

Are the **investment community**
engaging with your online content
or just **downloading documents?**

my mission

To show why and how you can optimize your online communications to drive belief in your investment story. A presentation based on data and observed investor behaviors. It's not rocket science.



Want to hear a good story?

85% of your
investors do.

A study by the National Investor Relations Institute found that **85% of investors are more likely to invest in a company that has a clear narrative that articulates investment proposition** (SIX, 2019).

“

... **the most important** aspect,
does the company have a
credible plan and the
capability to deliver it.

Fund Manager

Is your belief story easy to follow?

Strategic clarity.

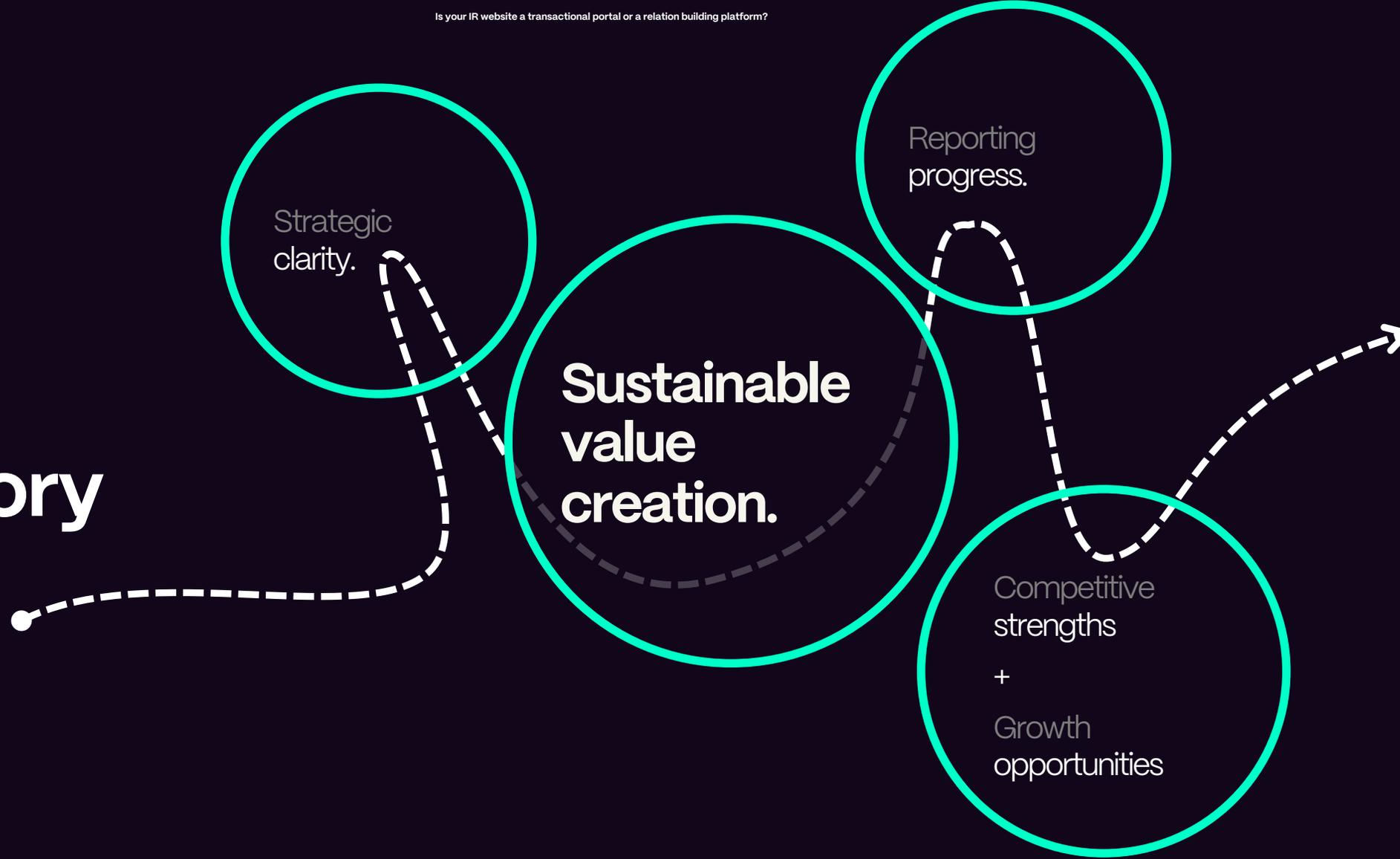
Sustainable value creation.

Reporting progress.

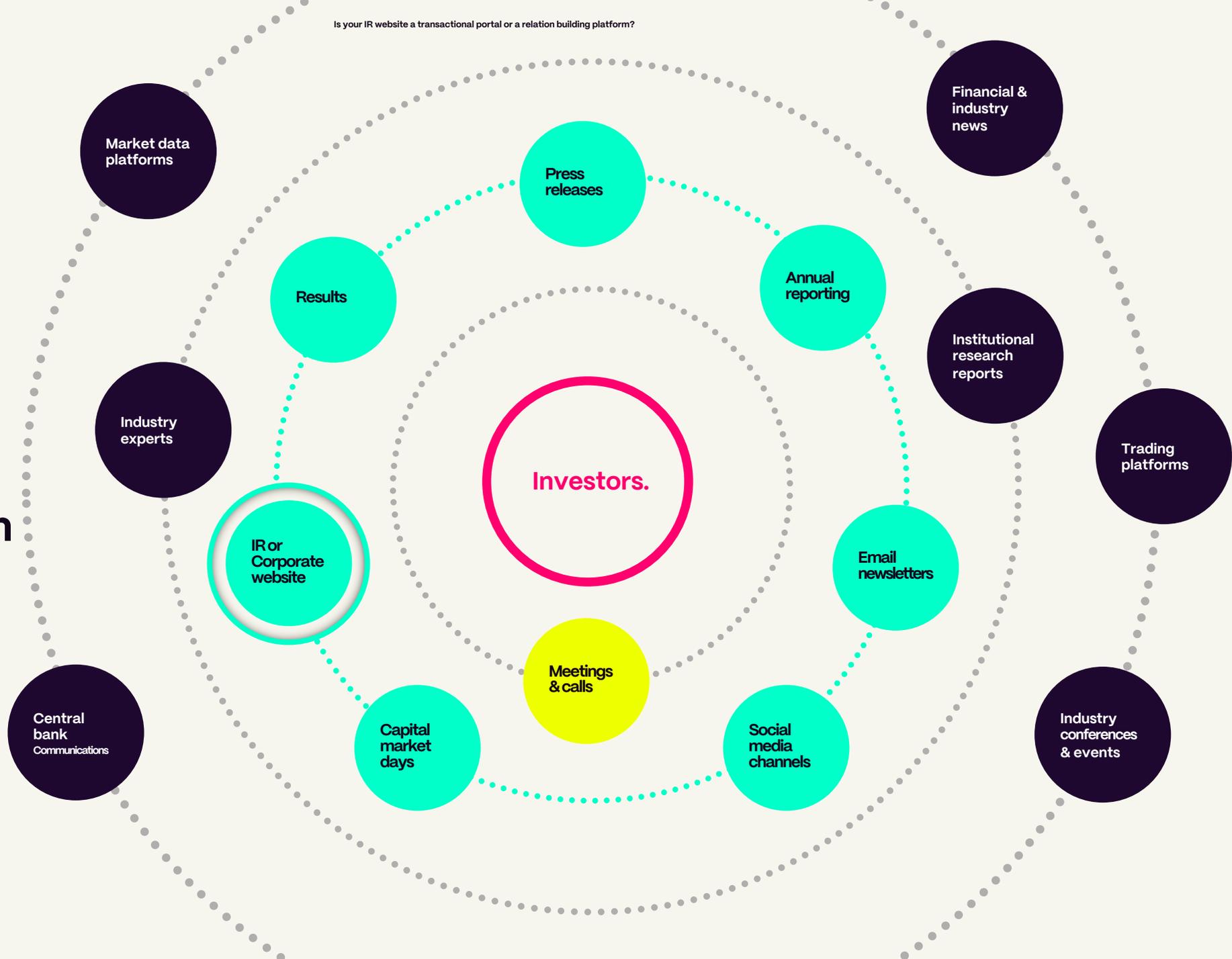
Winning formulae.



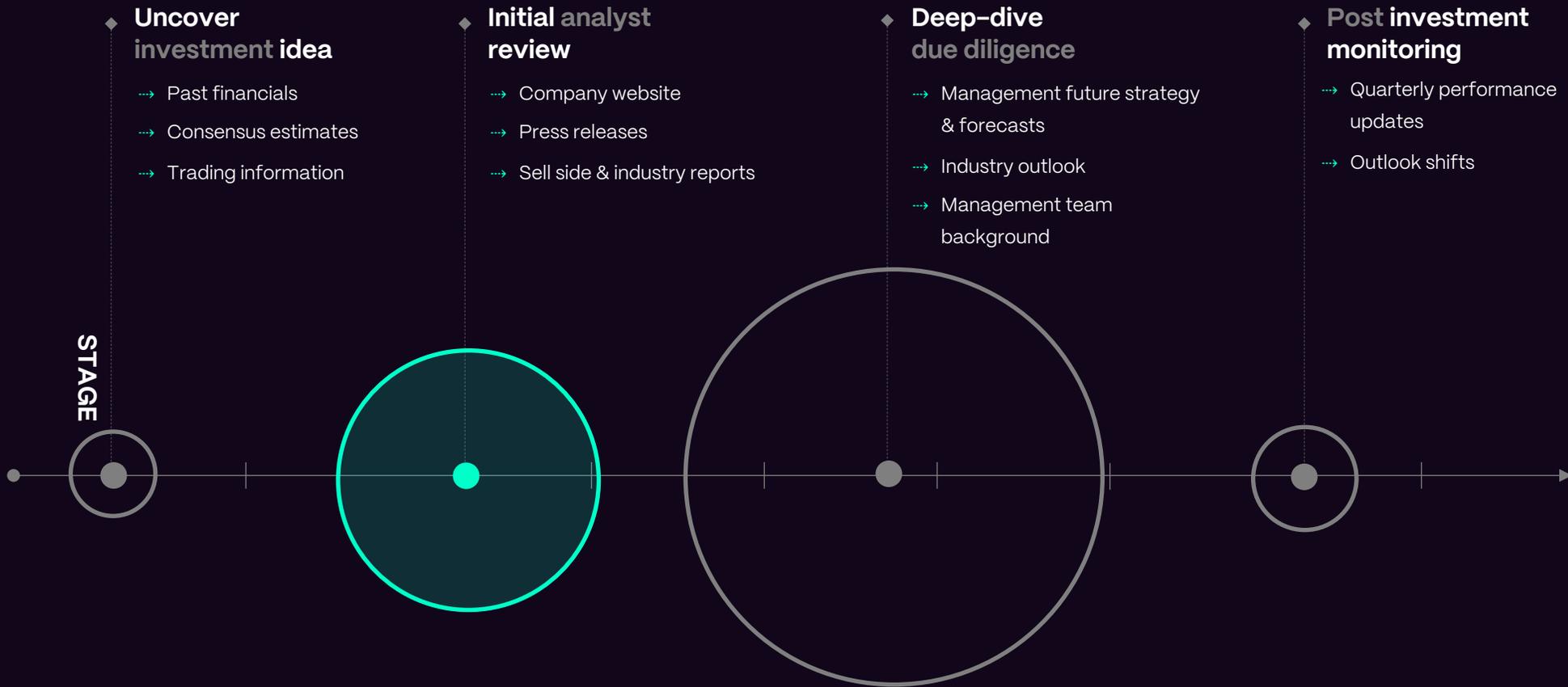
Is your belief story easy to follow?



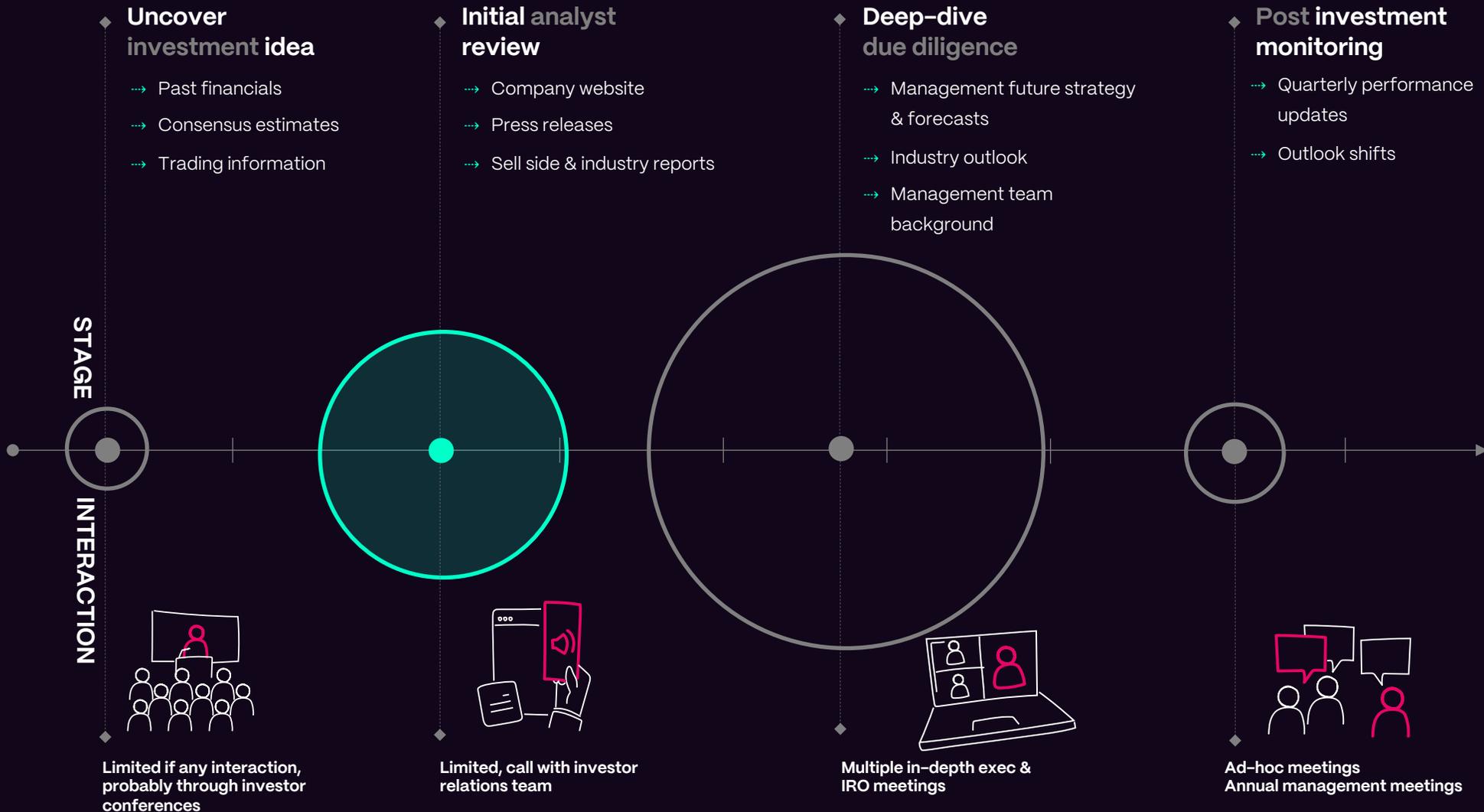
Are you taking advantage of your position in the investor information ecosystem?



