

The investors' view on Capital Market Days

BRUNSWICK

Brunswick Group
CMD Survey October 2020



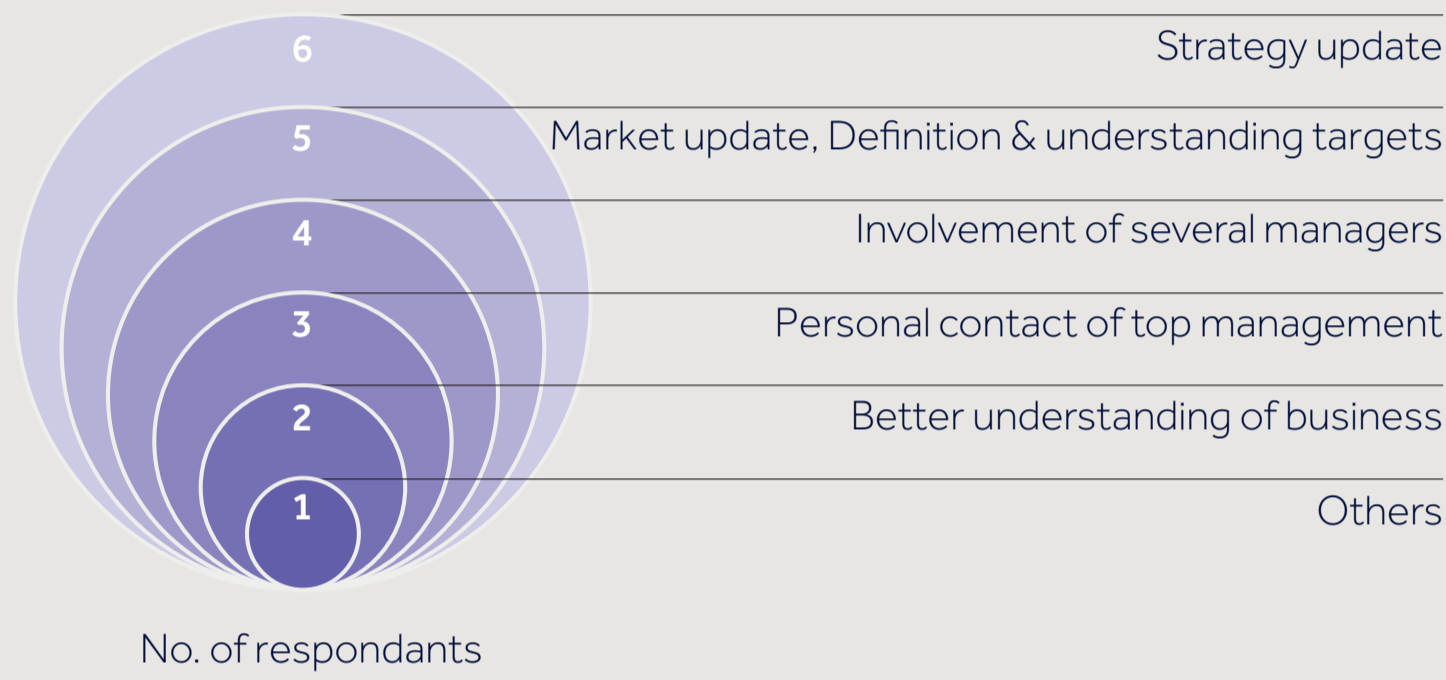
CMDs are the must-have
in times of uncertainty

Do you expect the companies you cover to host a Capital Markets Day (CMD) this year/beginning of next year?



