

# Making IR Contact Details Easier to Find

Smartkarma Study Reveals: 73% of Corporate IR Departments could be missing out on investor enquiries



# Contents

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The Problem	3
How sourcing for Investor Relations contact information usually works	4
Smartkarma C-Suite's study	6
Why it is important for Investor Relations departments to be accessible	8
Smartkarma C-Suite	9
Smartkarma C-Suite Global Investor Relations Directory	9

# The Problem:

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Investor Relations contact information is not easily available. In fact, it's often quite hard to find.

## Investor Relations contact information is relevant for:



### 1. The institutional buy-side

Investors conduct their research and develop their investment thesis on companies prior to investing.

This process involves:

- a: reading through the company's financial numbers, public disclosures, and analyst reports.
- b: interacting with the company management and Investor Relations department. The interaction often involves Investor Relations personnel answering queries that investors might have. This could steer investment decisions one way or another, which makes it a very important part of the process.



### 2. Analysts looking to cover listed companies

Analysts provide the institutional buy-side with an independent, insightful point of view on a given company. Without access to Investor Relations and the resulting conversations, there are two possible outcomes:

- a: No coverage at all
- b: Not very insightful research or misinterpreted information, which turns into a widely circulated report

However, if analysts are able to connect with Investor Relations and C-Suite of companies, this can be mitigated.

Have your IR contact details been added to Smartkarma C-Suite's Global IR Directory?

[ADD IR INFO NOW](#)



# How sourcing for Investor Relations contact information usually works

There are two approaches to this. The second approach is usually only exercised if the first approach is not fruitful.



## 1. Financial tools - Bloomberg and S&P Capital IQ

The buy-side and analysts typically use financial tools such as Bloomberg and S&P Capital IQ to source information about companies. While conducting their research and due diligence, an investor or analyst will look to contact Investor Relations. They run the function on their existing Bloomberg screen or run the S&P Capital IQ formula directly into their active spreadsheet to get IR contact details. This might not always yield results.



## 2. Company Investor Relations page

If the information is not available through financial tools, the investor or analyst will go to the company website and look for Investor Relations contact details on the relevant page. At this juncture, they could be faced with two instances:

- a: An email address - this could be a generic email address, but it helps bridge the communication gap. The investor or analyst can now reach out to the company Investor Relations department and clarify or resolve pending questions.
- b: A contact form - this typically has 3-4 fields that the page visitor needs to fill out: their name, email address, company name, and query. If the investor or analyst fills out this contact form, they do not know when they will get a reply and who the actual recipient is.

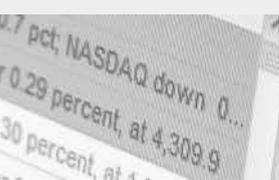


### Angus Mackintosh, Independent Research Analyst, CrossASEAN Research

Q: How do you go about connecting with Investor Relations? What do you do if you're unable to reach them?

A: First, I will go to the company website, this tends to be a generic IR contact and my experience is that writing to such email addresses is not that successful. Then I will try Bloomberg. The most effective way after this is to reach out to industry contacts.

I will not write about a company in any depth unless I have had direct contact with the management.