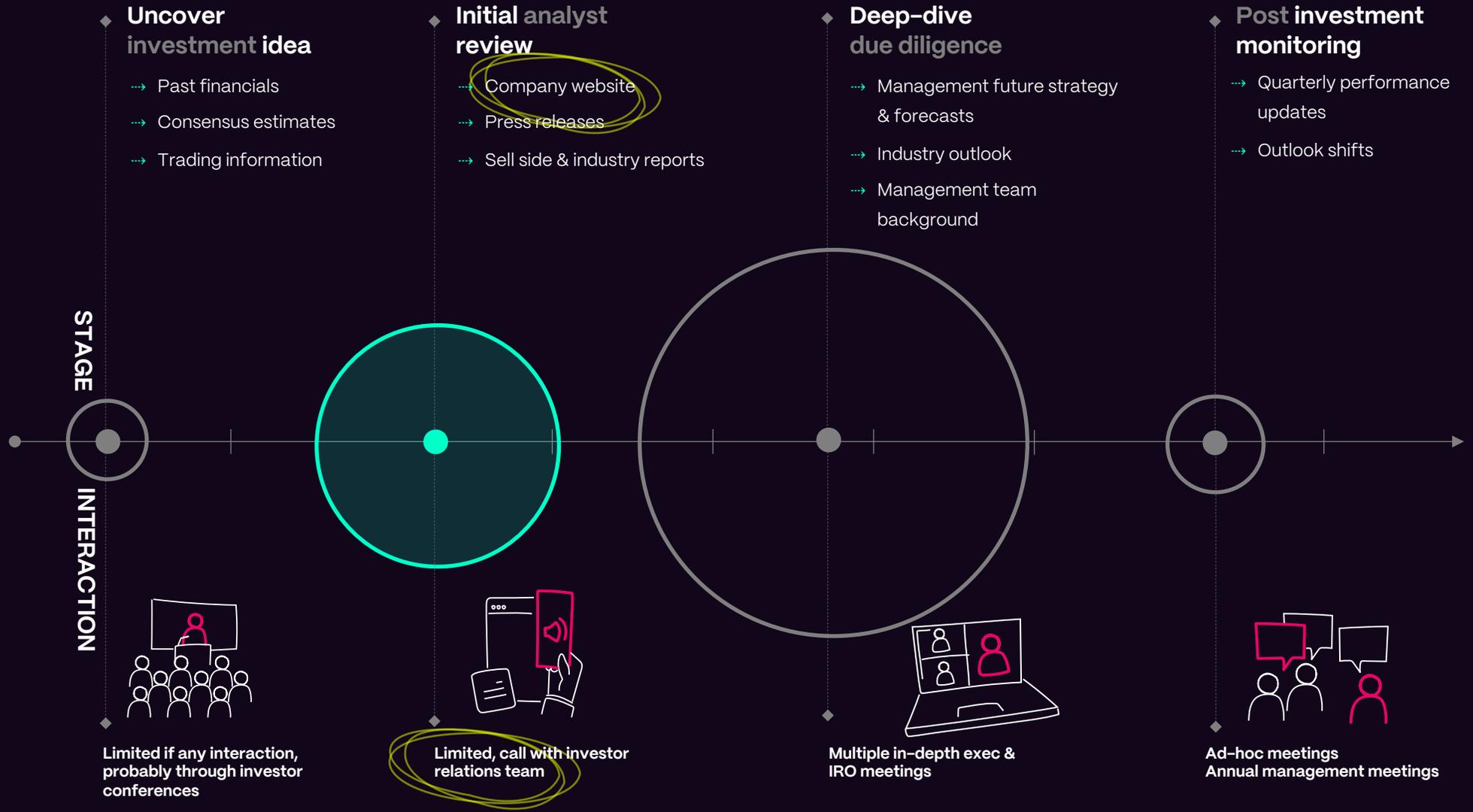
Are you making the most of onboarding new long-term investors, at the start of their journey?



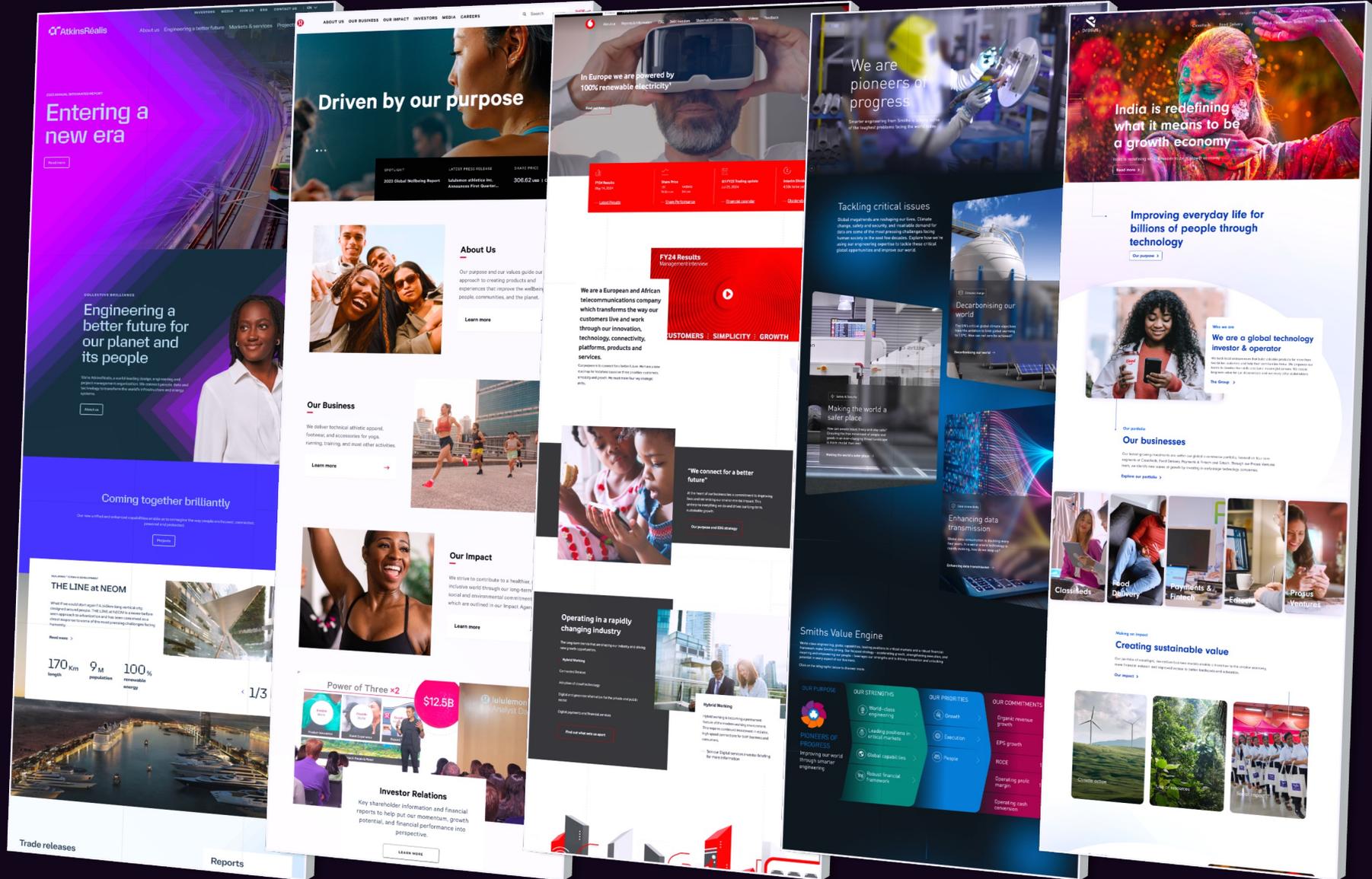
Are you making the most of onboarding new long-term investors, at the start of their journey?



Are you making the most of onboarding new long-term investors, at the start of their journey?



Are you meeting your audiences' expectations with a joined up digital experience?



The archetypal corporate website

About us

- At-a -glance
- Our purpose
- Our strategy & business model
- What we do
- Our markets
- How we innovate
- Where we operate
- Leadership

Our businesses

[brands]

[portfolio]

Sustainability

- Our approach
- Material issues
- People
- Planet
- Product
- Supply chain
- Reporting

News

- News
- Insights
- Speeches

Investors

- Our investment case
- Investor events & presentations
- Stock & dividend
- Financials
- SEC filings
- FAQs
- Analyst coverage & consensus
- Contacts

The siloed investment case

About us

- At-a -glance
- Our purpose
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- What we do
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- How we innovate
- Where we operate
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- **Our investment case**
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The holistic narrative

About us

- [At-a-glance](#)
- [Our purpose](#)
- [Our strategy & business model](#)
- [What we do](#)
- [Our markets](#)
- [How we innovate](#)
- [Where we operate](#)
- [Leadership](#)

Our businesses

- [brands](#)
- [portfolio](#)

Sustainability

- [Our approach](#)
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- [Supply chain](#)
- [Reporting](#)

News

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- [Contacts](#)

“

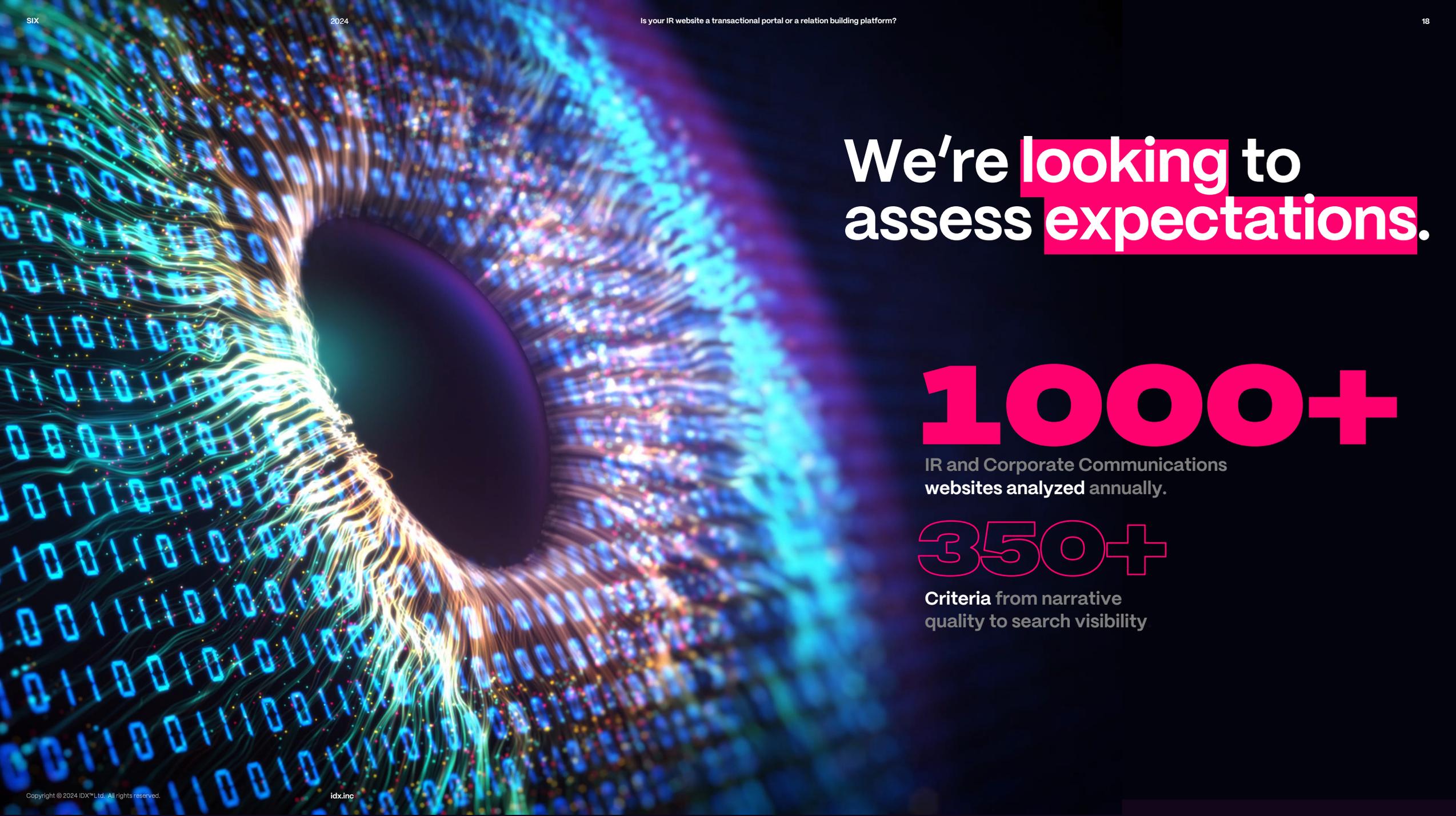
... **the most important** aspect,
does the company have a
credible plan and the
capability to deliver it.

