Q4 Web Systems

WWW.Q4WEBSYSTEMS.COM

NIRI Cleveland/Northern Ohio
December 6, 2012

Global Trends in New Media and the Investment Community

Presented by:
Sheryl Joyce
Director, Marketing Communications
Q4 Web Systems

The World Today



"If you look at what's happening today with communications and disclosure, we're moving from a world where it was very paper based into a world where it's very much based in the Internet and on social media.

We have to recognize that those changes are happening and we need to embrace that change and drive it forward and do it in a way that's efficient."

Rob Williams, VP IR at Dell, March 23, 2011

EVERYBODY IS USING SOCIAL MEDIA, BUT ARE INVESTORS?

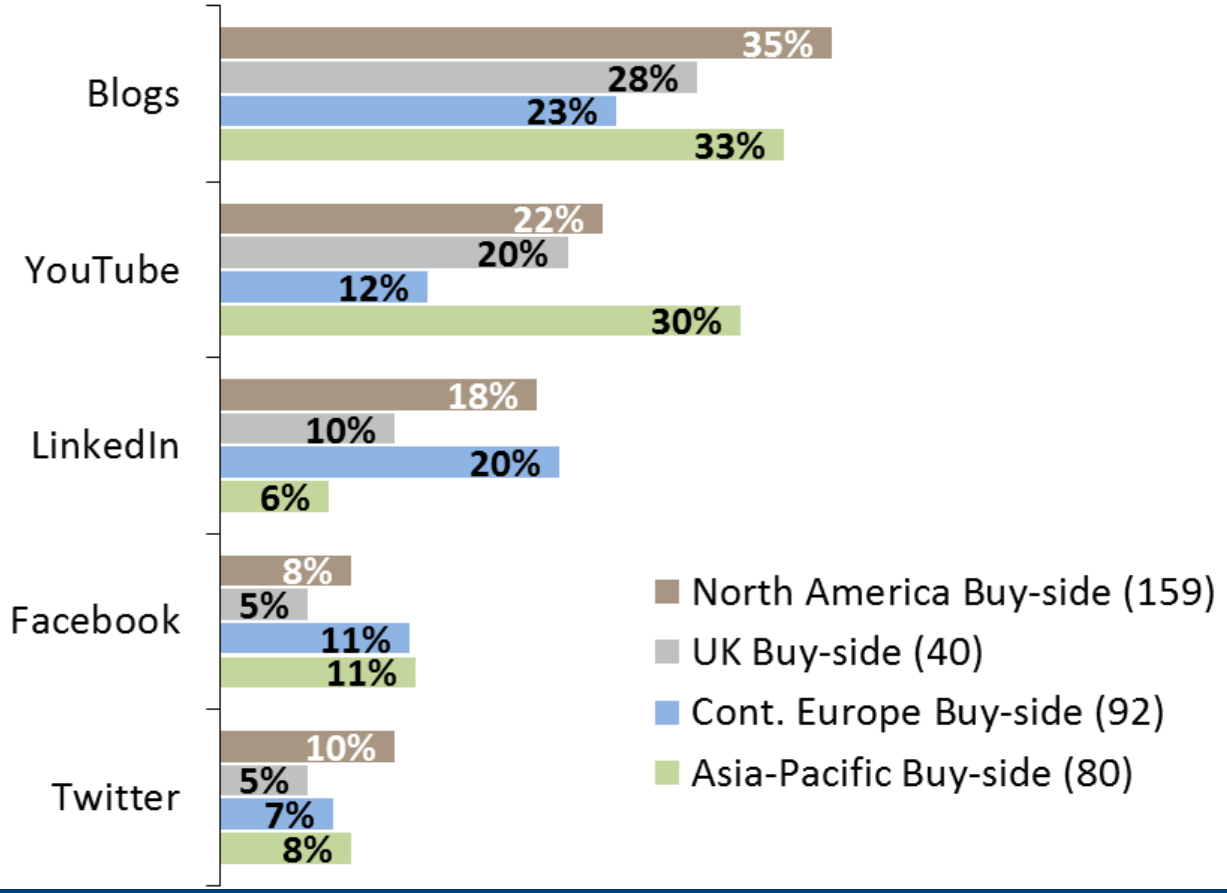


Buy-Side Social Media Use

www.q4websystems.com

Types of Social Media Used for Work* (Aided) - *By Region*

(November 2011)



Buy-Side Social Media Use Poised to Surge

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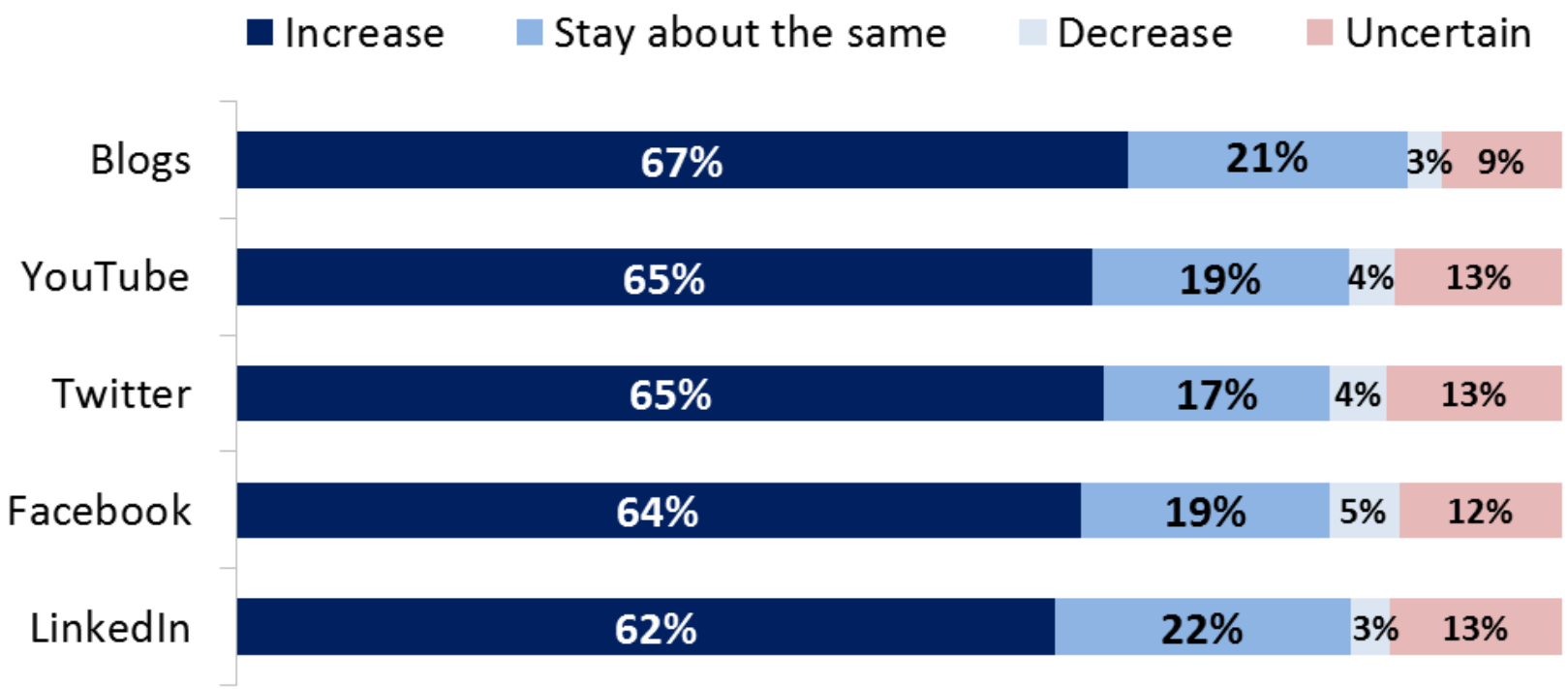
Expected Use of Social Media in IR Over the Next Year (Aided)