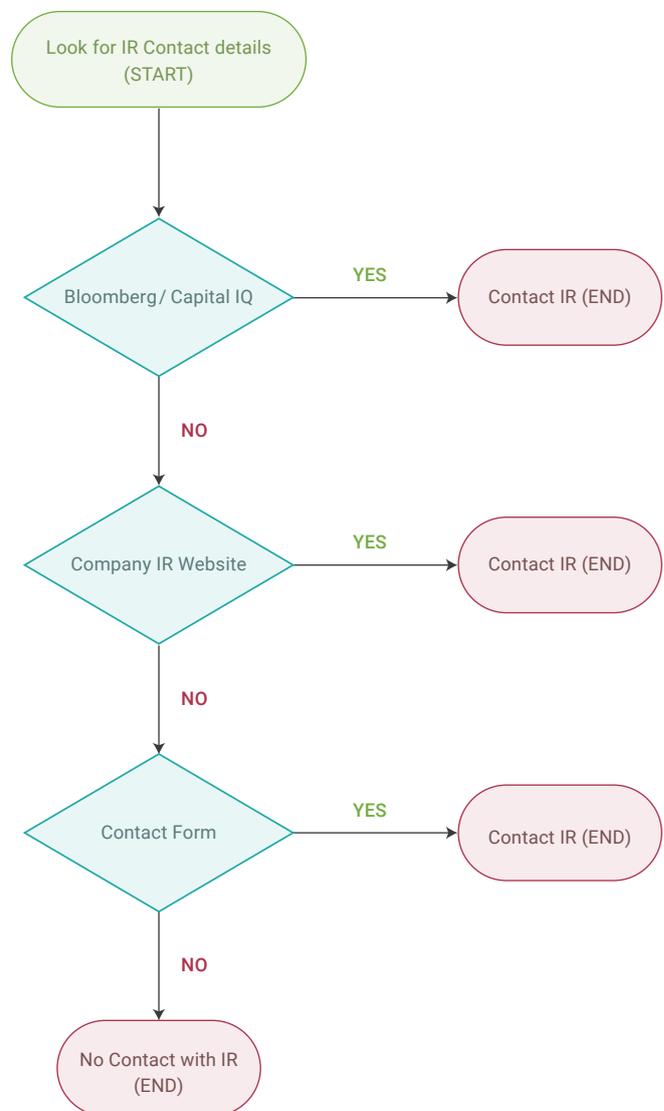


## Problems with this approach

When an analyst or investor is in search of Investor Relations contact information, they are possibly looking to contact Investor Relations immediately (or within a short timeframe). It could be to get additional information or answers to the questions that have come up at that very juncture in their research. If the person looking for this information does not find it on their financial tools, they have to switch context from what they were doing up to that point. This leads to additional time spent away from what they actually set out to do and diminishes the actual interaction - which, ideally, should have been already underway.

Further, a contact form, which requires additional time to fill out and often has a word limit, can lead to a delayed interaction (or no interaction at all). It makes the experience impersonal. Investors and analysts might rethink the context of the interaction as the medium of communication might not be appropriate.

There can be instances where an analyst or investor takes the opposite approach and looks at a company website first. The problem remains, as they could be faced with a generic email address or a contact form. This could make them hesitate to reach out and send them off to their financial tools for more details.

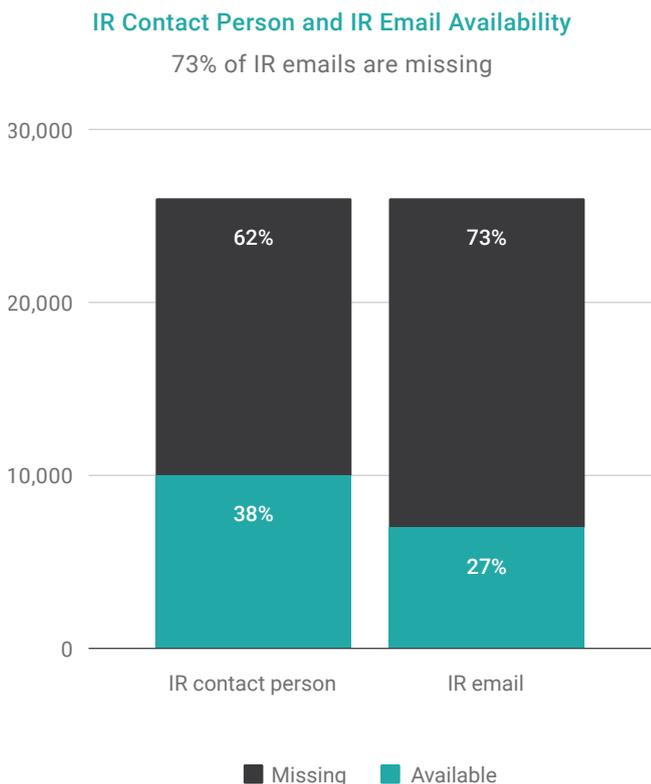


# Smartkarma C-Suite's study

## Only a fraction of companies make it easy to contact Investor Relations

At Smartkarma, we looked at a sample of around 26,000 companies across over 70 countries and tried to gauge availability of their Investor Relations information on Bloomberg and S&P Capital IQ.