Fund Manager

The science & data bit

We actively track
the **needs and**
wants of the buy-
side, sell-side
and those they
listen to.





We're **looking** to
assess **expectations.**

1000+

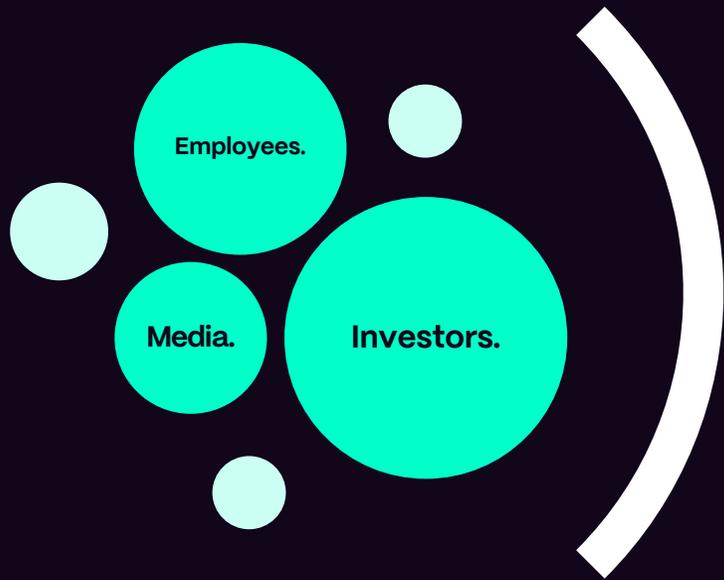
IR and Corporate Communications
websites analyzed annually.

350+

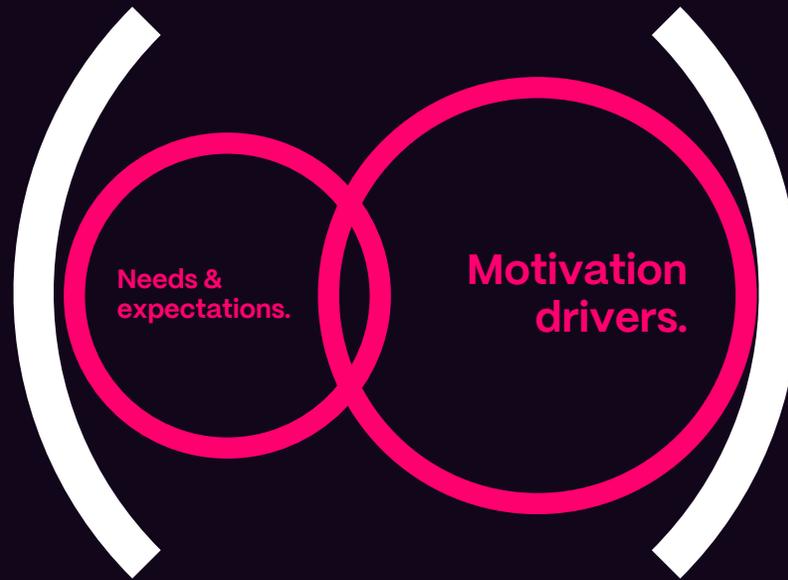
Criteria from narrative
quality to search visibility

Corporate website benchmarking for your clients

Connect.IQ is a robust, long-standing, unbiased and thorough **analysis**



Audience perspective.



350+ criteria.



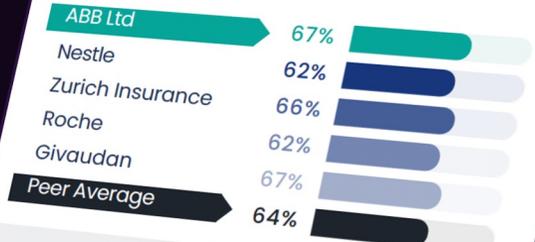
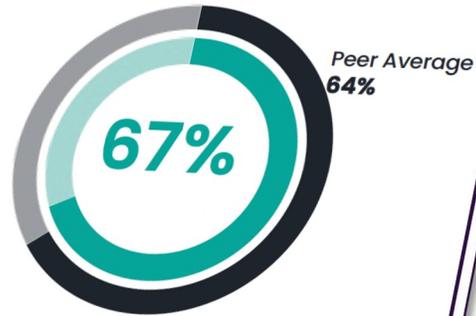
Company score.

IDX CONNECT.IQ RANKING REPORT / Q4 2024

ABB

Score Date: 15 October 2024 <https://global.abb/group>

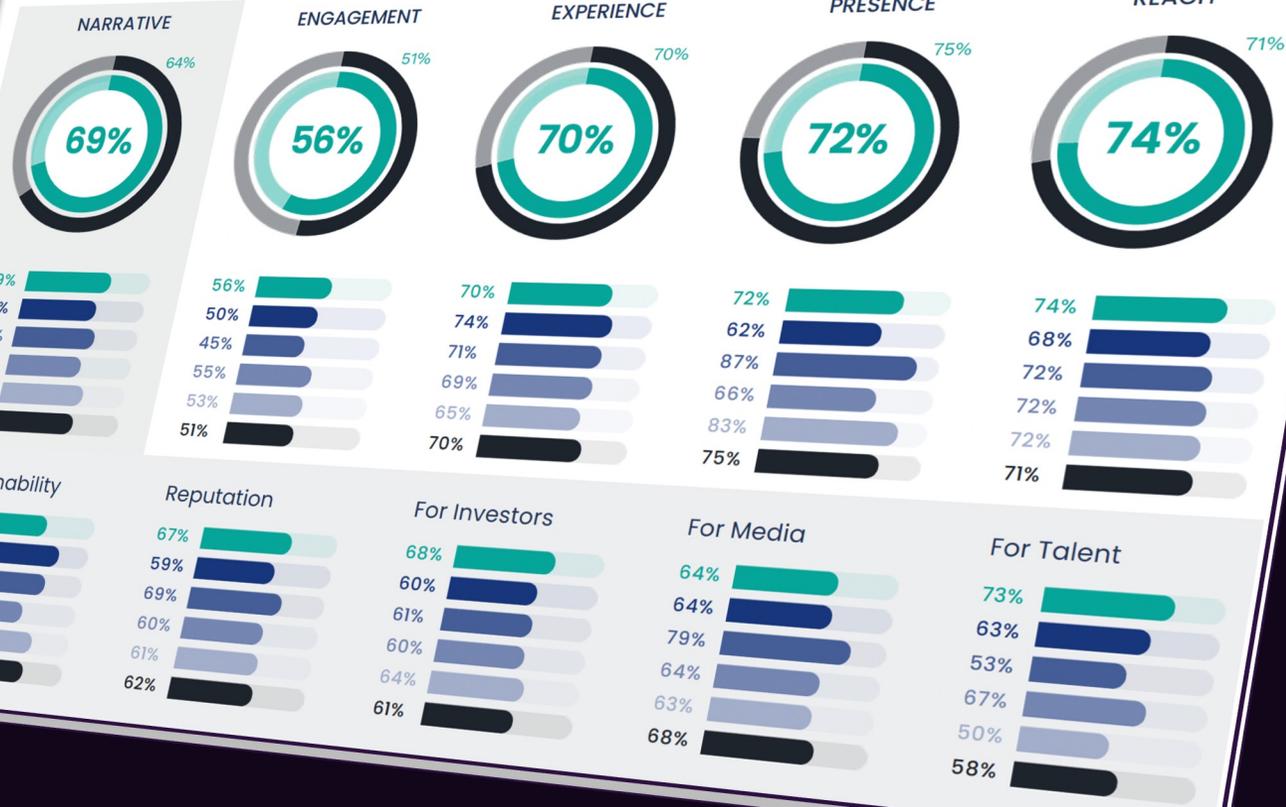
OVERALL SCORE



Company



RANKING BREAKDOWN



The IQ report card

Measuring performance versus our proprietary best-practice checklist, of over 350 criteria.

Connect.IQ best online communicators in **SMI Expanded**



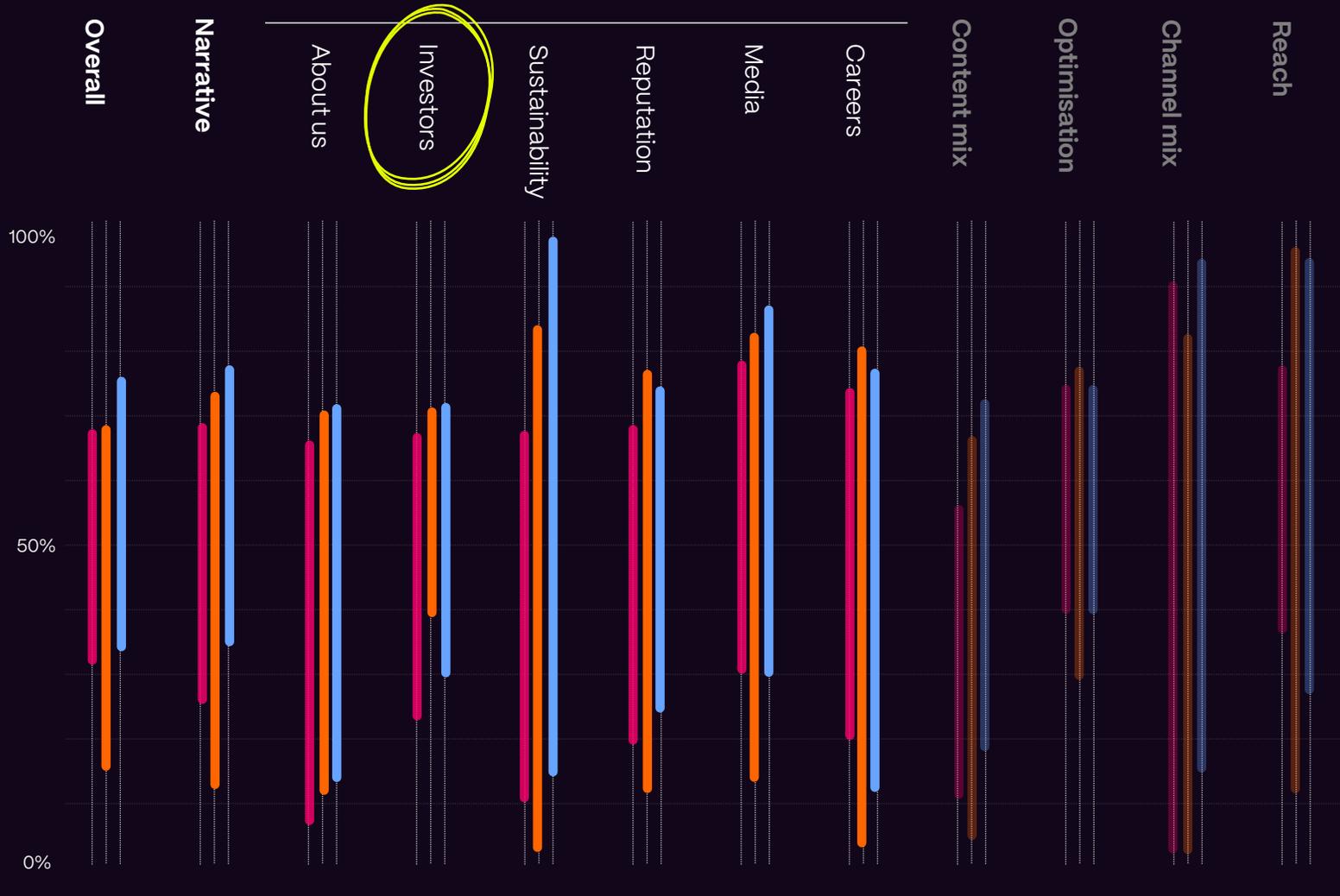
SMI Expanded

Company	Overall	Investors
ABB	67%	68%
Givaudan	67%	64%
Zurich Insurance	66%	61%
Roche	62%	60%
Nestle	62%	60%

The best online communicators across the SMI expanded

Overall score		Narrative		Company (About Us)		Investors		Sustainability			
1	ABB	67	1	ABB	69	1	ABB	68	1	Givaudan	67
2	Givaudan	67	2	Givaudan	67	2	Givaudan	64	2	Zurich Insurance	66
3	Zurich Insurance	66	3	Zurich Insurance	66	3	Sika	63	3	Nestle	64
4	Roche	62	4	Sika	63	4	Zurich Insurance	61	4	ABB	61
5	Nestle	62	5	Nestle	62	5	Clariant	55	5	Swiss Re	58
6	Swiss Re	62	6	Roche	60	6	Nestle	54	6	Sika	56
7	Sika	59	7	Swisscom	58	7	Adecco Group	54	7	Clariant	53
8	UBS	58	8	Swiss Re	56	8	Swiss Re	53	8	Holcim Group	51
9	Swisscom	58	9	Novartis	56	9	SGS	50	9	UBS	51
10	SGS	58	10	UBS	55	10	Georg Fischer	49	10	Holcim Group	50

Connect.IQ best online communicators in **SMI**, **UK** and **Europe**



SMI expanded

Company	Overall	Investors
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FTSE 100

Company	Overall	Investors
BP	69%	70%
BAE Systems	68%	67%
Royal Dutch Shell	68%	68%
Vodafone	67%	70%
Unilever	65%	58%

STOXX 50

Company	Overall	Investors
BASF	74%	68%
Iberdrola	70%	68%
Nokia	69%	56%
Deutsche Telekom	68%	65%
Siemens	66%	56%

We're **watching**
to identify **needs.**

7000+

capital market organizations – buy-side, sell side & financial media

120K+

capital market organization web visits analyzed



Investment community take a broad view.