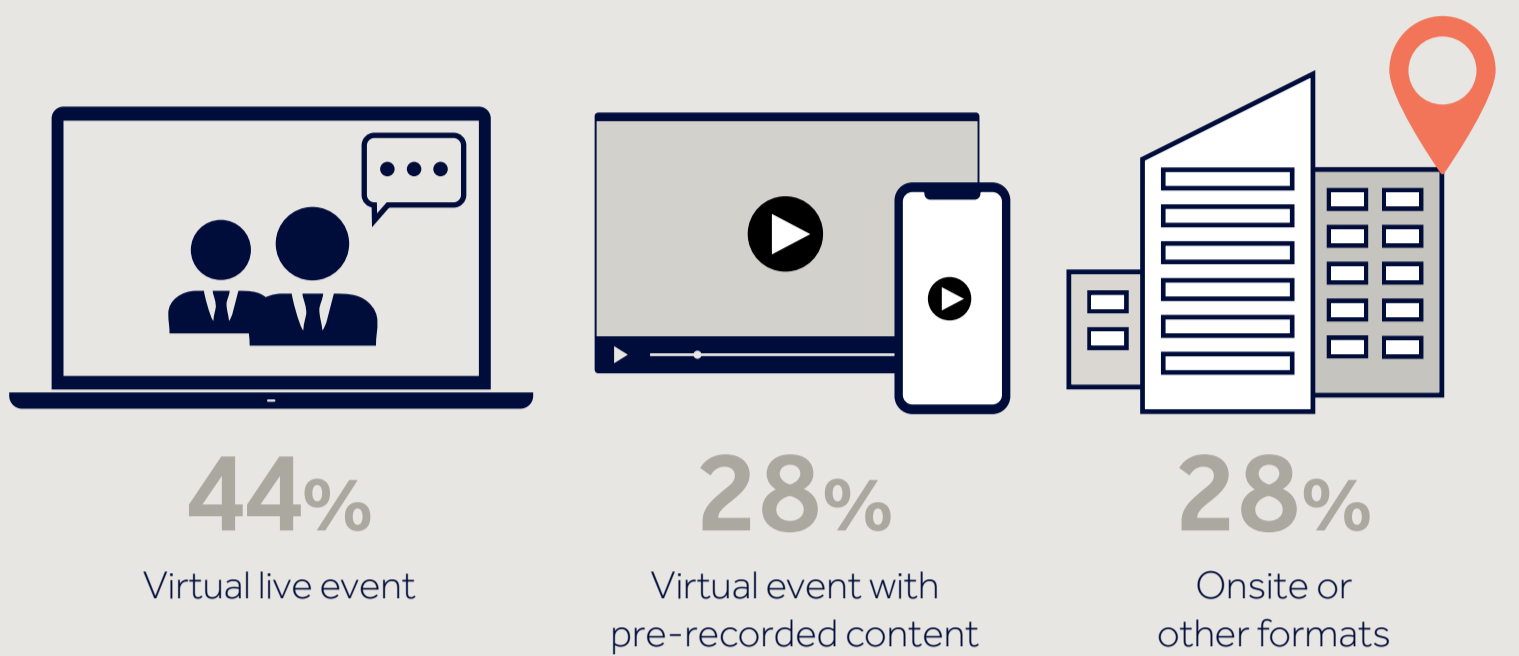
No content frills!
Clear focus on a specific theme, corporate strategy, market, outlook, and businesses presented by board members and operation leads

In your opinion, what would make a successful CMD (regardless of the format)?