We found that only 27% of the sample companies have their Investor Relations information available with these two data providers. This means that 73% of the sample companies are possibly not receiving investor or analyst queries.



**Gregory Yap**  
Investor Relations  
Sunpower Group

**Q:** What makes you keen to use Smartkarma C-Suite?

**A:** We like Smartkarma C-Suite because of the platform's promise of enabling investors and Insight Providers to reach out to us, and vice versa. The research-focused nature of these connections creates a wealth of information so that, by the time contact is made between an investor and ourselves, everyone is geared to hit the ground running to take the relationship to the next level.

Japan, United States, and China command the highest number of companies in the sample, totaling 3,769, 3,498, and 2,918 respectively. However, the number of companies in each market does not necessarily correlate to greater availability of contact information. While a majority of companies in the US make IR email addresses more easily available, the same is not true for Japan, for example.

### Top 5 countries represented in the sample and their IR email availability

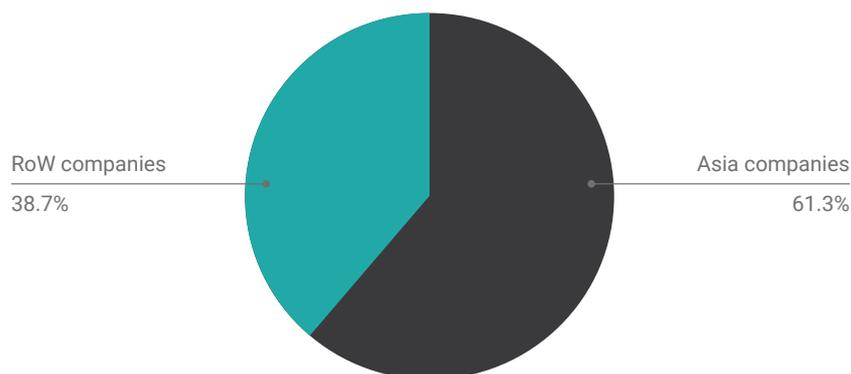
No direct correlation that developed countries have better disclosure

Country of Listing	Number of Companies	% Total Companies with Available IR Emails
Japan	3,769	3.71%
United States	3,498	66.90%
China	2,918	13.98%
Australia	1,886	16.49%
South Korea	1,873	1.33%

About 60% of the companies in our sample were listed on an Asian exchange. The rest were listed on various exchanges around the world.

### Geographic split of companies in Smartkarma's Sample

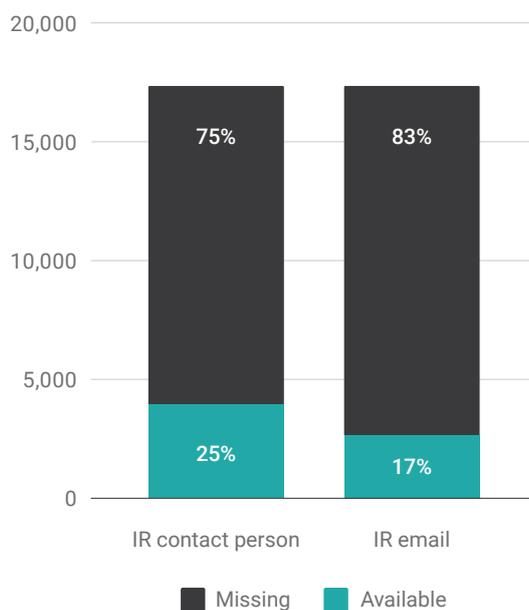
60% are listed on Asian exchanges



Of the Asia-listed companies in our sample, only 17% had Investor Relations information available on Bloomberg or S&P Capital IQ, while the overall global average was at 27%. This means that Investor Relations departments in about 13,000 companies in Asia are not easily contactable by investors or analysts.