Investors typically spend as long viewing content outside of the IR section as inside it.



CAPITAL MARKET AUDIENCES

Investor section content top 10.



CAPITAL MARKET AUDIENCES

Big picture content top 10.

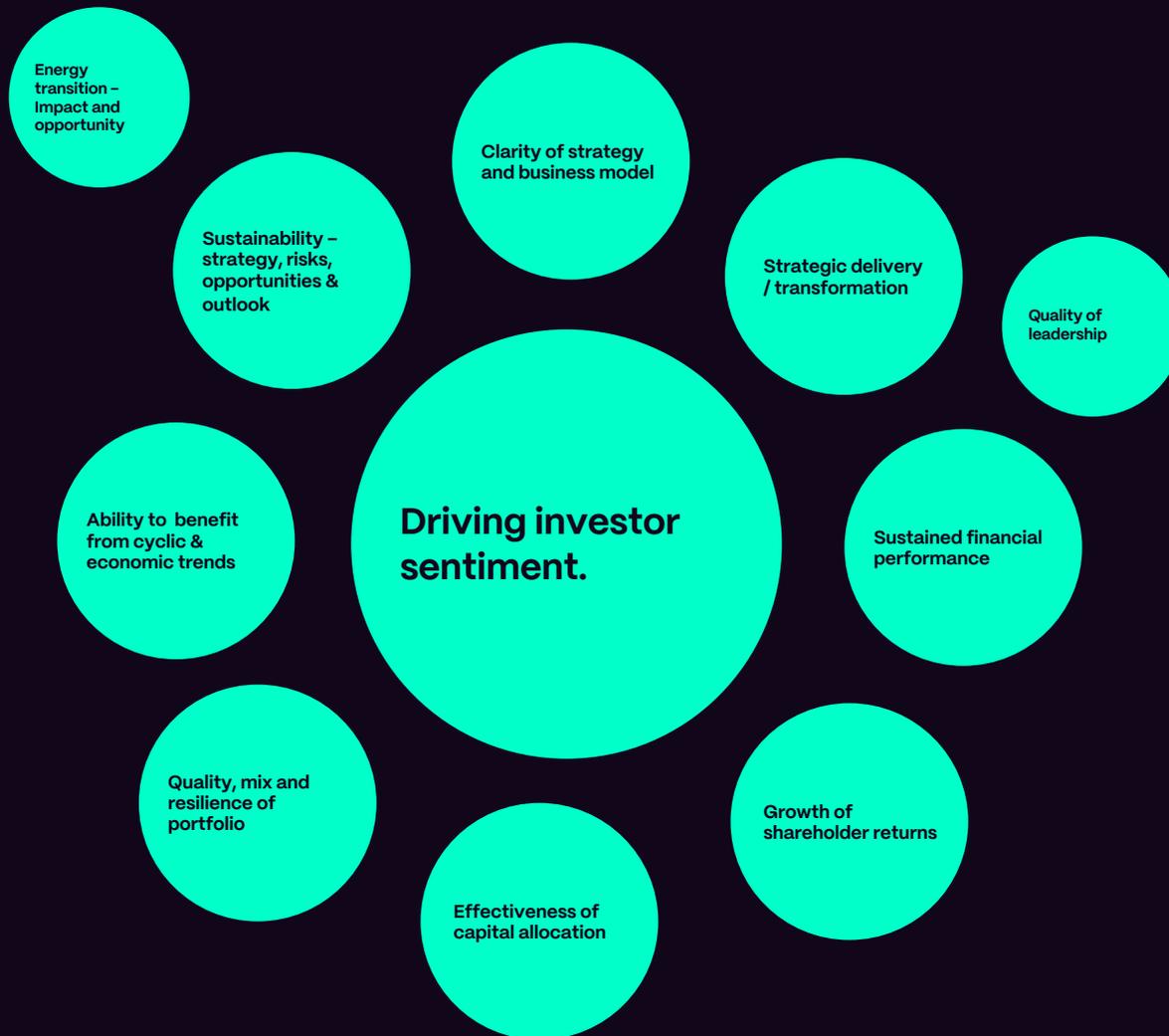


Investing in content pays dividends.

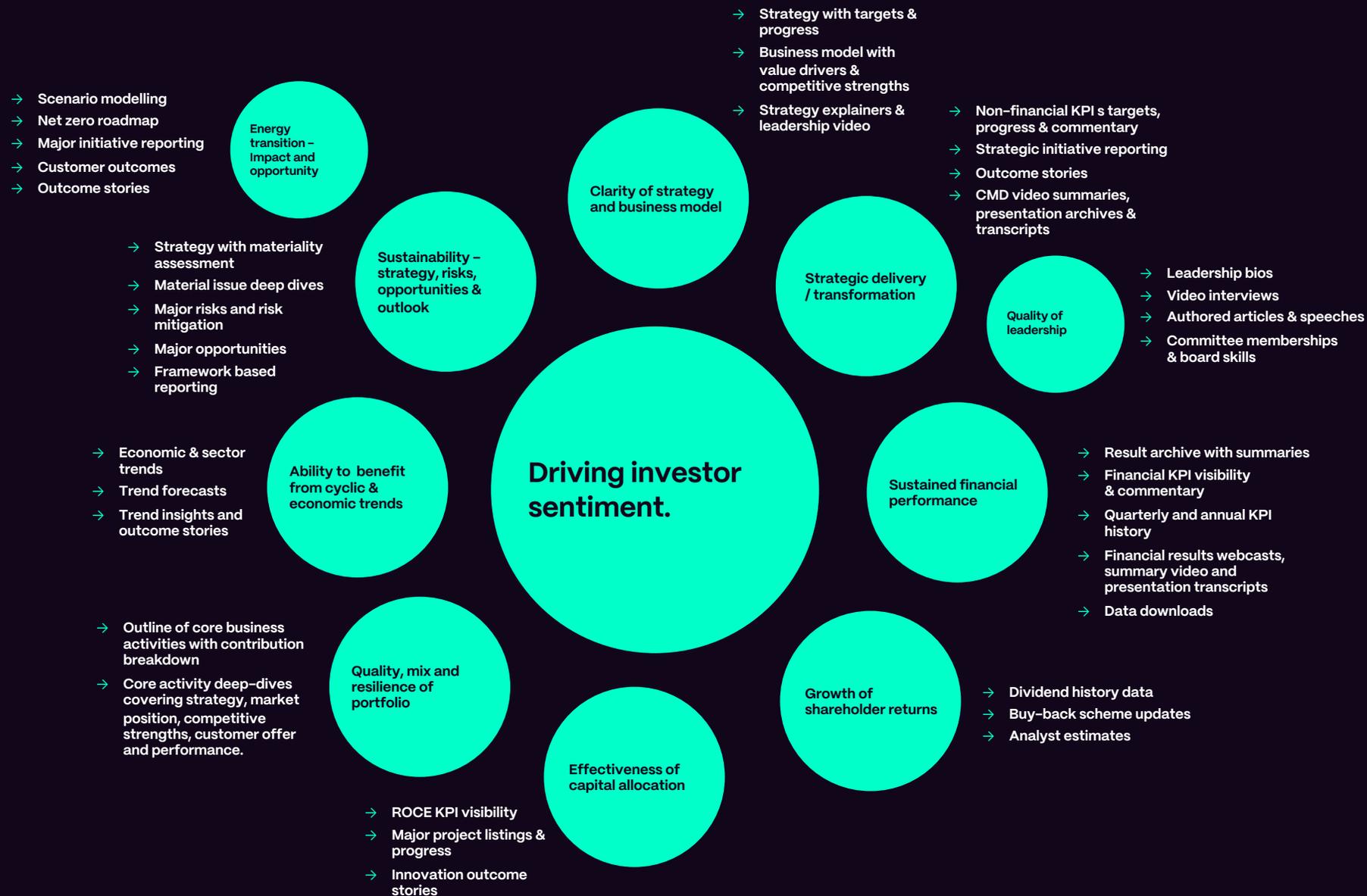
Rich content is an attention multiplier, with richer content typically viewed up to 5x longer than simpler content.



If better content creates better engagement, where should you focus?



Are you providing the content driving intent online?



Are you in the we do, or we don't camp?

IDX data covering SMI Expanded

23%
describe their equity story

56%

discuss climate change but only **33%** have a net zero roadmap

Energy transition – impact and opportunity

63%

explain their ESG strategy, with **48%** materiality analysis

Sustainability – strategy, risks, opportunities & outlook

Clarity of strategy and business model

59%

describe their strategy, but **80%** detail their history

Strategic delivery / transformation

Quality of leadership

89%

provide leadership biographies and **30%** management thinking

Driving investor sentiment.

17%

explain their business model

Ability to benefit from cyclic & economic trends

Sustained financial performance

75%

publish key financial with **40%** providing Excel downloads

82%

explain what they do, but only **49%** detail corporate structure

Quality, mix and resilience of portfolio

Effectiveness of capital allocation

Growth of shareholder returns

77%

list analysts but only **41%** consensus information

61%

detail capital structure & debt

Walk eWalk

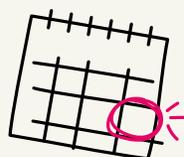
The image features two astronauts in white space suits walking towards the camera on a rooftop walkway at night. The background is a blurred city skyline with illuminated buildings. The text 'Walk eWalk' is overlaid in large white font across the center of the image.

From key moments to global imperatives



First impressions

- IR home & investor section landing page
- Investment case



Defining moments

- Financial results
- Annual reporting
- Capital Market Days and Investor Events



Reputational foundations

- Strategy & business model
- Business areas & markets
- Innovation



Sustainability

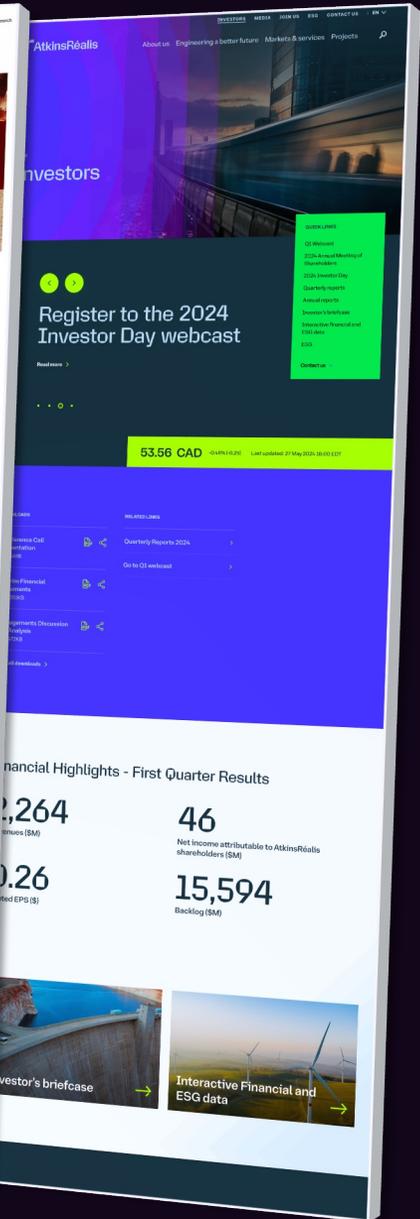
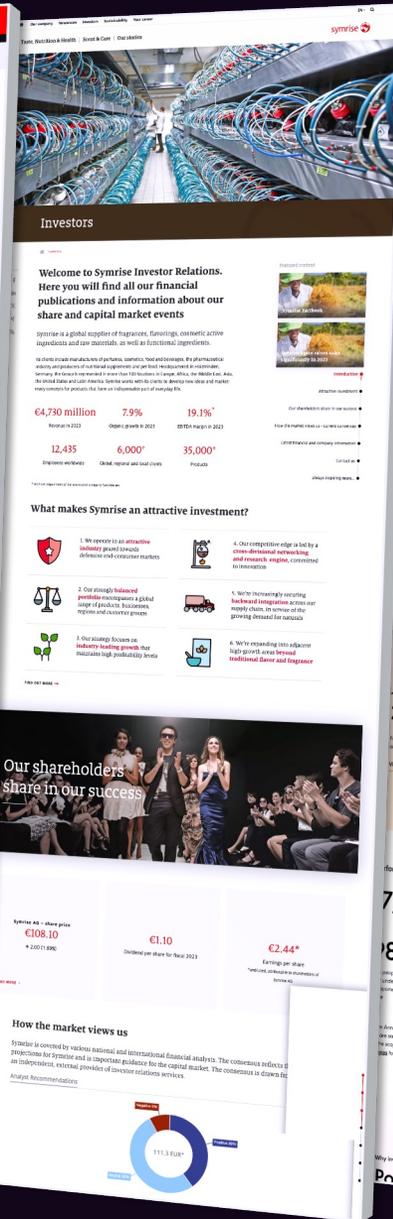
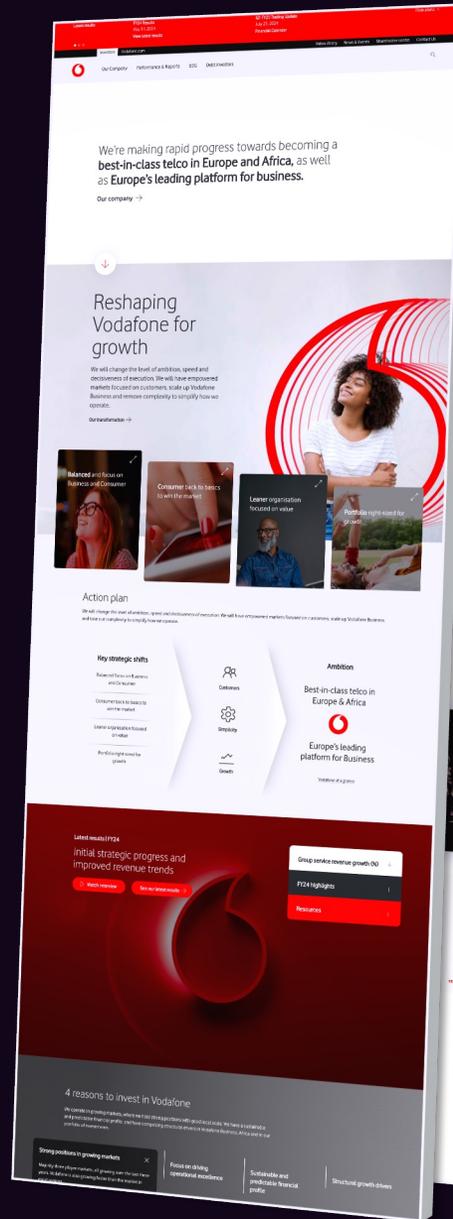
- ESG for investors