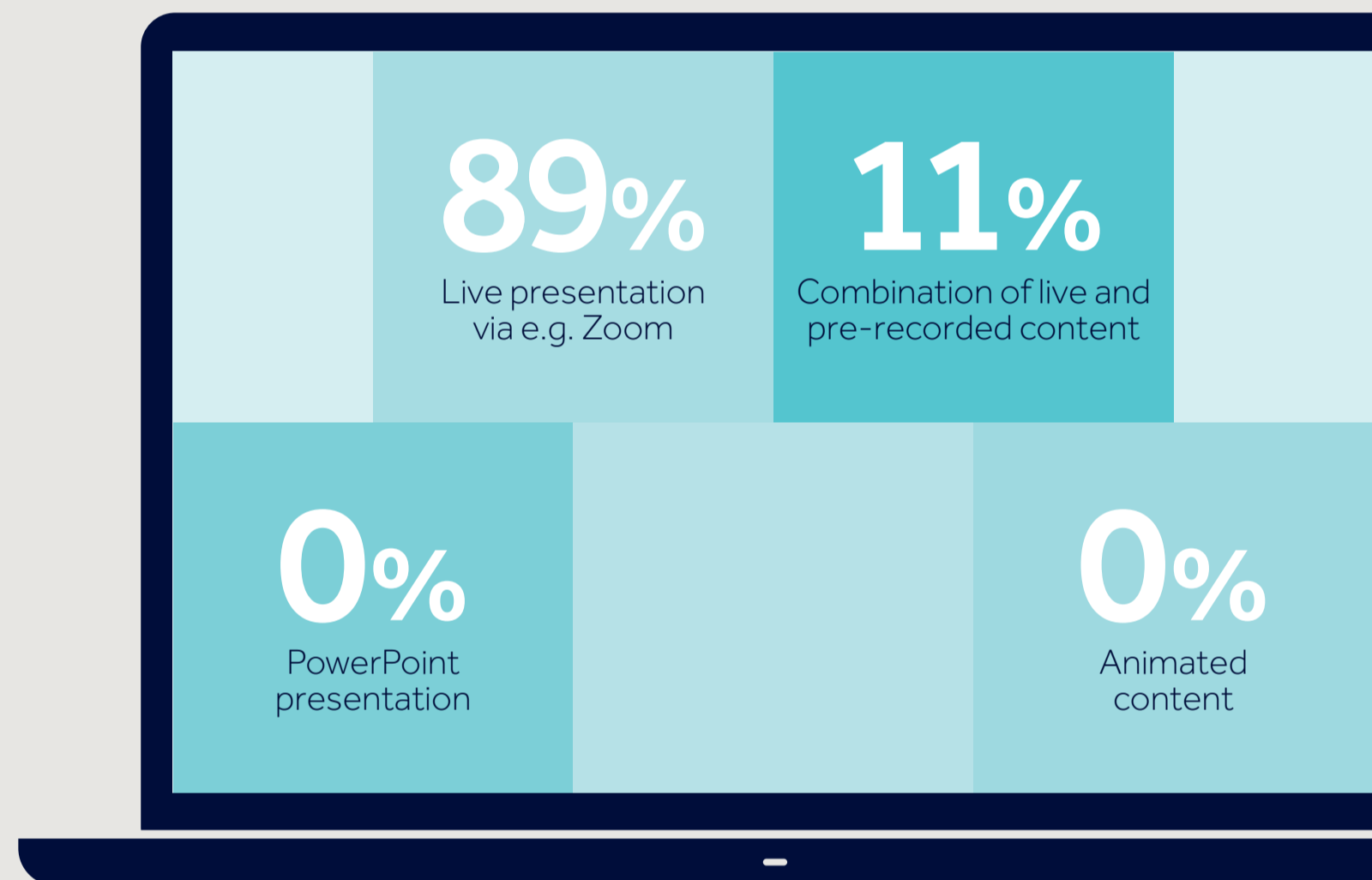
More virtual than ever
but with enough space for personal interaction

Which format would you prefer?