### Asia - IR Contact Person and IR Email Availability

83% of IR emails are missing



### Asia - Top 10 Countries IR Email Availability

Country of Listing	% of IR emails to country of listing
Taiwan	49.02%
Philippines	31.18%
Thailand	28.26%
Hong Kong	25.06%
Malaysia	23.60%
Singapore	23.20%
India	22.20%
Pakistan	18.00%
Indonesia	14.12%
China	13.98%

# Why it is important for Investor Relations departments to be accessible

Investor Relations departments should be accessible to investors and analysts - even more so now since MiFID II came into effect in January.



## 1. Independent Research Coverage

The new regulation has brought about an increase in independent research analysts in the UK. The impact of MiFID II has also been felt in other regions across the globe. Bank analysts might be able to leverage on banks' existing relationships with company management teams to gain access and information. Independent analysts do not have this infrastructure to rely on for access to Investor Relations teams, but still need to be able to make direct contact to provide insightful independent research. This pool of "new" analysts provide the buy-side with opinions and research coverage on companies that might not have coverage at all. This makes them even more important to listed companies.



## 2. Corporate Access

Investment houses and funds cannot rely on banks and brokerages to set up meetings and host deal or non-deal roadshows. This limits the interaction between investors and companies. Without these events, Investor Relations departments need to be accessible through other channels and platforms that are relevant to investors and analysts.



**Susanta Mazumdar**  
Portfolio Manager  
Ariana Management

**Q:** Prior to investing, how do you do your research on a company?

**A:** For a long-only fund like ours, research is key. Without quality research, we cannot function. We are focusing on two approaches: Using independent analyst research and doing our own research.

## Streamlining Investor Relations workflow can improve accessibility

Investor Relations departments tend to be lean and it could be argued that making them more accessible to investors and analysts would inundate them with requests. This should not be a reason for keeping the lines of communication closed. C-Suite and Investor Relations of companies should look to streamline their workflow by, for example, tracking communications and addressing similar questions more efficiently. This, in turn, would leave them more time to interact with investors and analysts.

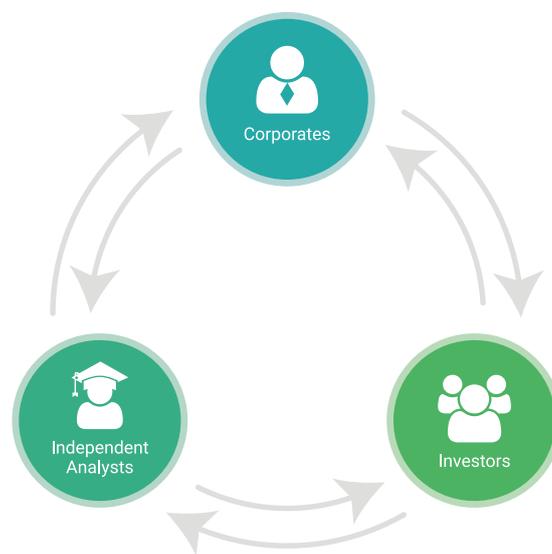


# Smartkarma C-Suite

## A solution for Corporate C-Suite and Investor Relations

Smartkarma C-Suite unites corporates, investors, and analysts. It is an extension of the existing Smartkarma platform, which currently has over 150 leading institutional asset managers and over 400 independent research analysts covering more than 2,400 companies across 15 Asian markets. The buy-side includes sovereign wealth funds, global asset managers, hedge funds, boutiques and family offices, worldwide. The top 10 institutional investors alone have over \$13.5 trillion assets under management.

Smartkarma's C-Suite Platform helps Corporates monitor shareholder interest, promote research coverage, and streamline Investor Relations workflow. It will also enable C-Suite and Investor Relations to interact with analysts and investors.



# Smartkarma Global Investor Relations Directory

## Making your Investor Relations department more accessible

We are curating a [Global Investor Relations Directory](#) to help institutional investors discover and engage with corporate Investor Relations departments. We offer a simple way to help you add in your information as an Investor Relations team and ensure your company is not missing out when it matters.

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[ADD IR INFO NOW](#)



#03-08 The Signature, Changi Business Park Central 2, Singapore 486066  
+65 6715 1480 [csuite@smartkarma.com](mailto:csuite@smartkarma.com) [www.smartkarma.com](http://www.smartkarma.com)

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