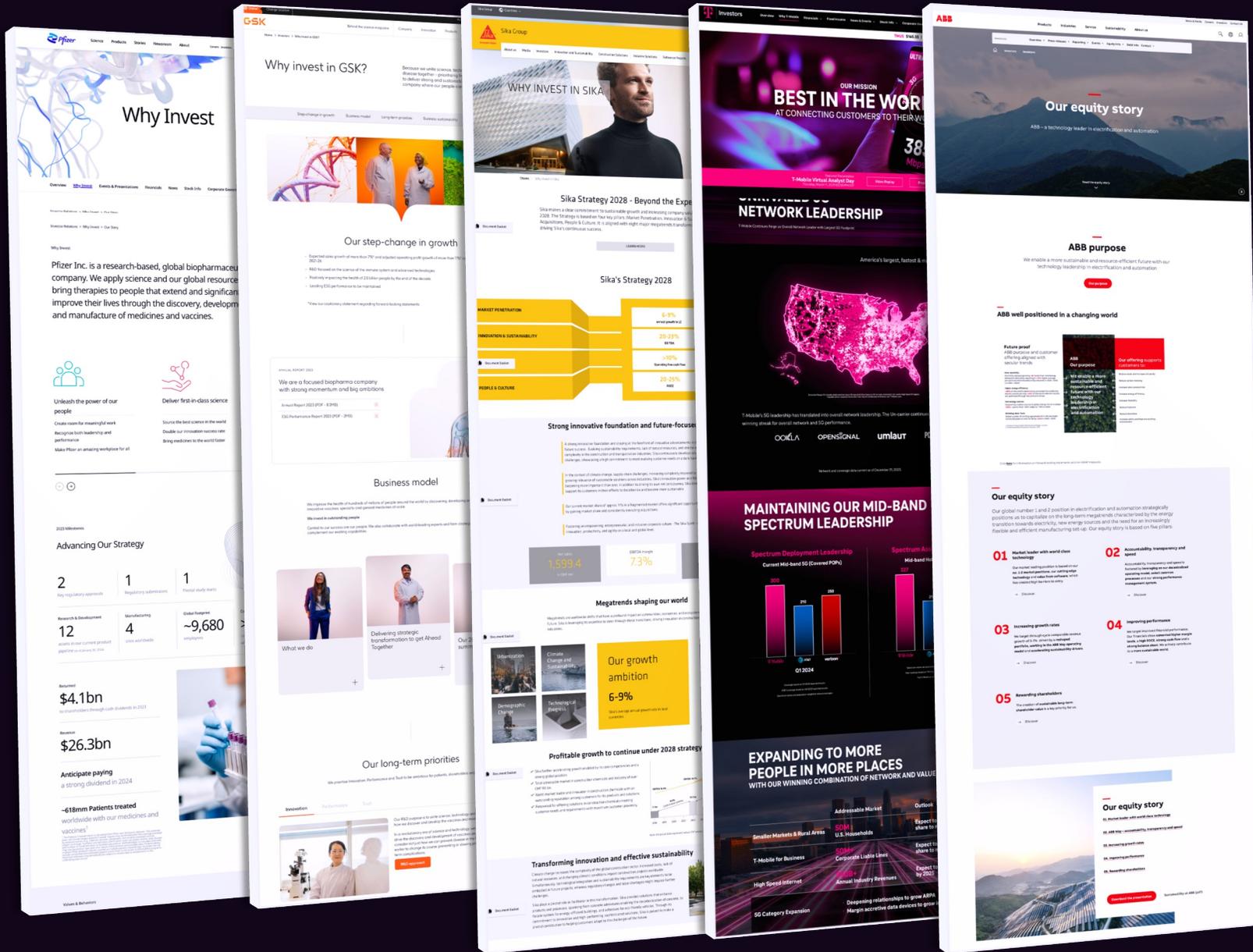
First impressions

- IR home & investor section landing pages
- Investment case

IR LANDING PAGE

Does your IR home page provide a smooth landing for investors?





INVESTMENT CASE

Without an investment case, who's telling your equity story?

23%

of SMI companies have dedicated equity story pages

56%

of FTSE 100 detail their equity story



Typical time spent on page

From segmental tailwinds to supply chain improvements – Philips tell a compelling story.

Why invest in Philips?

Philips is committed to driving progressive value creation through a strategy of focused organic growth, scalable patient- and people-centric innovation, and focus on reliable execution – creating value with sustainable impact.

Operating in attractive health technology segments

We will leverage attractive leadership positions to drive growth, scale our Enterprise Informatics business to unlock insights, and drive operational excellence and services in Diagnostic Imaging.

We operate in a market segment with attractive margins and a strong foundation for sustainable value

The health technology market is a fundamental shift that we drive with -positioned to capture the rig these changes. Around the world aging, demand for care is growing increasing, and there are massive This is leading demand for better productivity, care outside the hospital insights from the growing pools see increasing consumer demand and care.

Driving focused organic growth and margin expansion

Philips has significant strengths to build on. We have leading in-house hardware, software and services supporting care in the hospital, home. With more than 300 long-term partnerships, we are the strategic and innovation partner for many customers. And -40% revenue is recurring.

Focused organic growth

We will leverage attractive leadership positions to drive growth, Enterprise Informatics business to unlock insights, and drive operational excellence and services in Diagnostic Imaging.

Leveraging attractive leadership positions to drive growth

Going forward, we will concentrate resources in areas - Image Guided Therapy, Monitoring, Ultrasound, and Personal Health - where we have strong #1 or #2 positions and can accelerate growth and expand margins more quickly. In 2022, approximately 70% of our sales were generated by business with such leadership positions.

Leveraging attractive leadership positions to drive growth

Going forward, we will concentrate resources in areas - Image Guided Therapy, Monitoring, Ultrasound, and Personal Health - where we have strong #1 or #2 positions and can accelerate growth and expand margins more quickly. In 2022, approximately 70% of our sales were generated by business with such leadership positions.

Scaling Enterprise Informatics to unlock insight

We help our customers to unlock actionable insights from pools of medical imaging data, patient membership data, and even their party systems. With the creation of our end-to-end Enterprise Informatics business, the largest multi-vendor enterprise informatics business in the industry, we can scale our platforms such as remote radiology, remote pathology and remote nursing. We project this business will achieve €1.5 billion revenue by 2025 - with a growth rate roughly double that of Philips itself.

Driving operational excellence and services in Diagnostic Imaging

In Diagnostic Imaging, we will drive better margins through operational excellence. Differentiating innovation, supply chain improvements to reduce lead times, and conversion of our strong order book, as well as increased services pull-through.

Delivering focused, scalable innovation

Innovation is Philips' core strength and core differentiator. Recent industry trends have accelerated the technology adoption. Philips will continue to invest in R&D to drive growth and driving to innovation for our customers. We will deploy 20% of our R&D system directly to the business line - 10% of our R&D.

Progressive value creation

Supported by balanced capital allocation

	2023	Medium-term 2025	2025+
Address challenges and lay growth foundation		Profitable growth acceleration	Deliver on full potential of our segments
Comparable Sales Growth	Mid-single-digit	Mid-single-digit	Mid-single-digit
Adj. EBITA margin	High-single-digit	Low-teens	Mid-to-high teens
Free Cash Flow	EUR 0.7 - 0.9 billion	EUR 1.4 - 1.6 billion	>EUR 2 billion

Margin increase from productivity, pricing & supply chain improvements – cumulative drivers 2023-2025

Improvement in profit trajectory will, to a large extent, be driven by productivity initiatives delivering EUR 2 billion savings in the 2023-2025 period. Approximately €1 billion savings will come from operating model simplification. Procurement savings will deliver between €350-600 million, and a string of other productivity measures, including S&MC right-sizing, will deliver €400-450 million.

& supply chain improvements – cumulative drivers 2023-2025

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Environmental, Social & Governance - purpose in action

It is our purpose to improve people's health and well-being through meaningful innovation. As a purpose-driven company, we are conscious of our responsibility towards society and of the need to continue to embed sustainability ever deeper in the way we do business. We are partnering with stakeholders to drive environmental, social and governance priorities and make a global impact.

Making the world healthier and more sustainable

- We aim to improve the lives of 2 billion people a year by 2025, including 300 million in underserved communities, rising to 2.5 billion and 400 million respectively by 2030.
- We have been carbon-neutral in our operations since 2020 and are partnering with customers and suppliers on reducing emissions across the full value chain in line with the 1.5 °C target.
- We are a leader in sustainable innovation (Helium free for MRI, etc.).
- We aim to increase circular revenues from 16% of sales in 2021 to 25% of sales by 2025.

ESG rankings and recognition

S&P Global Ratings
Continued top ranking
In 2022, Philips scored 91/100 in the ESG assessment by S&P Global Ratings (the highest score awarded to date), building on 2021's record.

Dow Jones Sustainability Index
Sustainability leadership
Philips returns to #2 ranking in its industry group in the 2021 Dow Jones Sustainability Index (DJSI) list.

CDP Climate Change
Carbon leadership
Philips once again ranked among the world's top global companies for its commitment to action on climate change.

We take a fully integrated ESG approach to doing business responsibly and sustainably

Philips achieves high position in LexisHarris sustainable innovation ranking
Campaign for refurbished products highlights Philips' increasing focus on circular solutions
Securing a Greener Grid: Philips, HEINEKEN, Nobian and Signify power European operations with clean electricity thanks to new wind energy initiative

Defining moments

- Financial results
- Annual reporting
- Capital Market Days and Investor Events

Are your results performance performing?

GSK Home > Investor > Quarterly results

Discover our latest financial performance announcement and search for historical quarterly results materials. Visit our [corporate reporting archive](#) for our Annual Report.

Filter by year: 2024

01 February 2023
2022 Full year and fourth quarter
 We announced our full year and fourth quarter 2022 results on Wednesday 1 February 2023.

Highlights

- GSK delivers strong 2022 performance

Downloads

- FY 2022 results slides (PDF - 803KB)
- 2022 ESG updates at a glance (PDF - 830KB)
- FY 2022 results transcript (PDF - 472KB)
- FY 2022 results infographic (PDF - 90KB)
- FY 2022 US dollar translation (PDF - 353KB)
- Q4 2022 pre-announcement slide memo (PDF - 423KB)

02 November 2022
2022 Third quarter
 We announced our third quarter 2022 results on Wednesday 2 November 2022.

Highlights

- GSK has delivered another quarter of excellent performance

Downloads

- Q3 2022 results slides (PDF - 194B)
- Q3 2022 results transcript (PDF - 607KB)
- Q3 2022 results infographic (PDF - 89KB)
- Q3 2022 US dollar translation (PDF - 382KB)
- Q3 2022 pre-announcement slide memo (PDF - 462KB)

27 July 2022
2022 Second quarter
 We announced our second quarter 2022 results on Wednesday 27 July 2022.

Result Q3 2024

31 October 2024, 07:15

Swisscom presents a healthy result and confirms outlook

- Revenue stable, EBITDA and net income slightly down on previous year
- Residential customers: best service according to connect
- Business customers: growth in IT services
- Network coverage: 50% with FTTH and 85% with 5G+
- Fastweb achieves growth in customers, revenue and EBITDA
- Acquisition of Vodafone Italia on track

Key figures

Net revenue in CHF million	EBITDA in CHF million
8,173 -0.4% year on year	3,438 -1.1% year on year
Capital expenditure in CHF million	Free Cash Flow in CHF million
1,731 -6.2% year on year	1,490 -8.6% year on year

CEO Christoph Aeschlimann

Swisscom remains on track with solid results and can confirm its outlook for the current financial year. We are operating at the highest level with our network, products, a service in shops, on the hotline and through the app. We're equally proud of our progress in expanding our network: we now cover over 50% of Swiss households and business with optical fiber (FTTH). Roughly 85% of the population enjoys 5G+. While revenue dipped in the Swiss core business, business in IT services for companies continued to fastweb has posted impressively steady growth. The acquisition of Vodafone Italia is on schedule.

