagement institutions to maintain momentum and gather valuable feedback on your IR messaging.
- Address Email Communication Performance Gaps**: Email analytics reveal mixed results - while your Q3 earnings call announcement generated 5,322 clicks and Goldman Sachs conference alert had 1,341 opens, overall engagement could be stronger. Consider optimizing subject lines and timing for better investor reach, particularly for SEC filing alerts.
- Intensify Meeting Schedule Before Earnings**: Recent activity shows 21 meetings/calls in the past month, with most concentrated in late August. Given the upcoming earnings period, increase one-on-one investor meetings this week to pre-communicate key themes and gauge market sentiment ahead of your announcement.
- Monitor Institutional Ownership Changes**: Key institutional movements require attention: Lindsell Train holds 50.2M shares (stable), while Royal London reduced position by 118K shares. Proactively reach out to institutions showing position changes to understand their investment thesis and address any concerns before earnings.

Below the text, there is a 'Stock Price and Volume Performance' chart. This is a dual-axis chart showing Stock Price (left axis, \$) and Volume (right axis, 1000s of shares) from October 2024 to September 2025. The Stock Price is represented by a blue line with circular markers, and the Volume is represented by blue vertical bars. The chart shows a general upward trend in stock price from around \$10.5 in October 2024 to a peak of approximately \$13.5 in February 2025, followed by a decline and then a recovery. Volume shows significant peaks in January 2025 and February 2025, reaching nearly 10,000 shares.

Month	Stock Price (\$)	Volume (1000s of shares)
Oct '24	10.5	2.5
Nov '24	13.0	2.5
Dec '24	12.5	1.0
Jan '25	13.5	9.5
Feb '25	13.0	8.5
Mar '25	12.0	4.5
Apr '25	12.5	3.5
May '25	12.5	4.5
Jun '25	12.0	4.5
Jul '25	12.5	4.5
Aug '25	10.5	4.5
Sep '25	10.5	4.5

Prompts

The image shows a screenshot of a Q&A Premium dashboard. The main content area is titled "IR Daily" and contains a "Weekly IR Action Plan - Data-Driven Priorities" section. This section lists five critical priorities for the week, such as "Finalize Earnings Co-Pilot Workflow (URGENT)" and "Capitalize on Strong Institutional Engagement Q4". To the right of the text is a "Stock Price and Volume Performance" chart showing stock price and volume from Sep '24 to May '25. A chat window titled "Chat with Q" is overlaid on the right side of the dashboard. The chat window shows a list of peers: "Small-cap", "Kelly Services Inc. (KELYA - NASDAQ) - Small-cap", and "Hays plc (HAS - London) - Small-cap". Below this is a "Key Insights" section discussing Adecco's position in the Personnel Services industry and its competitive landscape. At the bottom of the chat window is an input field with the placeholder text "Ask me anything" and a "Privacy policy" link.

Q&A Premium

SGE 11.015 0.364% ↑ SGE 11.015 0.364% ↑ INTU 702.09 2.06% ↑ MSFT 514.45 -0.672% ↓ WDAY 242.66 3.87% ↑ Manage peers

Website Management Earnings Lifecycle Event Management Engagement Analytics

Results/Earnings Prep IR Daily Board Materials Targeting Strategic IR Add Dashboard

IR Daily

Weekly IR Action Plan - Data-Driven Priorities

Based on comprehensive analysis of your recent IR activities, engagement metrics, and market performance, here are 5 critical priorities for this week:

- Finalize Earnings Co-Pilot Workflow (URGENT)** Your earnings preparation workflow shows "inProgress" status since August 26th. With Q3 earnings season approaching and your stock trading at €10.87, completing the earnings script, executive talking points, and Q&A preparation should be your immediate priority to ensure clear communication of quarterly results.
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Stock Price and Volume Performance

Month	Stock Price (\$)	Volume
Sep '24	~10.5	~100
Oct '24	~11.5	~150
Nov '24	~11.0	~120
Dec '24	~12.5	~180
Jan '25	~12.0	~160
Feb '25	~13.5	~250
Mar '25	~12.5	~180
Apr '25	~12.0	~150
May '25	~12.0	~150

Chat with Q

Small-cap

- Kelly Services Inc. (KELYA - NASDAQ) - Small-cap
- Hays plc (HAS - London) - Small-cap

Key Insights

Adecco operates in the **Personnel Services** industry within the broader **Commercial Services** sector. As a mid-cap Swiss company, their closest size peers are **Randstad** (Dutch) and **Robert Half** (US-based), while they compete with several smaller but significant players like ManpowerGroup, Kelly Services, and Hays.

This competitive landscape represents the global staffing and human resources services market, with companies spanning Europe, North America, and other regions.

I'm now ready to reference Adecco's data and provide comparative analysis against these peers for any subsequent questions you may have. What specific aspects of Adecco's business or performance would you like me to analyze?

Ask me anything

Privacy policy

Agentic AI

Q4 Premium DS

SGE 10.795 -0.781% ↓ INTU 661.575 0.81% ↑ MSFT 500.72 0.07% ↑ ORCL 311.8251 -5.027% ↓ SAP 219.8 -1.743% ↓ WDAY 225.51 -0.428% ↓ [Manage peers](#)

[Website Management](#) [Earnings Lifecycle](#) [Event Management](#) [Engagement Analytics](#) [Earnings Co-Pilot](#)

[Results/Earnings Prep](#) [IR Daily](#) [Board Materials](#) [Targeting](#) [+ Add Dashboard](#)

IR Daily + Add agent

Weekly IR Action Plan - Data-Driven Priorities

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Stock Price and Volume Performance

Stock Price (\$): 9, 12, 13.5, 15
Volume (1000s of shares): 0, 2.5k, 5k, 7.5k, 10k

Oct'24, Nov'24, Dec'24, Jan'25, Feb'25, Mar'25, Apr'25, May'25, Jun'25, Jul'25, Aug'25, Sep'25

Stock Price 9.694

Stock Price Volume

Q4 Platform

now with



Purpose-built AI for IR.

Prioritise, prepare, and present with confidence.



Ai



IR Websites
& Web Tools



Events



Analytics



CRM



Shareholder
Identification

