



Rivel’s Intelligence Council is the only program of its kind that involves the perspective of the global buy-side in the discussion of what is best-in-class investor relations. By understanding buy-side needs, the Intelligence Council provides a better platform to connect with peers on discussion. It is no longer ONLY about “What is everybody else doing?” Rather the question becomes, “What does the investment community expect from us and how does this correlate with what we currently provide?”

As a result, data that is provided to management and the Board has more substance and can be relied upon when making communications decisions. The Intelligence Council is a complementary decision-support program designed to work alongside other tools an IRO typically relies upon such as shareholder ID and targeting services.

ALL MEMBERSHIPS TO THE INTELLIGENCE COUNCIL INCLUDE:

THE REPORT LIBRARY

Rivel Research Group houses an extensive, far-reaching collection of data in a wide range of topics pertinent to the IR industry.

By interviewing a **diverse audience** – investors, IROs and senior management across the globe – this repository of **key data** answers any question you or your management may have.

Members have **full access** to Rivel’s entire library of research, which includes more than **400 reports** ... and counting.

QUARTERLY RESEARCH

Rivel interviews the global buy-side every quarter and uncovers:

- How they make their **investment decisions**
- What holds the **most influence** over their decision-making
- How they expect the **economy** to perform the next 6 months
- What **sectors** and **countries** they favor now and the near future
- Which **financial metrics** are the most important to them
- How they view **hot button** issues currently affecting the market

IR BEST PRACTICES

Rivel also surveys the buy-side and IRO audiences on specific IR topics. For example:

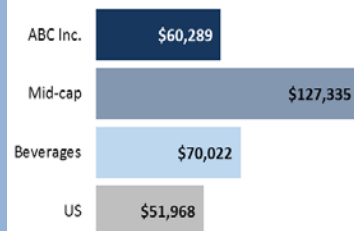
- How many sell-side conferences are companies attending?
- What does the buy-side expect to be covered at an **analyst day**?
- Which **vendor** do IROs consider the best for surveillance?
- Does the buy-side expect free cash flow **guidance** quarterly?
- How many 1-on-1s do IROs conduct **without the C-suite**?
- Is the buy-side actually using **social media** for company info?

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IRO BENCHMARKING

The IRO benchmarking offering allows you to **compare your IR program with those of your closest peers** on a variety of topics, including compensation, management access, targeting and earnings calls, to name a few.

To your best estimate, what is your annual budget for investor targeting?



CONFERENCES

Rivel hosts two Intelligence Council conferences per year in major money centers, offering Intelligence Council members **ample opportunities to network**, learn about the **latest trends in investor relations** via Rivel's research, ask questions of a **panel of prominent buy-siders** and participate in **workshops** on relevant topics in IR.

The event also features guest speakers. In the past, **CEOs, CFOs and experts in communications** have given their thoughts on what is expected of investor relations.

RAPID ACTION RESEARCH

There are times when you need an answer to a **very specific IR question** from management that isn't addressable in a major research project. And typically, the CEO needs the question to be answered very quickly.

In response, Rivel Research has designed a feedback program offering valuable insight on highly specific topics, while employing **very quick turnaround times**. Member questions can be on any IR topic and the feedback is direct from peer IROs. Results are released to all members.

THE CONCIERGE

The **Concierge Service** is designed to simplify the effort of finding the answers you need.

Members can **email** or **call** our dedicated senior advisors with your questions and they will do a **comprehensive search of our database**, pull the **specific data that answers your questions**, and point you to the reports that we referenced.

It's all about **supporting the day-to-day decisions you need to make for your company's investor relations**. The Concierge is included in every membership.

REGIONAL EXCHANGES

Since some members are unable to attend the major conferences due to scheduling conflicts, Rivel has introduced the regional exchange.

Held multiple times throughout the United States and Canada, these breakfast or lunch meetings **allow members to network with peers** in their region, share ideas and **brainstorm on one topic** (e.g., investor days, earnings calls, targeting) in a **small group**.

These events are typically hosted at an Intelligence Council member's company.

PERCEPTION STUDY OPTION

Smaller, event-driven research helps you understand **what information investment professionals need to hear** during your investment community event, **OR how effective a recent event was** in helping attendees understand and value the company. These perception studies are ideal for:

- Analyst/Investor Days
- Quarterly Earnings Calls
- Roadshows
- Management 1-on-1s & Presentations