'On track'

Third Quarter 2024

Financial results and presentations

Latest Results | FY24

Group service revenue growth (%)

Period	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY23
Growth (%)	5.6%	6.6%	6.3%	7.1%	3.1%

Transformation gaining momentum

- Customers**
 - Delivering the simple and predictable experience our customers expect.
 - Getting the basics right and reducing our cost programmes to improve customer experience.
- Simplicity**
 - Become a simple and faster business.
 - Simplify our operations and executing on our cost programmes to improve profitability.
- Growth**
 - Right-sizing the portfolio for growth
 - Significant opportunity to grow in:
 - Business
 - AI/ML
 - Volcano investments

Europe & Africa service revenue growth (%)

Period	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY23
Growth (%)	3.1%	1.6%	2.1%	3.2%	3.4%

Q3 FY24 Feb 05 2024

H1 FY24 Nov 14 2023

Q1 FY24 Jul 24 2023

FY23 May 15 2023

Shell Energy

Sinead Gorman
SHELL CFO

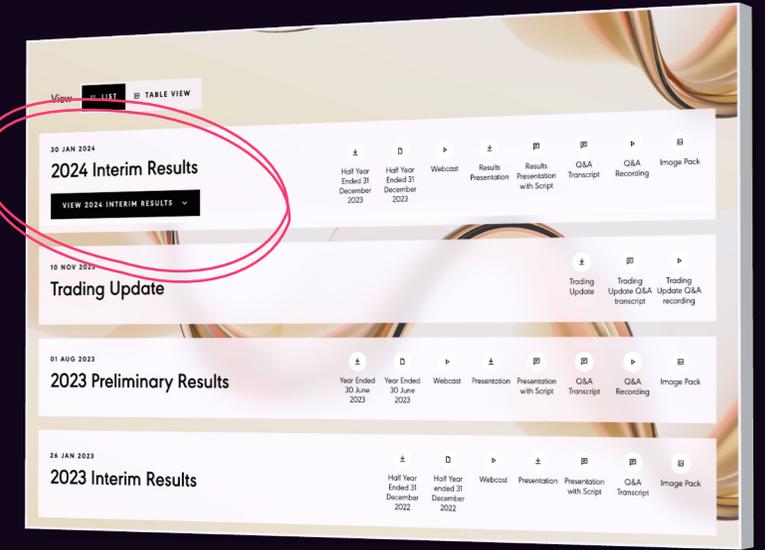
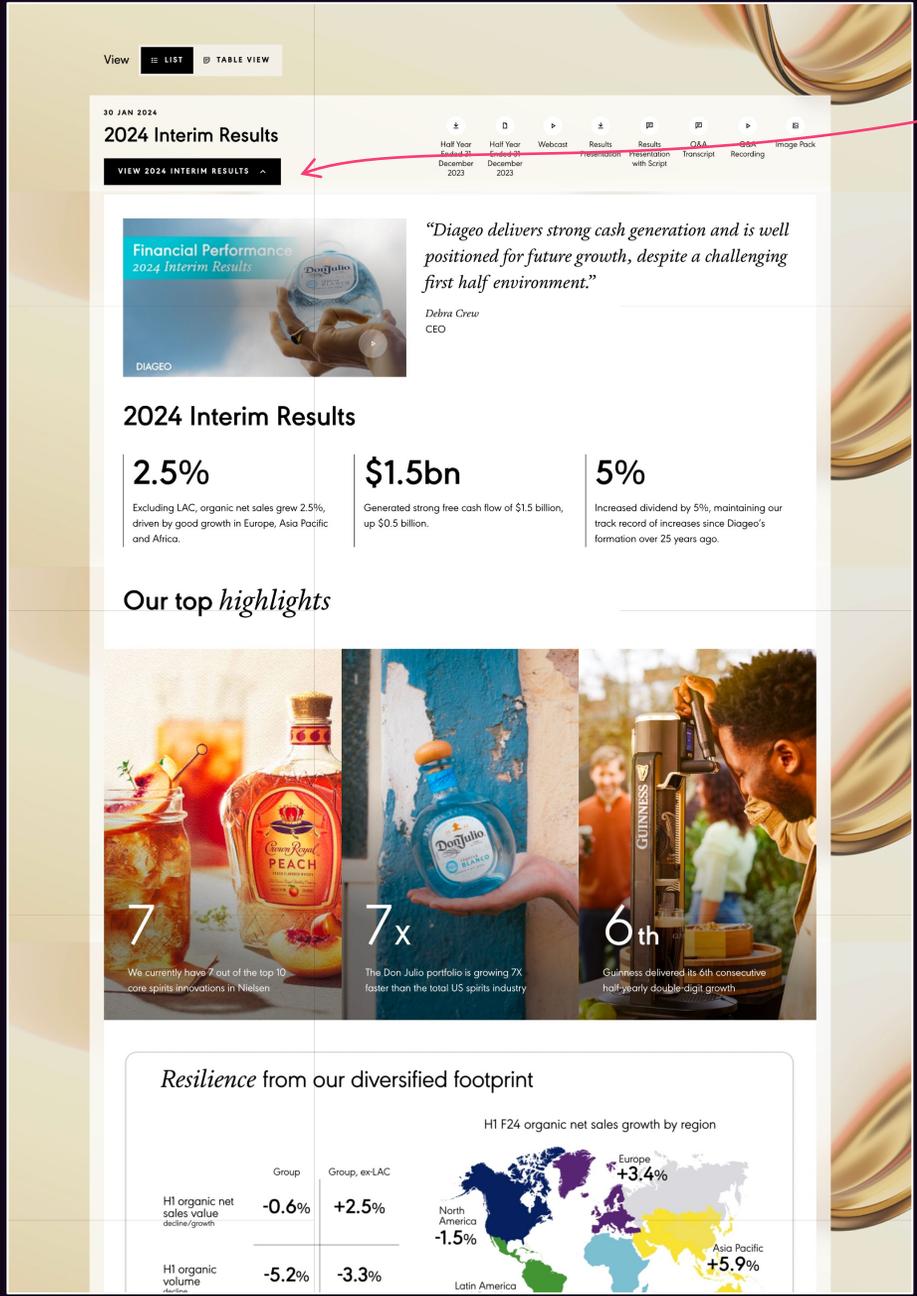
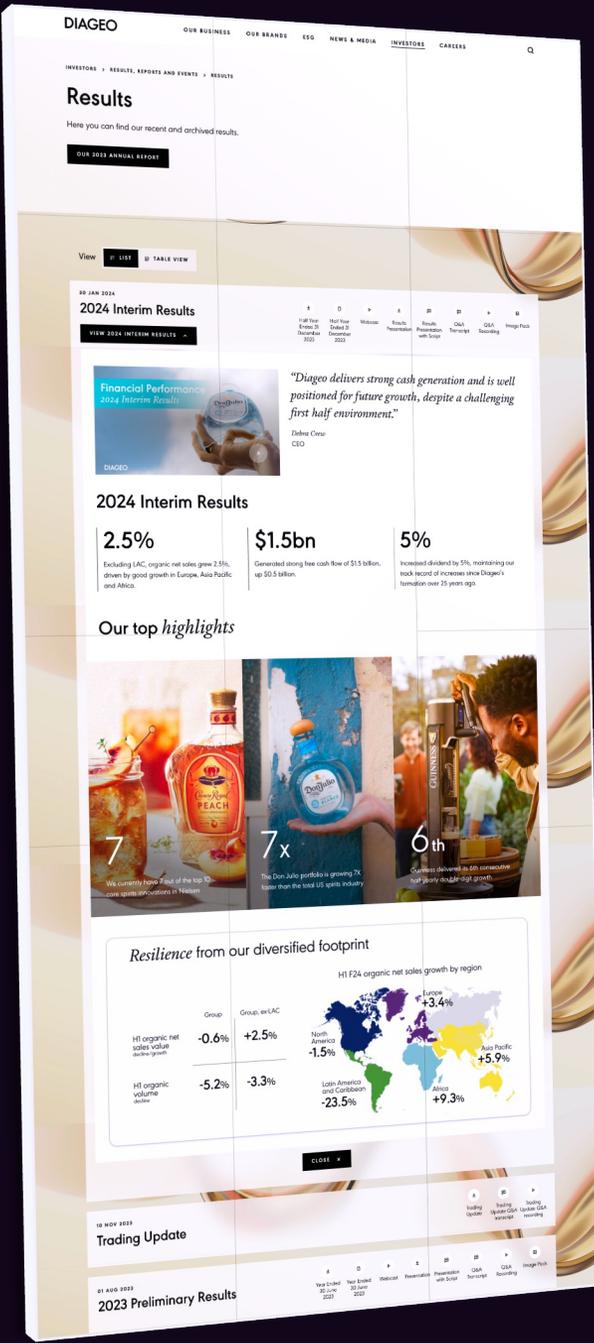
It has also led to significant disruption of energy markets

Shell CFO Sinead Gorman on Q1 2022 results | Investor Relations

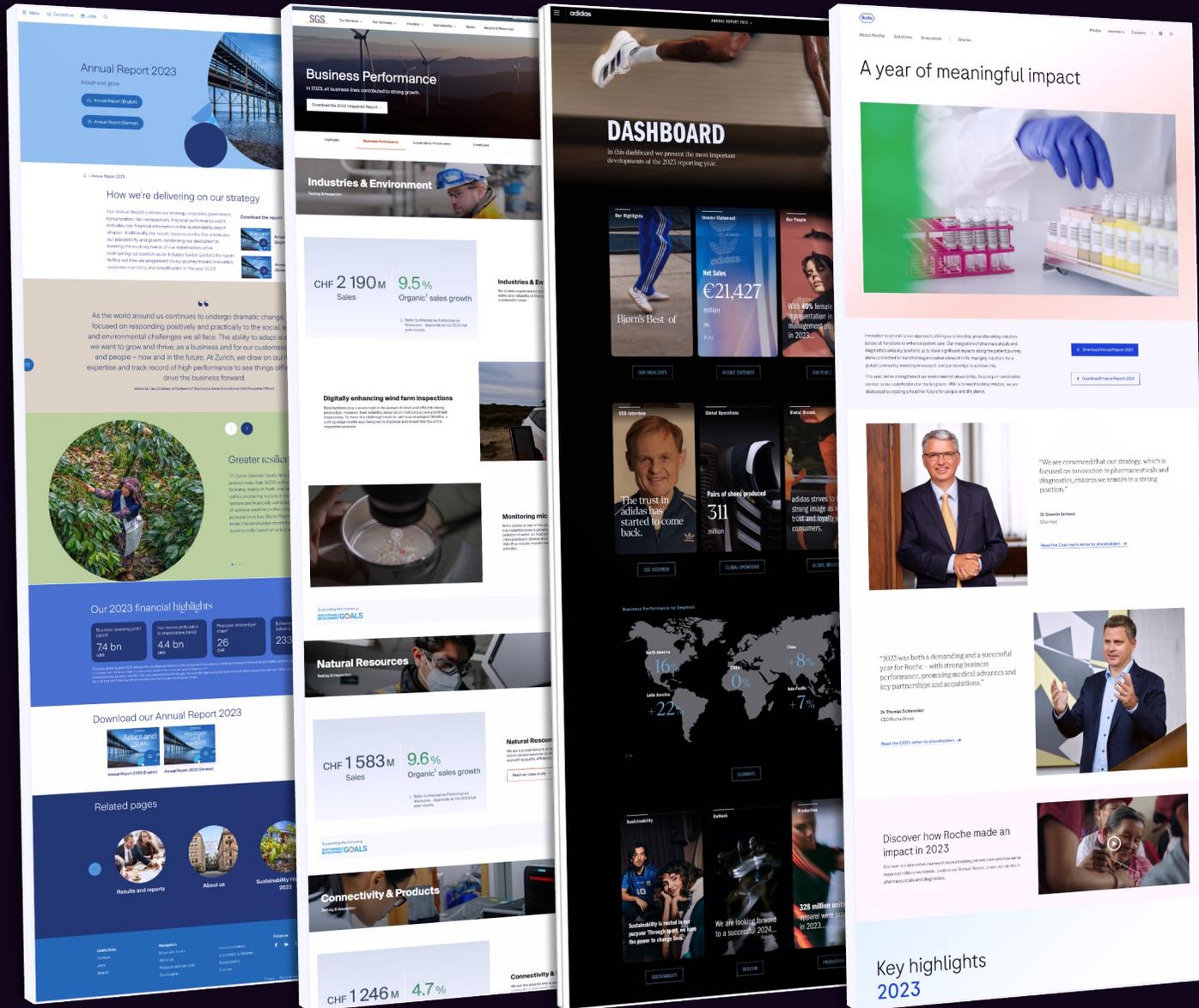
4.3K views · 10 months ago

Shell's first quarter 2022 results presentation | Investor Relations

8.7K views · 1 year ago



Diageo have combined a simple results list with detailed results summaries



We love a good PDF but is it really the only way to report your annual achievements?

SMI Expanded



Typical time users spend on page

Presentation videos

Deep & trusted customer relationships

- We have deepened relationships with consumers over the last 3 years;
- The acquisition of consumers is evolving;
- Leveraging group scale to improve customer loyalty further;
- Trusted relationships underpin our revenue growth & product safety gains.

Case study videos

Topics ranging from brands, mass personalisation of marketing, AI enabled customer service, Vodafone TV, Vodacom financial services, M-Pesa, and IoT solutions.

12 May 2021
Second brands

12 May 2021
Purpose-led brand

12 May 2021
Mass personalisation of marketing

Watch the Q&A session

Alisa Froment-Curti, Sharmel Jeonubi, Wendi Kinn
Benrows hosted a live Q&A session on Sep 29, 2021

Watch here

Vodafone Technology Briefing
Find out more →

Vodafone Business Briefing
Find out more →

Share Price and Dividend Announcement
Share Price: London: 70.64p (11.20) | NASDAQ: 9.17p (14.16) | First Dividend P24: 4.50c to be paid Aug 02, 2024

Digital Services & Experiences Investor Briefing

Leading digital services & outstanding experiences

We are building deep & trusted customer relationships in our core connectivity products, through leading innovation in digital services, as part of our transformation into a new generation connectivity and digital services provider.