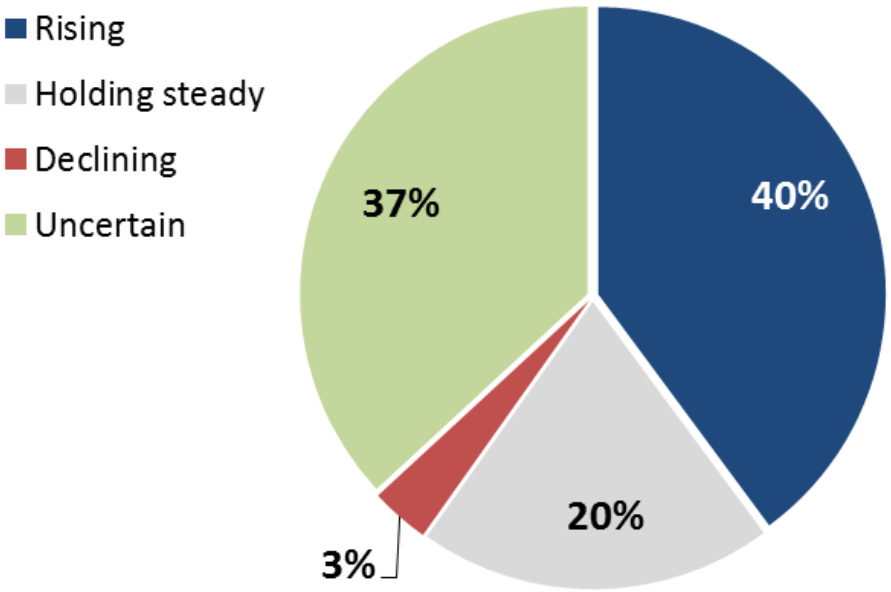
(Total Global Buy-side November 2011, n=371)



of Companies Being Followed & Investigated Increasing

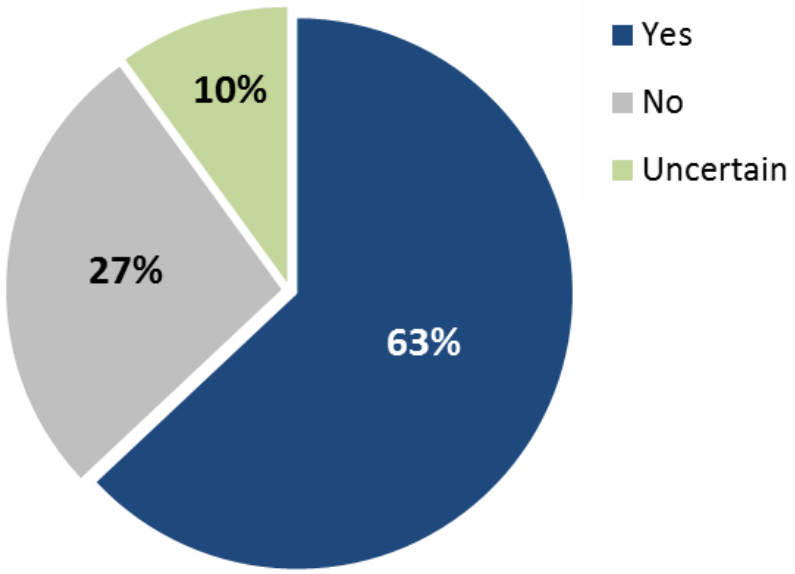
Change in Number of Companies Followed on Twitter Over Past Year (Aided)

(Among Global Twitter Users, n=30)



Whether Information Received Via Twitter Has Prompted Further Research on a Company

(Among Global Twitter Users, n=30)



IMPORTANCE OF IR & CORPORATE WEBSITES



Corporate Websites are Regularly Used by Investors, Analysts & Financial Journalists

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- 75% of institutional investors and analysts use corporate websites on a weekly basis(1)
- 95% of financial journalists access corporate and investor websites to research the companies they are writing about(2)
- Provides stakeholders with your company's ongoing strategy for creating value
- Gives stakeholders context, insight and interactive tools to clearly understand your business today and in the future

1. Rivel Research – 257 Institutional Investors in the US
2. Bulldog Reporter/TEKGroup International

Websites Rank as Valuable Resource

www.q4websystems.com

Types of Communication Most Helpful in Making Investment Decisions * (Aided)

Total US/Euro Buy-side February 2011 (n=288)