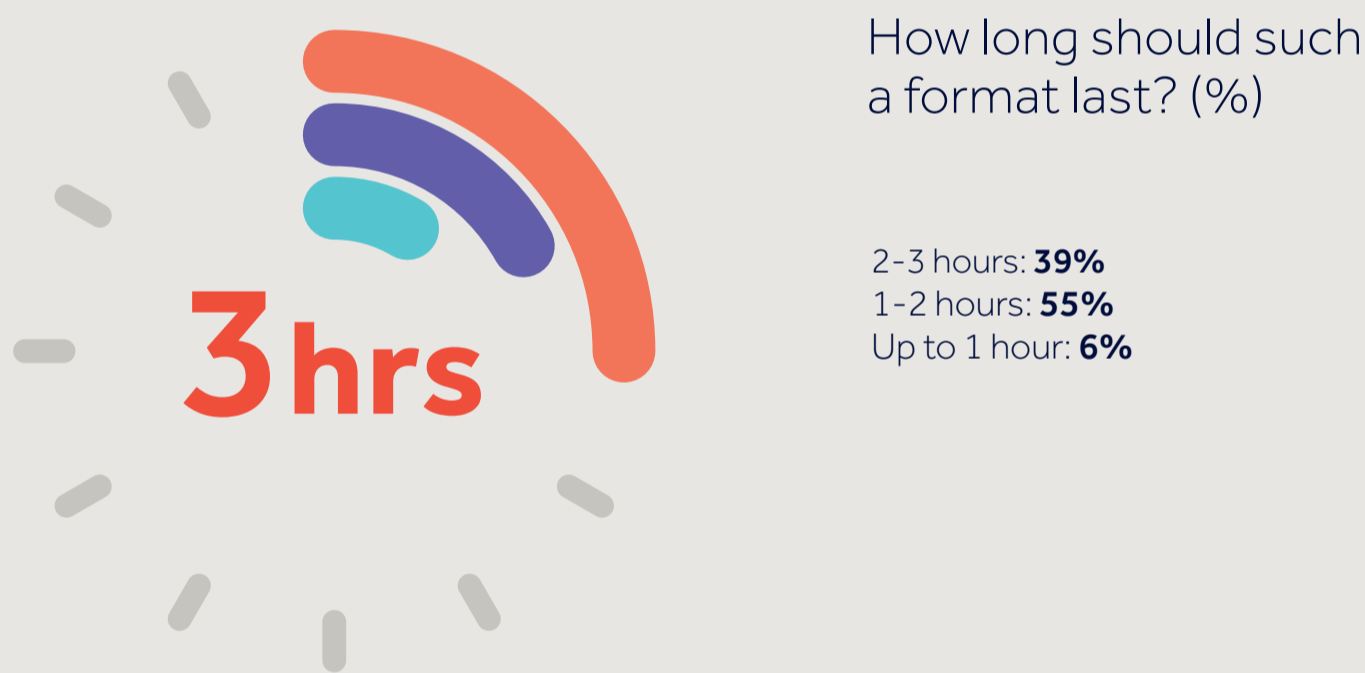


“
We, as your investors expect a clear strategic vision by the CEO, combined with clear financial targets.
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If you think of a virtual or hybrid format, what type of presentation would you prefer?