Introduction to Vodafone digital services

Connecting people, places & things for a better future

Presentation videos

Deep & trusted customer relationships

Kimberly-Clark Investor Day 2024

Powering Care Investor Day 2024

Announces Strong Long-Term Growth & Return Algorithm with Organic Net Sales Growth Ahead of Market Growth and Adjusted EPS Growth in Mid-to-High Single Digits

Targets More Than \$3 Billion in Gross Productivity Savings and Approximately \$500 Million in Working Capital Savings

Commits to 100% Natural Forest Free Ambition Across Product Portfolio

Full Events

Kimberly-Clark POWERING CARE

Kimberly-Clark 2024 Investor Day: Powering Care
Duration | 2:02:18

Individual Presentations

Mike Hsu, Powering Care, Our Next Chapter of Growth
Duration | 27:32

Alison Lewis, Powering Care, Accelerating Pioneering Innovation
Duration | 18:12

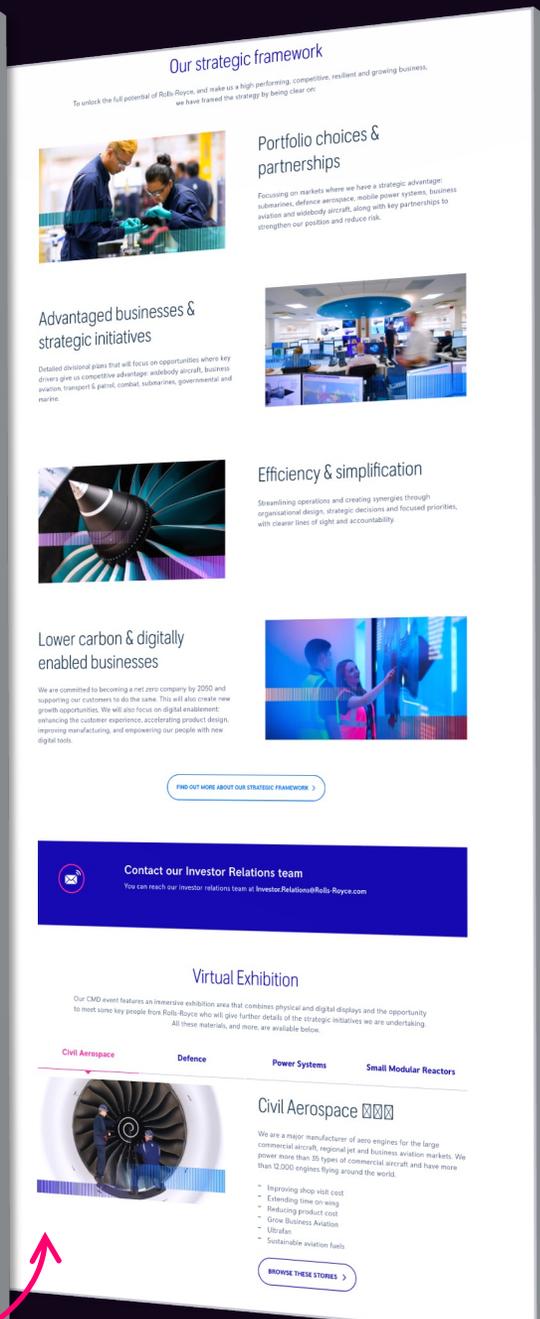
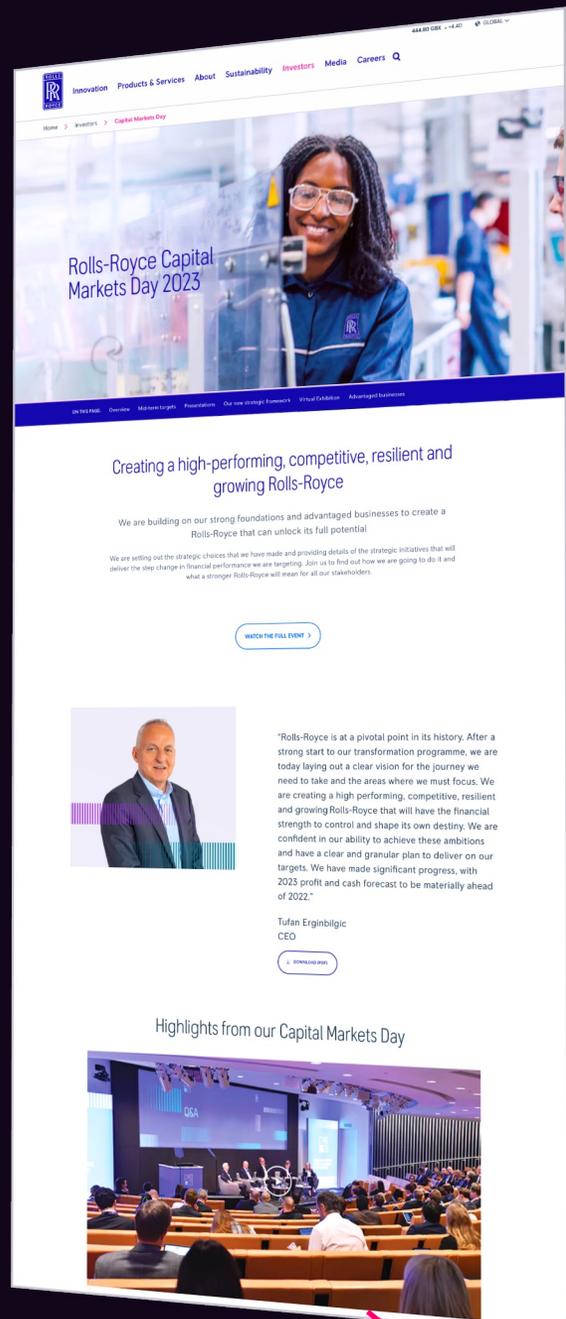
Tamera Fejnske, Powering Care, Optimizing our Margin Structure
Duration | 18:20

Katy Chen, Powering Care, International Personal Care
Duration | 19:52

Are your Capital Market Days and investor events making an online impact?

FINANCIAL RESULTS

Are your Capital Market Days and investor events making an online impact?



Business reputation foundation

- Strategy & business model
- Business areas & markets
- Innovation



Navigating strategy and value creation

59%

of the Expanded SMI describe their strategy

73%

of FTSE100 companies have dedicated strategy pages

TOP 5

Strategy is a Capital Markets top 5 'big picture' content destination

STRATEGY 2028

Beyond the Expected

Sika makes a clear commitment to sustainable growth and increasing company value in its Strategy 2028. The Strategy is based on four key pillars: Market Penetration, Innovation & Sustainability, Acquisitions, People & Culture. It is aligned with eight major megatrends transforming the industry and driving Sika's continuous success.

BEYOND THE EXPECTED

We go beyond the expected, for a better tomorrow.

Megatrends Shaping Our World

Megatrends are worldwide shifts that have a profound impact on communities, economies, and ecosystems, shaping our collective future. Sika is leveraging its expertise to create through these transitions, driving innovation in construction and transportation.

Sika's Strategy 2028

MARKET PENETRATION	6-9% annual growth in LC	20% CO2 emission reduction
INNOVATION & SUSTAINABILITY	20-23% EBITDA	>80% Employee engagement rate
ACQUISITION	>10% Operating free cash flow	15% Natural resources
PEOPLE & CULTURE	20-25% ROCE	

Our business strategy

Our purpose is unlocking the power of food to enhance quality of life for everyone, today and for generations to come. To achieve this, we pursue growth through rapid innovation, operational efficiency, and disciplined resource and capital allocation.

We have products for people at all life stages that can be consumed as part of a balanced diet. We want to contribute to people's health through nutrition and aim to help people of all ages live better.

Our value-creation model

- Sustained growth**: We maintain a diversified portfolio, both in terms of geography and category. Our agility and cultivation of global, regional and local brands contribute to strong financial performance. Our aim is to sustain a mid-single-digit organic growth rate through rapid innovation, market share gains and portfolio management.
- Efficient operations**
- Prudent capital allocation**

Our strategy in action

- Our trusted brands**: We have more than 2,000 brands, from global icons to local favorites. Over 20% of our trusted brands, including Maggi, Milo and M&D, generate over \$1 billion each in annual sales at the retail level. We partner with customers across the retail landscape to tailor our product portfolio and channel strategies, bringing our global brands to customer near-products for local tastes and preferences.
- Innovation**: Building a pipeline of highly differentiated innovations, while rapidly testing and launching new ideas. Tests our growth. Our focus is on delivering high-quality, affordable and sustainable products by anticipating growing trends and meeting people's diverse evolving needs and preferences, while keeping in line with an improved environmental footprint.
- Affordable, accessible nutrition**: Our offering of affordable, accessible products aims to provide lower-income consumers with high-quality food products that deliver nutritional value at an affordable cost and in an appropriate format. Most of our affordable and accessible products are fortified with at least one of the big four "micronutrients": iron, iodine, vitamin A and zinc.

Strategy

With the Group strategy NEW AUTO - Mobility for generations to come, we are preparing ourselves for the global changes in mobility and thus playing a substantial role in driving Volkswagen's transformation into a software-oriented company.

Mobility Solutions

In keeping with its mission statement, "Mobility for generations to come", the Volkswagen Group is developing mobility solutions for the future, taking into account global trends and changes in customer needs. The Group plans to bring together all of its brands' mobility services on one mobility platform over the coming years. Autonomous driving combined with new mobility solutions is expected to mark Volkswagen's transformation into a leading provider of sustainable mobility. A vehicle fleet covering all of the many services, from vehicle rental to car subscription and ride pooling, will ensure high availability, usage and profitability. With these solutions, we plan to gain market shares and generate long-term competitive and attractive margins.

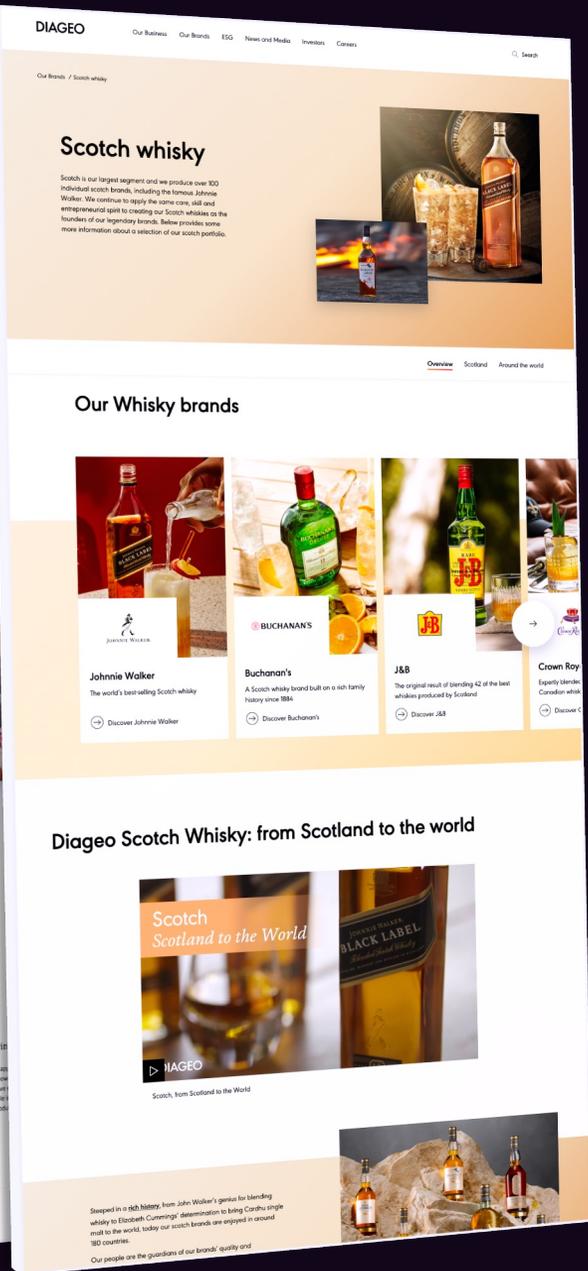
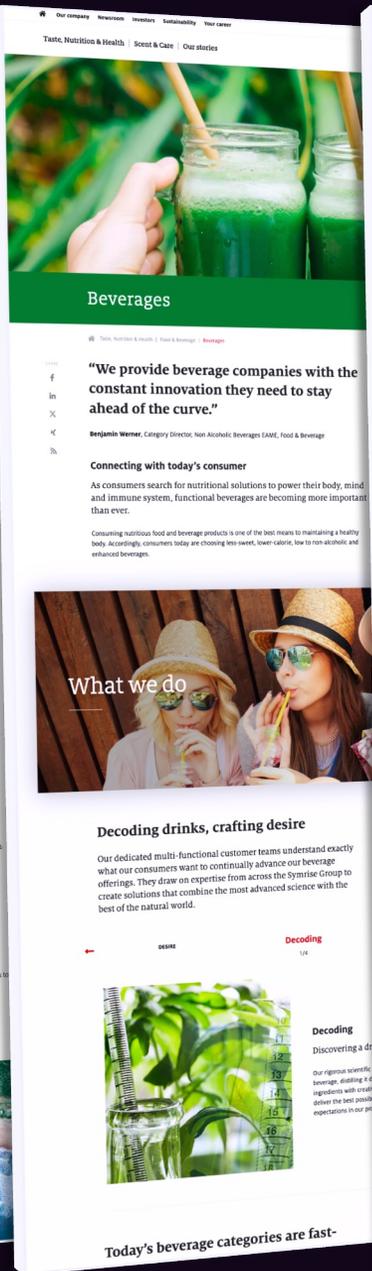
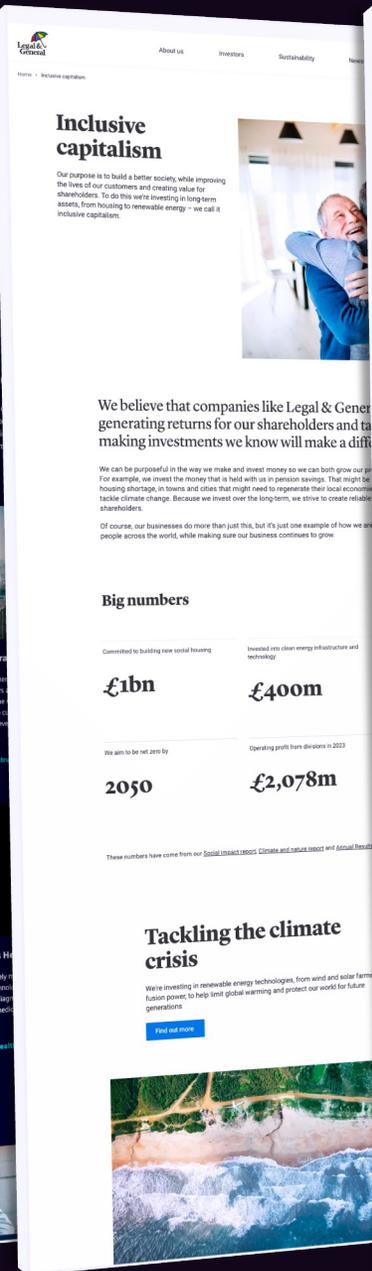
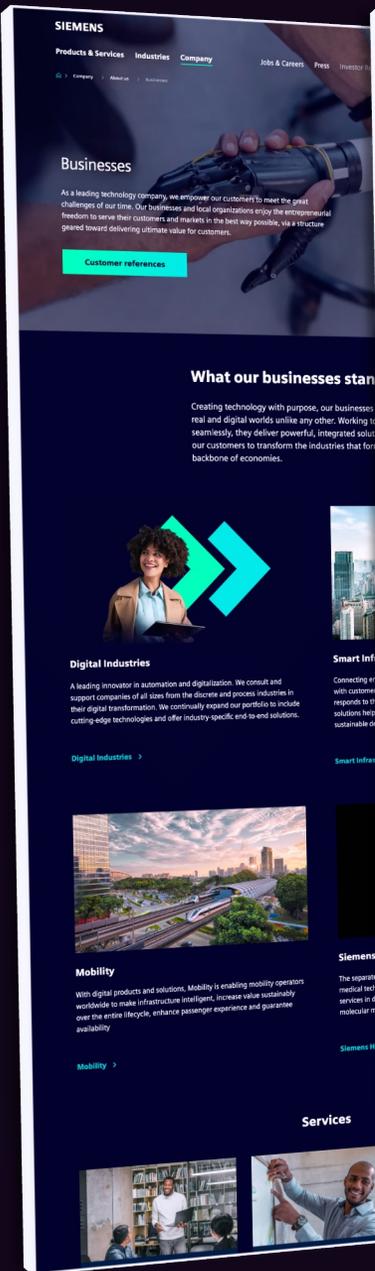
The 12 Group Int...