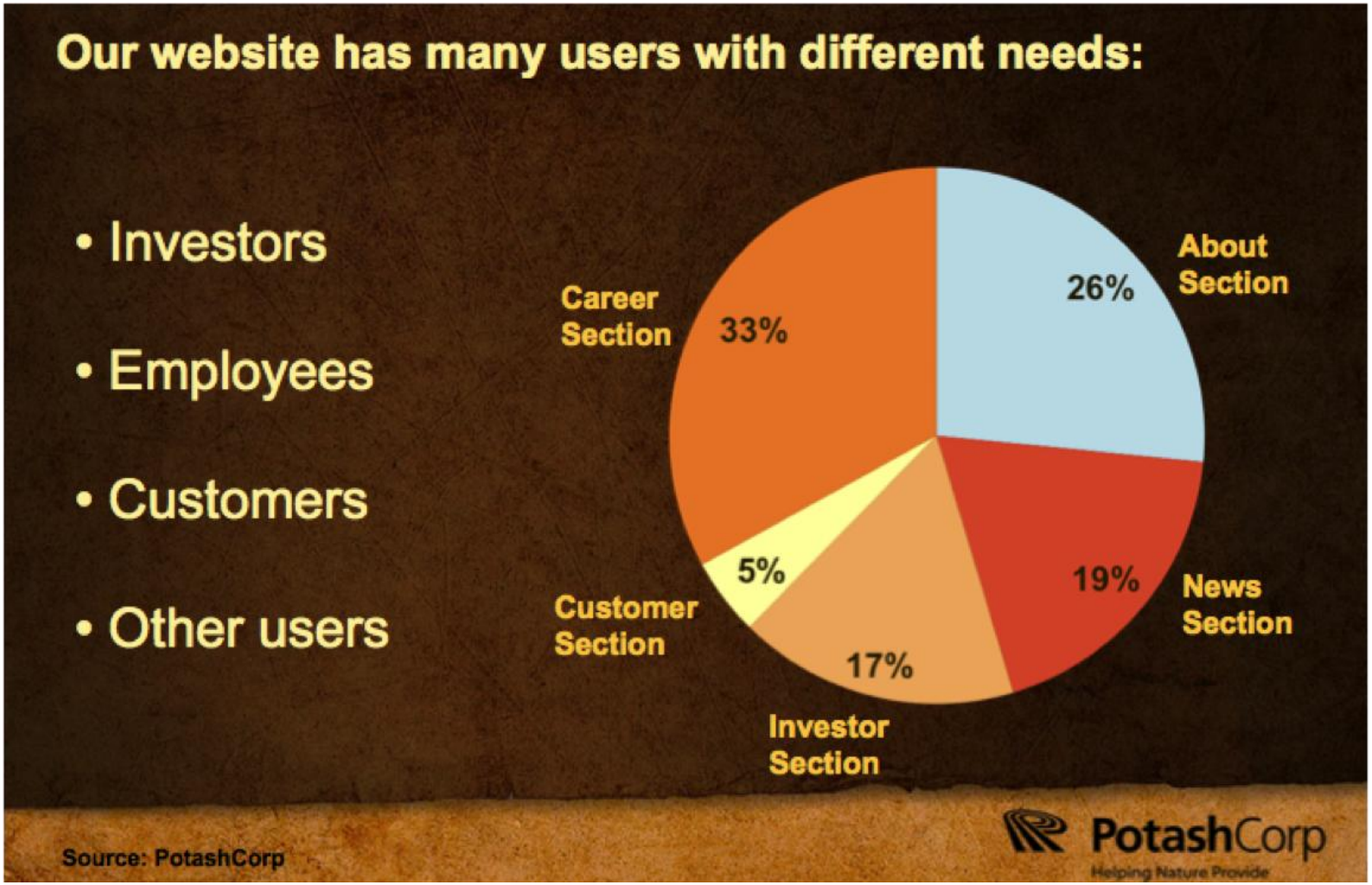


A LARGE & DIVERSE AUDIENCE

Your website is an important communication tool used by a vast audience all looking for different content

Your Website is a Resource for a Number of Different Audiences

www.q4websystems.com



WHAT PEOPLE WANT FROM YOUR CORPORATE SITE

The important features that investors are looking for and will keep them coming back

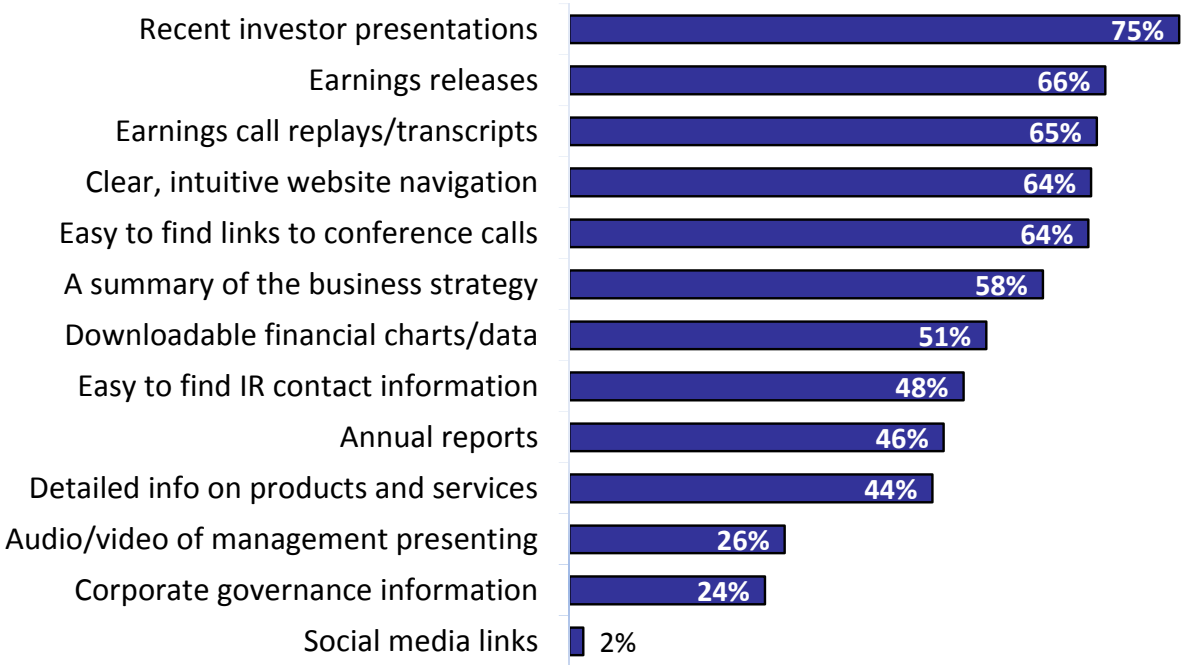
What Information Investors are Looking for on Your Website

www.q4websystems.com

Corporate Websites

- Website value is understated … it is the avenue to more insight

Importance of Finding Various Elements on Corporate Websites* (Aided)
US/Euro Buy-side February 2011 (n=288)



* Ratings of 8, 9 and 10 on a 10-point scale where 10= extremely important and 1= not at all important.