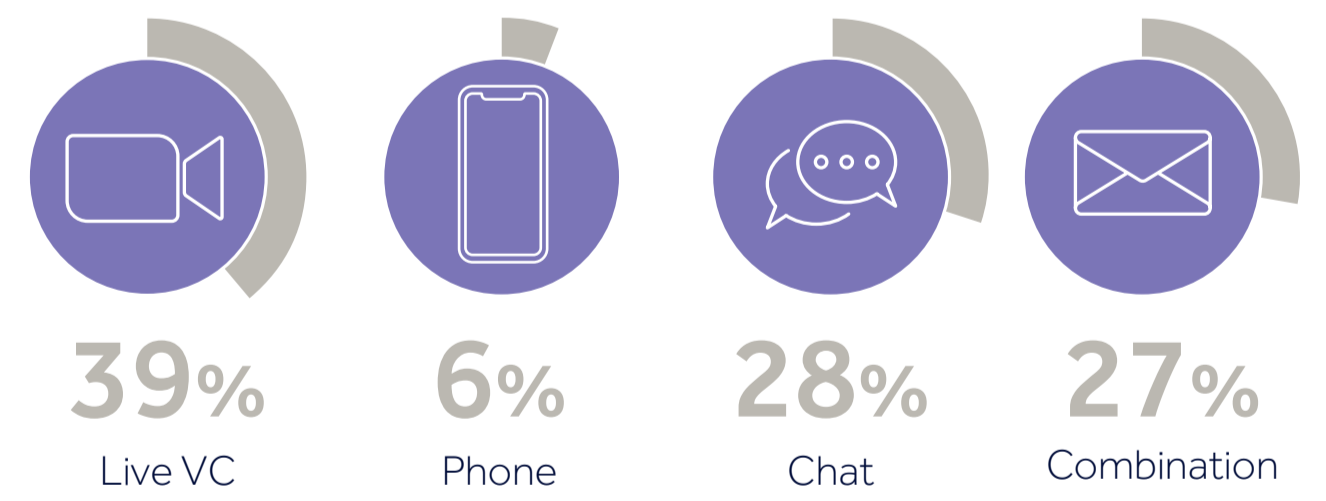
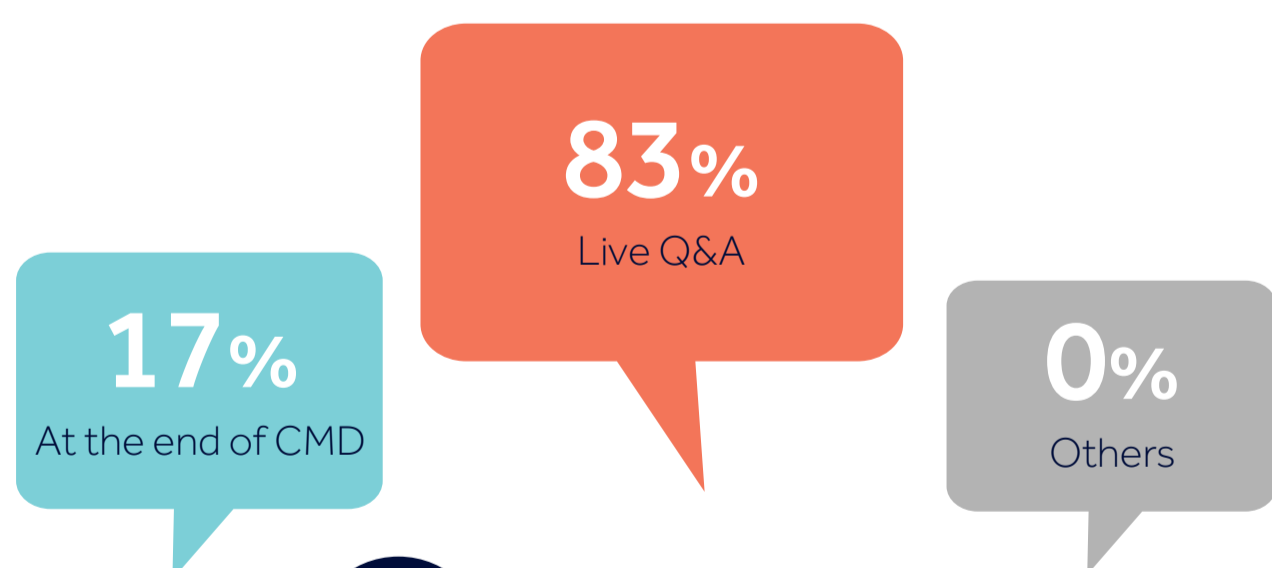
Smile!
You are on camera



Whatever they want to know – allow enough space for live Q&A and discussions via chat!

How should the virtual/hybrid exchange with the executive management team or the company's industry/sector experts take place?

If you think of a traditional Q&A session, how should participants ask their questions?