The New Auto Strategy

Mobility World

Future revenue pools

2024	2025	2026
12.6 B	13.6 B	14.6 B



Why not start at the beginning and tell us what you do, and why you do it.

Every company has a different story – markets, ranges, business units, outcomes – what's yours?

82%

of SMI expanded describe 'what they do', but will investors appreciate it?

TOP 5

Brands & business units are a Capital Markets top 5 'big picture' content destination

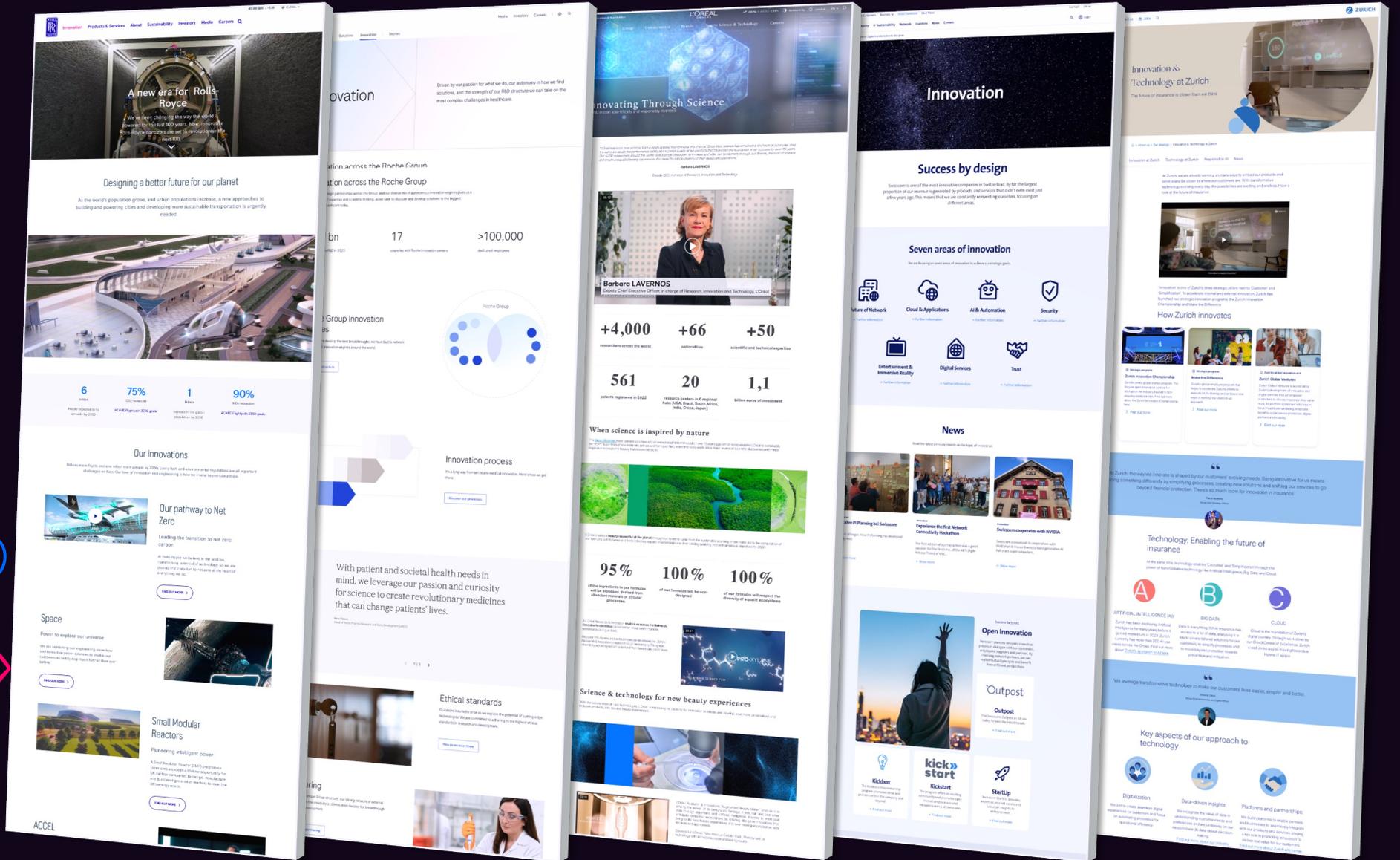
If 96% of executives believe innovation is a primary growth driver*, why are so many companies innovation 'shy'?

35%

of SMI Expanded companies have dedicated innovation pages

TOP 10

Innovation is a Capital Markets top 10 'big picture' content destination



* NTT DATA's "Innovation Index 2023: How North American Organizations are Achieving Growth, Value, and High Performance,"

Download the Prosus AI A-Z guide

Improving everyday life for billions of people through technology

We are a global technology investor & operator

Our businesses

Our insights

Artistic empowerment or existential threat: the impact of AI on the creative economy

India is redefining what it means to be a growth economy

The emerging AI AgentOps landscape: a builders' perspective

Changing the world through personalized digital experiences.

Adobe and AI

Explore our products.

Customer stories.

Purpose is at our core.

Revolutionizing Tomorrow: Wolters Kluwer AI

GenAI has taken the world by storm

Watch a fireside chat with CEO Hanny McKinstry

Focus on responsible AI

Artificial Intelligence Principles

Featured Artificial Intelligence Solutions

UpToDate AI Labs

CCH AnswerConnect

CCH Tagetix

Legionary Analyzer

LegalVIEW

Enablon

Data Science & Artificial Intelligence

OC: Data science and AI are transforming R&D

Gaining a better understanding of diseases we want to treat

Predicting what molecules to make next and how to make them

Using AI for fast, accurate image analysis

The Aletheia Framework

Accessible to all

A practical process

An ongoing collaboration

Do you AI? From home page to hub page, others AI.

As companies look to be seen in the AI arena and explain the impact on their business, and their impact on others, we're starting to see AI content across corporate websites.

From guides and insights to strategy and product integration explainers, the race is on to promote the AI advantage and demonstrate ethical AI usage.

AI will mean ...

...less searching

...more answers

↓ 25%

decrease in search volumes by

2026

as users switch to answer engines

↓
1
billion

less google, bing and duckduckgo
searches every day

ready?

LMO

Large Language Model Optimization

- Provide answers
- Pre-chunk content
- Double down on technical SEO
- Use public schemas

Sustainability

→ ESG for investors

ESG for investors from sign-posting to story-telling.

Shell Global

Home > Investors > ESG information hub

ESG information hub

The environmental, social and governance (ESG) information hub brings together our key reports, policies and commitments, our sustainability data and performance, and mapping to reporting standards and frameworks.

Climate
Our target is to become a net-zero emissions energy business by 2050. Read our Shell Energy Transition Strategy 2024 publication and see how we are creating energy today while building the energy system of the future.

Sustainability
Find out more in our Sustainability Report

Performance data
Go to our performance data

Environment

Social

Governance

Management systems

Biodiversity

Circular economy & waste

Water

Targets & data environment

Safety

Human rights

Communities

Remedy & Grievance Mechanisms

Diversity, equity and inclusion

Labour standards

Supply chain

Targets & data social

Corporate Governance

Board of Directors

Executive Committee

Annual general meeting

Remuneration

Transparency & financial reporting

Ethics & compliance

Targets & data governance

Nigeria

There is a significant amount of interest surrounding the impact of Shell's operations in Nigeria.

- Read our Nigeria report on Shell Nigeria website
- The latest environmental assessment of Operational Issues on Shell Nigeria website
- Visit the Shell Nigeria website

Commitments, policies and standards

Shell has a number of policies, positions and standards processes that define how we aim to operate in a socially and environmentally responsible way.

[Commitments, policies and standards](#)

bp

Home > Investors > Environment, social and governance

ESG at bp

bp's purpose is to reimagine energy for people and our planet – and our ambition is to be a net-zero company by 2050 or sooner, and to help the world get to net-zero. We have set out a strategy – with 2025 targets and 2030 aims – which is underpinned by our sustainability frame, to support the delivery of this ambition.

Environmental, social & governance

ESG investor pack
PDF / 5.9 MB
Download now

Annual Report 2023	PDF / 11.7 MB
Notice of Meeting 2024	PDF / 2.6 MB
Net Zero Ambition Progress Update	PDF / 7.8 MB
ESG Dashboard 2023	PDF / 463.3 KB
Download all	

Our sustainability frame governs our wider approach to environmental and social issues and focuses on three areas – getting to net zero, improving people lives, and caring for our planet. We have set **amb** for each focus area: 10 for net zero, 6 for people and 5 for the planet.

Gula Chercha
bp Energy Sustainability & Governance

Our reporting

Our reporting is focused on the material sustainability issues that matter to our stakeholders. We refer to relevant reporting frameworks and standards to inform our reporting.

You can find details of our reports, policies and positions, ESG data, and frameworks and standards in our reporting centre.

[Reporting centre](#)

BASF
We create chemistry

Sustainable investing

[ESG Investment Story](#)

ESG Investments

We create chemistry for a sustainable future - this is our company purpose. We believe that the economy, environment and society are inextricably linked and interrelated. We want to create value in all three areas with our products, solutions and technologies.

Gareth Rees
ESG Investors worldwide
+49 621 60-47016
[Send email](#)

Evelyn Ungen
ESG Investors worldwide
+49 621 60-95664
[Send email](#)

BASF shares are also attractive for investors looking for chemical companies with a compelling performance in terms of the environment, society and governance (ESG).

There is a growing awareness in the financial market that a company geared towards sustainable development can outperform peers over the long-term while minimizing risks.

By fully integrating sustainability into our strategic decision making, we will be able to generate many new business opportunities.

To create additional value for BASF we:

- deliver sustainability excellence in our operations and our value chain.
- connect, both within our team and society, to strive for sustainable solutions.
- enable our customers to provide more sustainable solutions by innovating with our unique chemical expertise across industries.

We create chemistry for a sustainable future

BASF ESG Investment Story May 2024

[Preview](#)
[PDF \(6.7 MB\)](#)

Presentations

- [Sustainability events and presentations](#)

Sustainable Portfolio Management

Analyzing our products' contributions to the sustainability needs of our customers' value chains

[Learn more](#)

Sustainability Ratings and Rankings

In the analyses of leading ESG rating agencies, BASF is often recognized as benchmark within the chemical industry.

[Learn more](#)

Sustainability News

Shell News | May 16, 2024
BASF announces its business transition portfolio for sustainable chemical information

learnings

- Investor sentiment drives investment decisions. Your IR and Corporate website should play a role in driving it.
- Your digital communications play a pivotal role in onboarding new investors.
- A frustrating online experience is a failed online experience.
- There is a huge difference between the best online communicators and those that don't.
- To bridge the gap requires **ambition and collaboration** as much as resource and technology.

A person wearing a white space helmet with a glowing orange visor stands in a field of tall, golden-brown grass. They are holding a large bouquet of dried flowers. The background is a soft, hazy sky transitioning from light purple to teal.

Thanks for listening.

Thank you.

Get in touch.

→ Contact@Idx.Inc

IDX.INC 