WHAT ABOUT MOBILE?



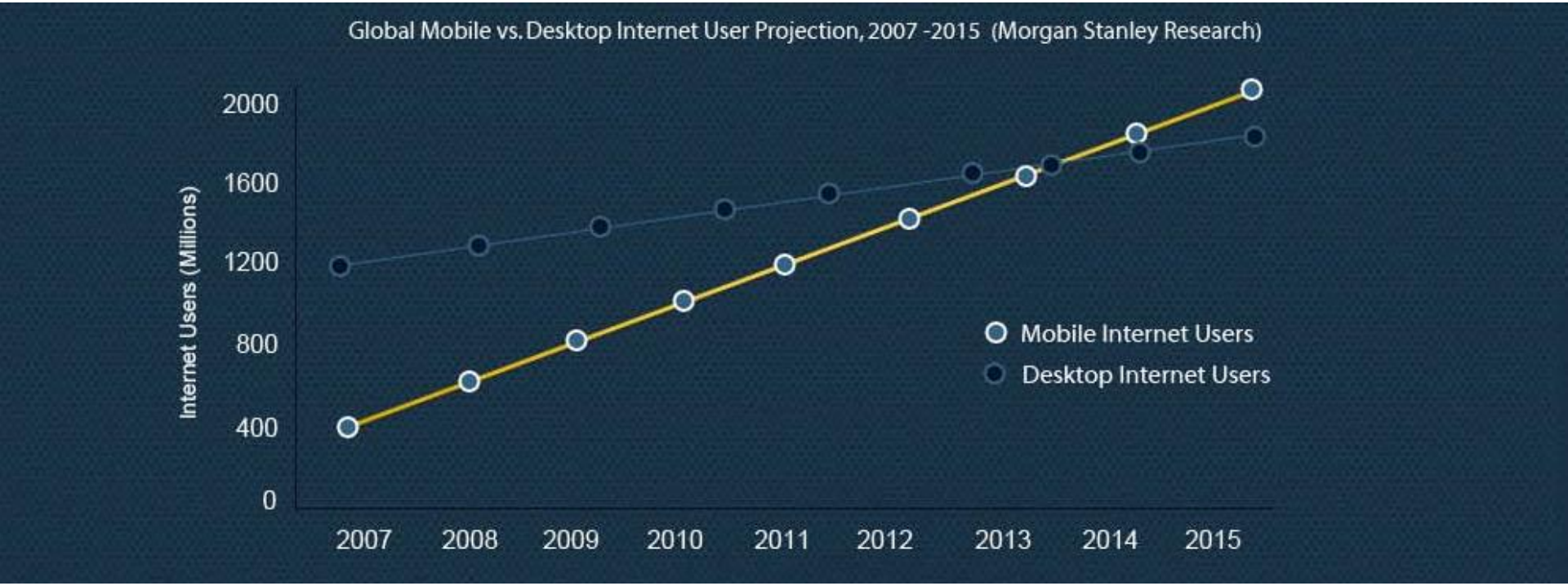
How Big is the Mobile Internet?

Mobile Traffic in 2011 was 8 times the size of all global internet traffic in the year 2000

iPad accounts for 91% of web traffic of all tablets. Tim Cook, Apple CEO Sept 12, 2012

http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white_paper_c11-520862.html

Mobile vs. Desktop Internet Usage



http://socialdriver.com/2012/09/infographic-of-the-week-responsive-web-design/?asid=c228f21b

Mobile to Overtake Desktop in 2013

Q4

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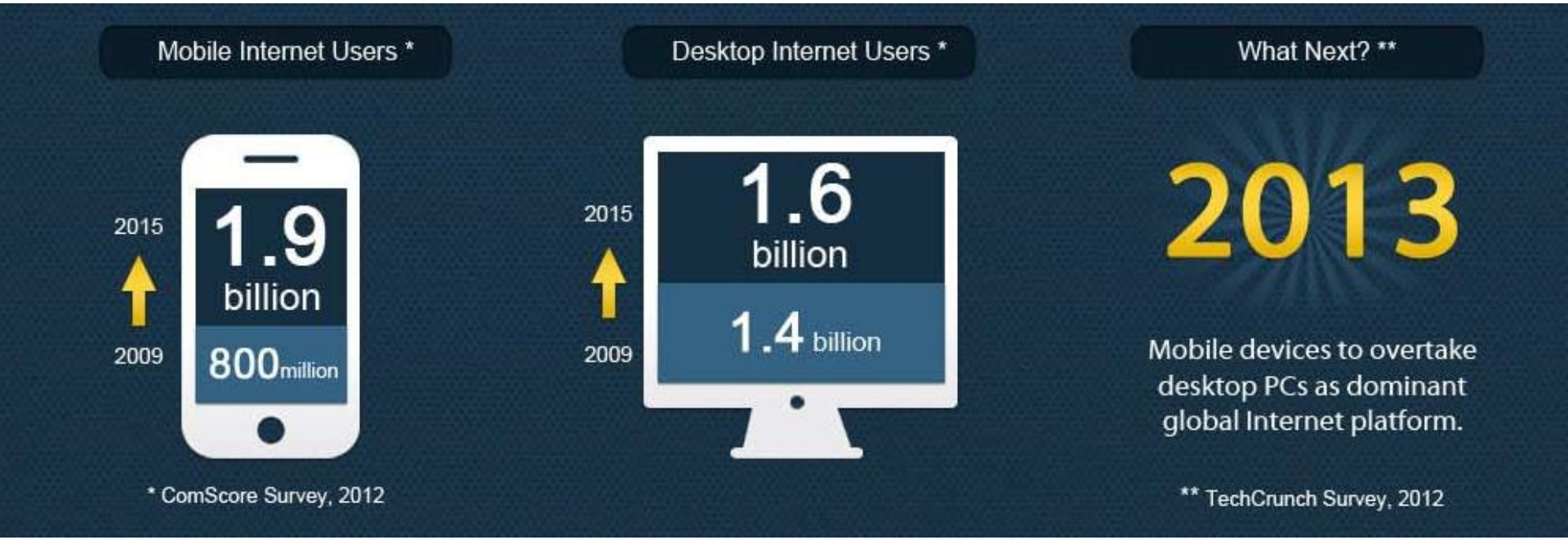