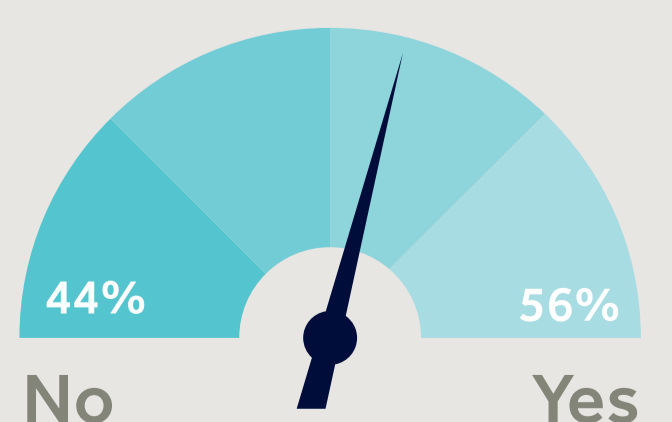
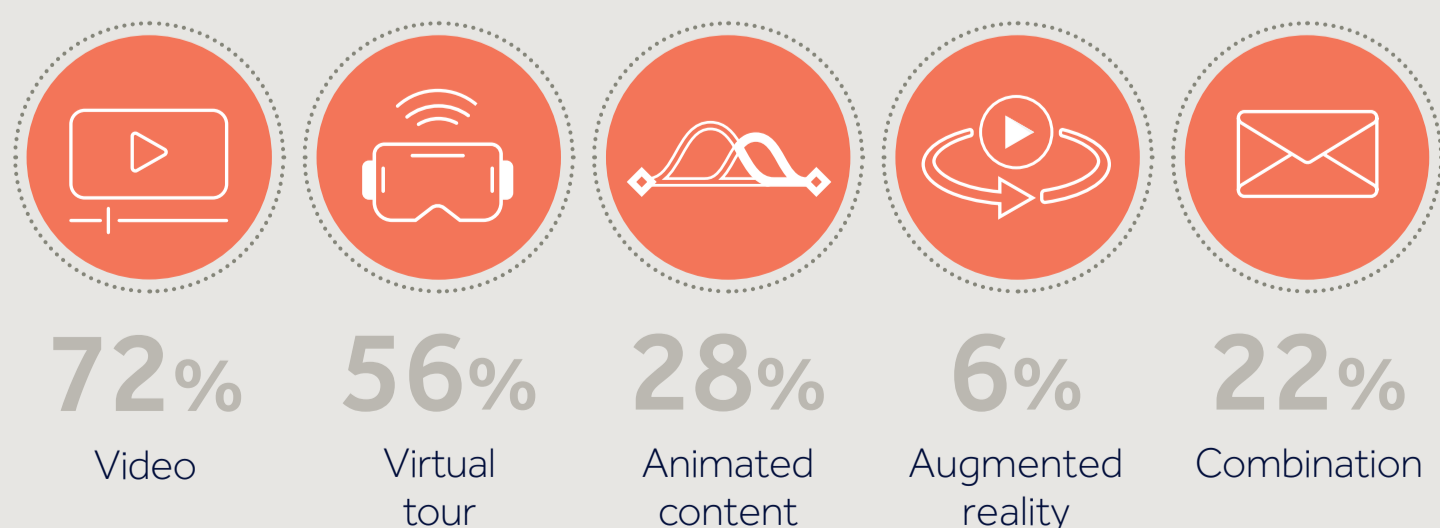
“
Please, do not spend time on irrelevant activities, video access should be minimum standard and make sure, that management is willing to answer questions as on a regular CMD.
”

If you want to get fancy, focus on pre-recorded videos and virtual tours

Keep your analysts and investors happy and find the right balance between the new virtual normal and personal interaction

Which presentation formats would you expect?
Multiple answers possible.

Should companies stick to a virtual or hybrid format in the future, even if the future situation around COVID-19 no longer necessitated the current precautions?



About this study

Brunswick surveyed 20 experts from both the buy and sell-side (56% and 44% respectively) to understand their views on Capital Market Days. The experts surveyed have investment experience in small cap (22%), mid cap (22%), and large cap (17%) across various industries and sectors.