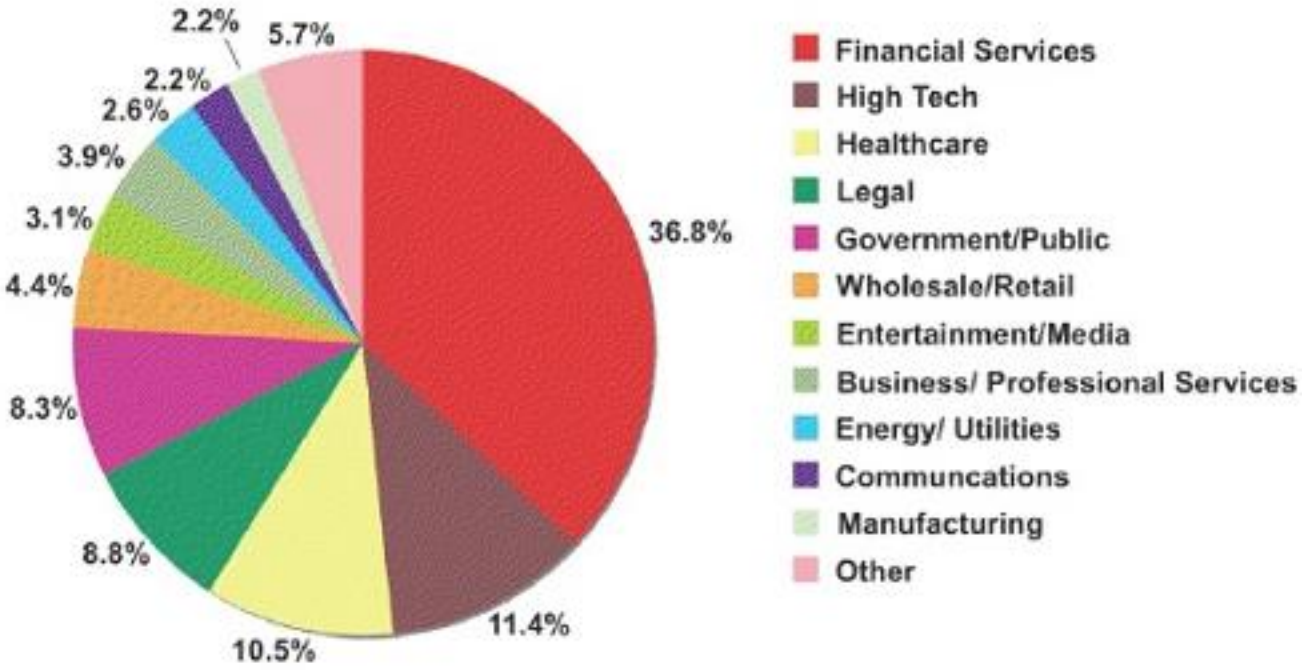
http://socialdriver.com/2012/09/infographic-of-the-week-responsive-web-design/?asid=c228f21b

FINANCIAL SERVICES IS THE LEADING INDUSTRY IN MOBILE TECHNOLOGY ADOPTION



iPad Use by Sector

Percentage of Customers
Top 100 iPad Accounts by Sector



Additional Key Findings

- 40% of financial professionals have an iPad
- 59.3% use the iPad in client meetings
- 48.9% say the iPad helps them be more responsive to clients

ADOPTION & USEFULNESS OF MOBILE IN IR



Adoption and Usefulness in IR

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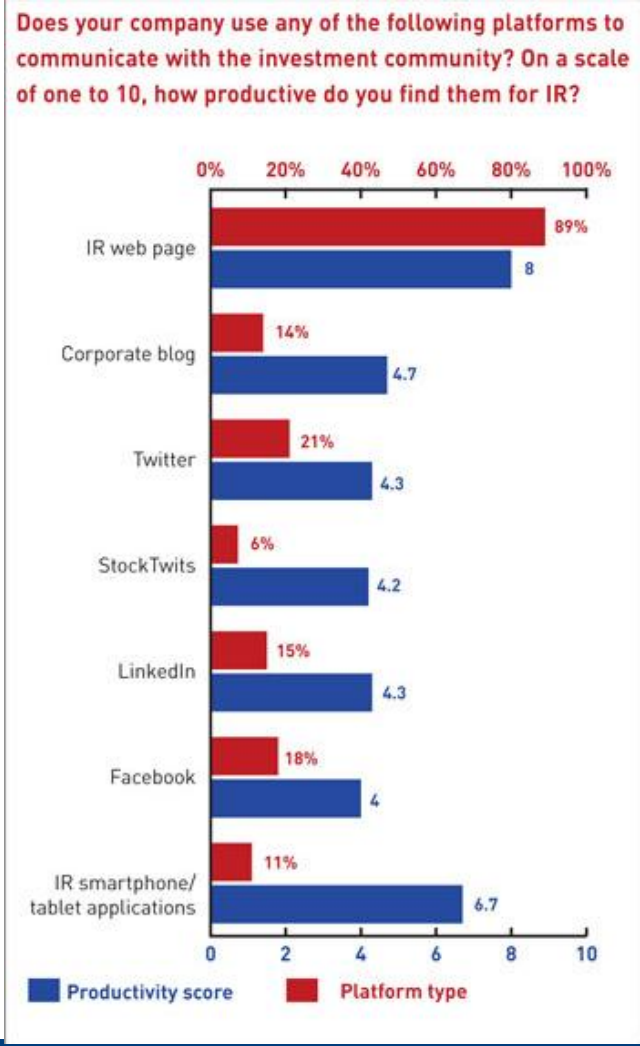

IR Magazine, 2012
http://www.insideinvestorrelations.com/articles/ir-websites/18815/technology-numbers/

Applications for Investor Use

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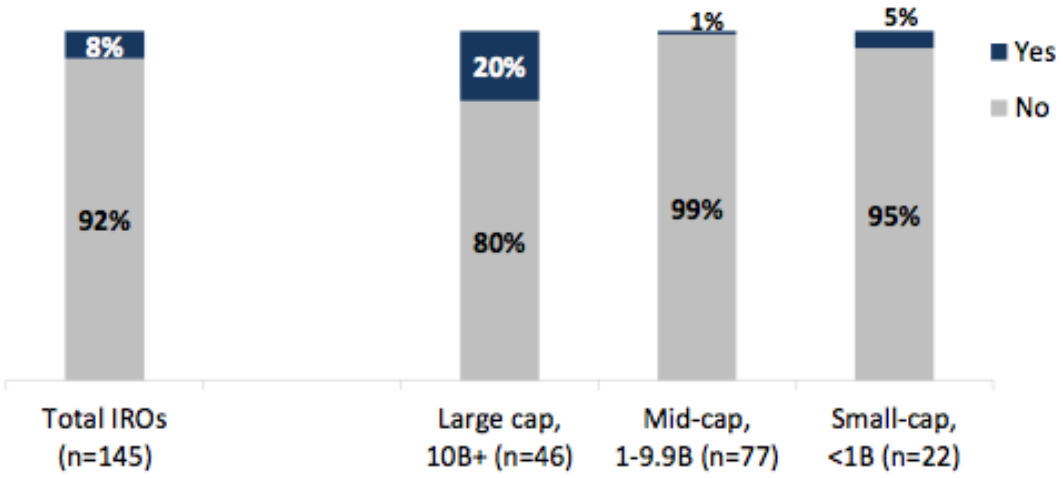
Have you or your company developed applications for tablets for investor use?
(Among IROs who use tablets for work)



- Led by large-caps, some companies are developing their own tablet apps as a new means of helping investors keep up-to-date on their firms.

SOCIAL MEDIA FOR INVESTOR RELATIONS



Social Media for Investor Relations

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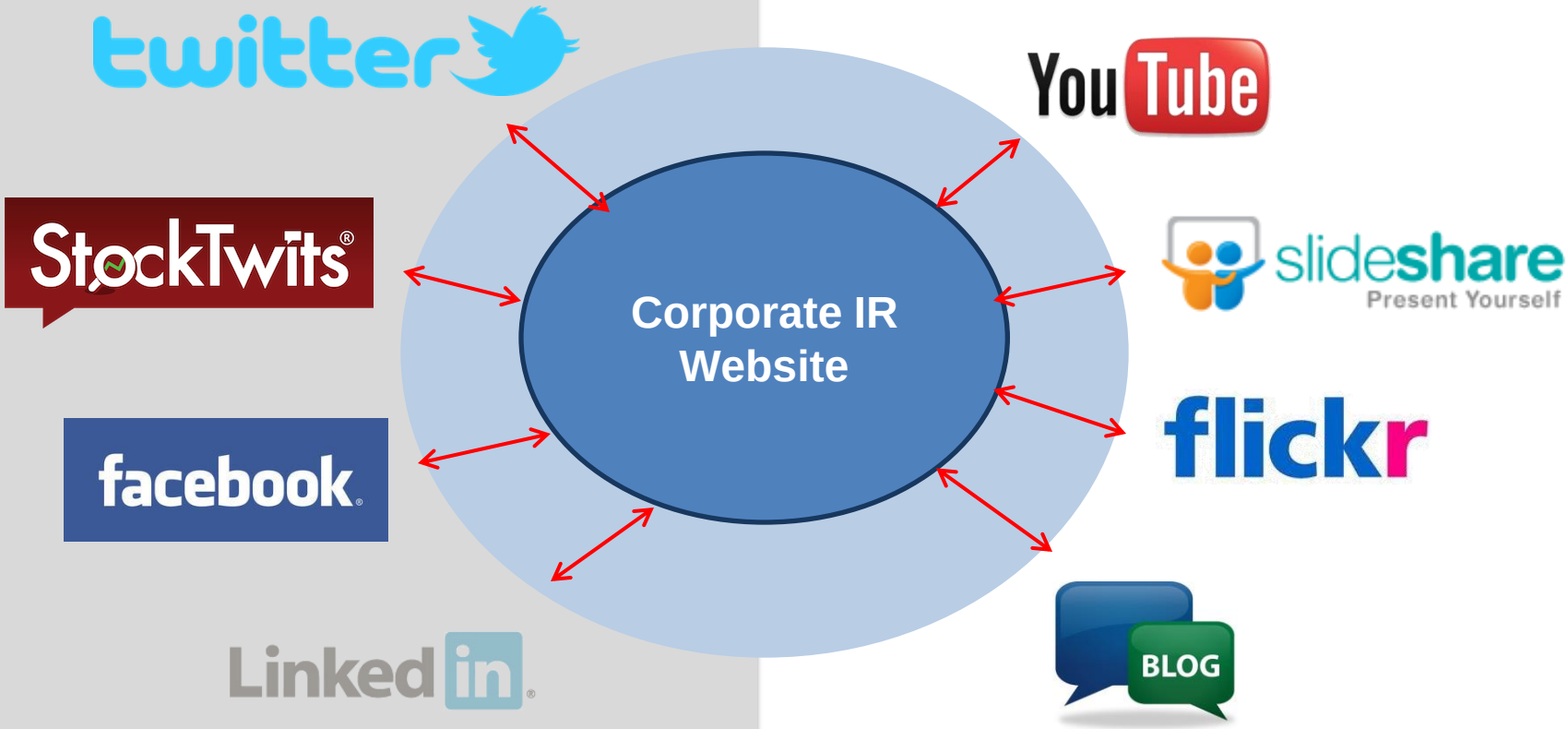
Social Networks

Distribute & Engage

Social Media

Publish & Integrate



ARE PUBLIC COMPANIES USING SOCIA MEDIA FOR IR?



Q4 Social Media Research 2012

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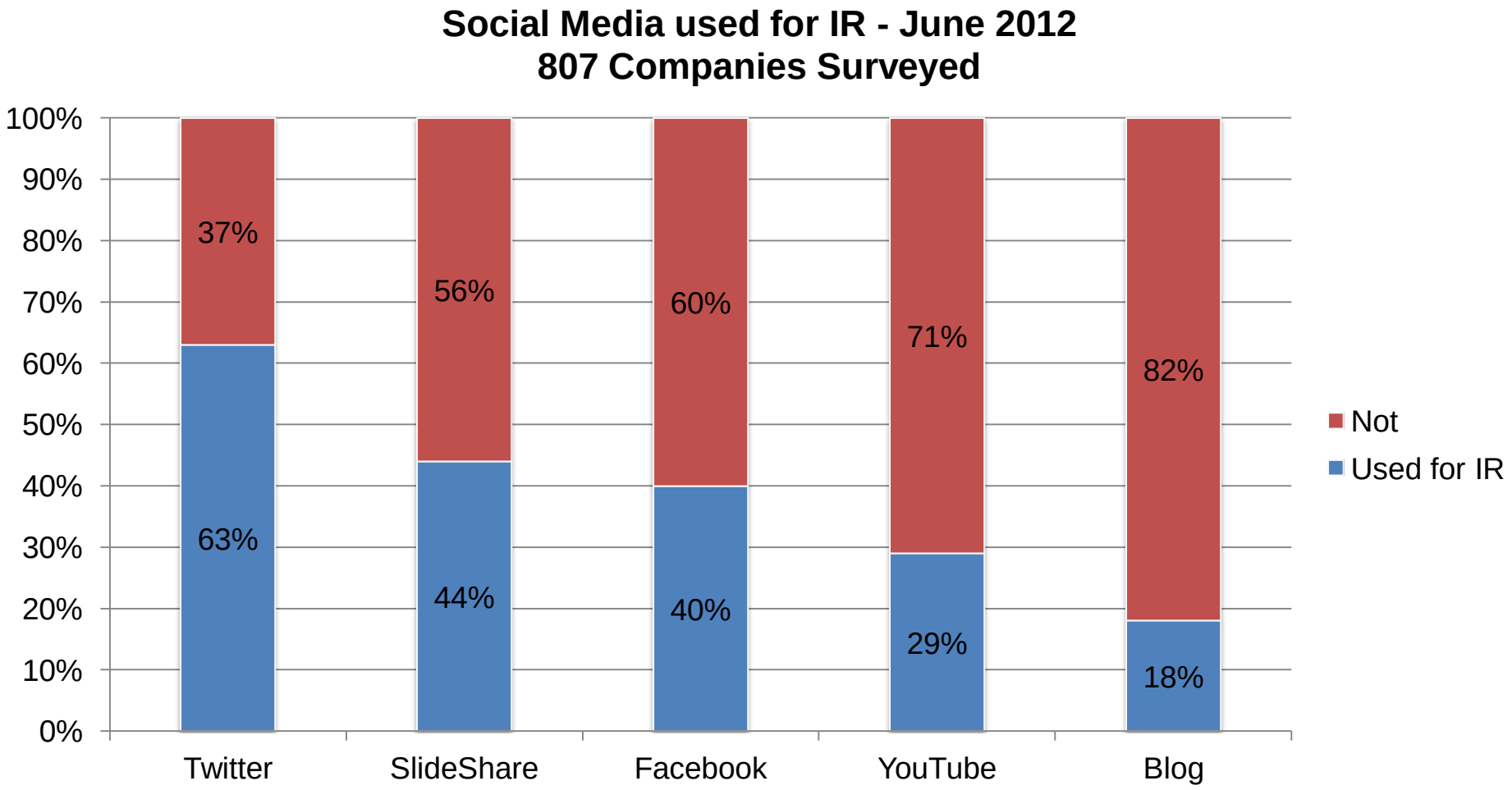

SOCIAL MEDIA

Examples & Best Practices

TWITTER



Quarterly Reporting: Live-Tweeting



Annual Meetings: Live-Tweeting



Proactively Engaging Followers



FACEBOOK



Pulling in RSS Feeds from IR Website or Blog

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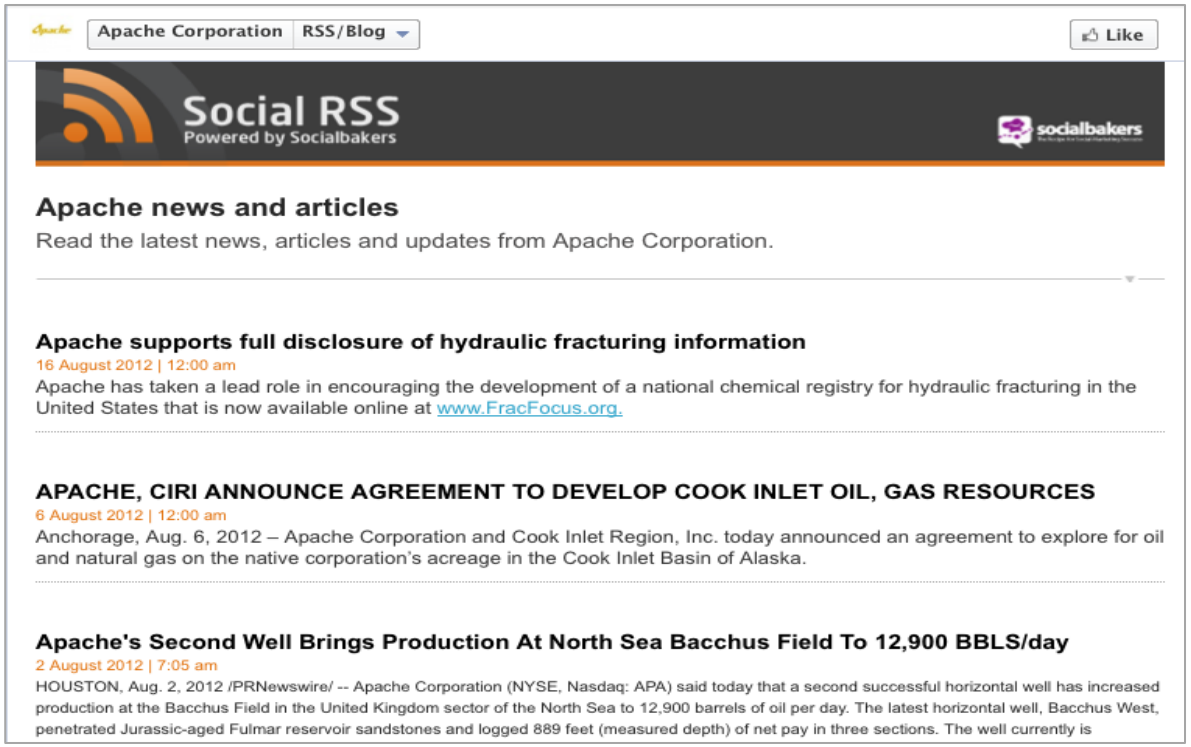

Precise Commenting Guidelines & Terms of Use

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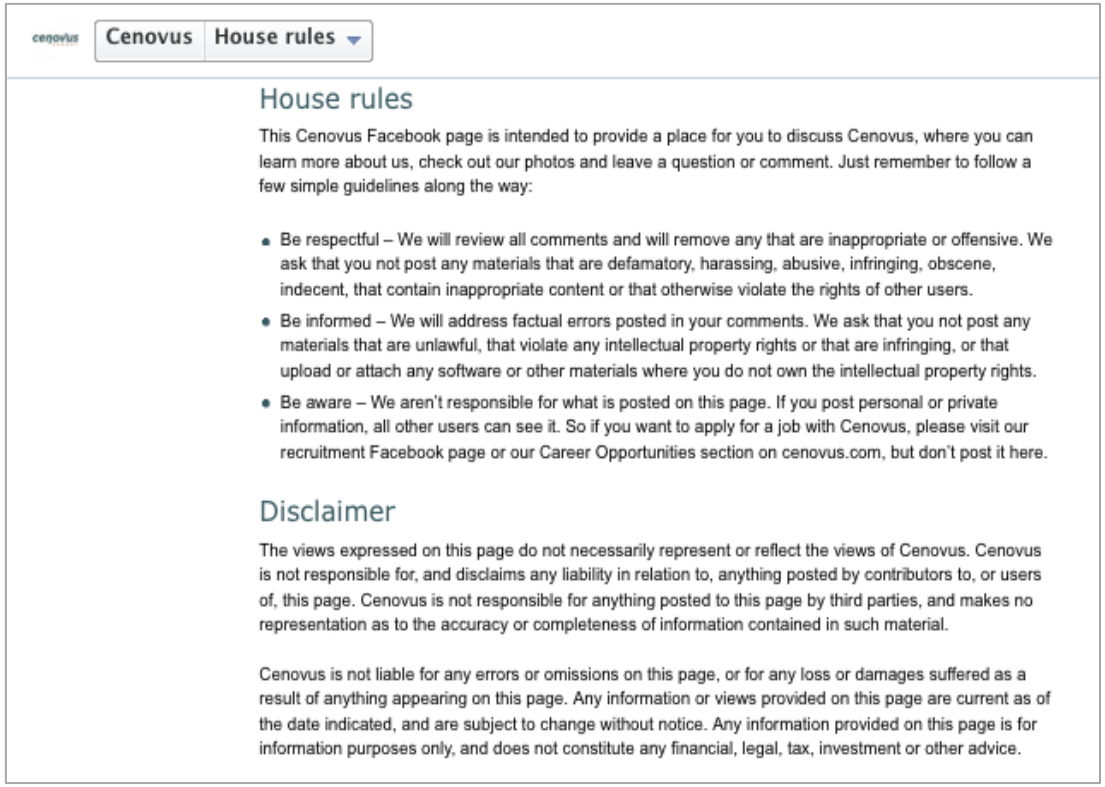

Cenovus | House rules

House rules

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- Be informed – We will address factual errors posted in your comments. We ask that you not post any materials that are unlawful, that violate any intellectual property rights or that are infringing, or that upload or attach any software or other materials where you do not own the intellectual property rights.
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YOUTUBE/SLIDESHARE



Providing Greater Context on Investor-Related Information: YouTube



Providing Greater Context on Investor-Related Information: SlideShare

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CORPORATE BLOGS



Provide Insight Into News, Industry Developments & the Company

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May 22, 2012

What to Expect: Trends and Analysis with Deutsche Bank's Kurt Sanger

Kurt Sanger, analyst at Deutsche Bank in Tokyo, joined me in the studio for a quick chat about industry expectations as we step into fiscal 2012. Sanger discussed the resilience of the Japanese car industry post 3/11, Infiniti in China and the most salient trends he envisions for the industry in the coming year.



Using the Blog to Elicit Questions in Advance of a Company Event

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15 Responses to "Interview with Microvision CEO Alex Tokman"

Len *Says:*
January 7th, 2010 at 6:57 AM |

Thank you Tiffany!!! IMO you asked all of the questions that I and many others have been wondering about.

Uvula *Says:*
January 7th, 2010 at 8:14 AM |

I was hoping the GL production problems were solved. In the interview AT says that Corning "has a pretty solid plan to address problems with production". It sounds like the production problems have not yet been solved. Can you please clarify the situation?

Brian Kosmal *Says:*
January 7th, 2010 at 8:35 AM |

Helpful. As a long-term investor I will look forward to the next quarterly earnings conference call to hear ShowWX production history and targets. I am also eager to purchase a ShowWX of my own to help spread the word!

Best wishes for a successful CES.

Brian Kosmal

DISCUSSION



2012 - Q4 Whitepaper Download

www.q4websystems.com

- Includes over 800 companies and their use of social media for IR
- Updated findings on Twitter and StockTwits usage
- New examples of maturing, integrated, and more sophisticated approaches to social media use for IR
- Over 100 illustrative screenshots web links



Download the whitepaper:
http://go.q4websystems.com/2012-06-19twitterstocktwitswhitepaper.html

About Q4 Web Systems

Q4
www.q4websystems.com

Q4 is the market leader in online investor relations & social media solutions including:

- Financial & Social Media Widgets
- Corporate & IR Websites
- Social Media Integration
- Web Analytics
- Mobile Apps (iPad, iPhone, Android)

All customized to your unique requirements.



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Thought leadership:
www.q4blog.com



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