Meet Investors’ expectations and stand-out from the digital crowd
What's inside

» About Investis
» Digital & the communication mix
» Is the corporate website dead?
» Evolving the corporate website
» Six areas for improvement
» Changing expectations
A little bit about us...
We plan, create and manage corporate websites, apps and social channels
Helping companies to communicate with, engage and understand their audience so they can build stronger, trusted connections with the people that matter
Anglo American won two awards for the website we had worked with them on. The first award was for ‘Best Corporate Website’ and the second was for ‘Best Online Annual Report’. The judges were impressed with the way the website engaged a diverse groups of stakeholders, delivering relevant content to both the group and regional areas. One judge said, “The results are inspiring. They show what a strong website can achieve.”
Clients

- Catalana Occidente
- BMW
- GE
- Anglo American
- ASOS
Digital and the communication mix...
Connecting with the financial community

Investment analysts & financial community

Shareholders & Investors
Raising awareness with a broader multi-stakeholder audience

- Government regulators
- Community organisations
- Industry experts and academic institutions
- Media
- Strategic alliances Partners
- Suppliers
- Customer / Prospects
- Employees
- General public
- Competitors
- Investment analysts & financial community
- Shareholders & Investors
Effective communication is vital across traditional & digital channels.

Meeting face to face  
Reaching out through the media  
Connecting online
Think digital...
The corporate website is the traditional focus of a company’s digital comms
But everyone's talking about mobile and social channels...
So, is the corporate website dead?
So, is the corporate website dead?

Not yet...
**Institutional investors** continue to use IR websites for **research**

84% of institutional investors use the IR website as part of their research process.

*Source: The Value of Investor Relations Websites (Thomson Reuters)*
The quality of a *company website* continues to *influence attitudes* to the investment proposition.

- **Significantly:** 23%
- **Some:** 76%

*Source: What Buy-Side Investors Want from Digital Communications. (Rivel/Investis February 2014)*
And it plays a key part during events
Results Day, the year’s major communication event

SOURCE: INVESTIS IQ ANALYTICS DATA FOR IR SECTION OF UK SMALL CAP COMPANY OVER 12 MONTHS
A week before results activity is low
The day before results anticipation builds

- Investment & banks: 15
- Financial services: 10
- Media: 15
- Competitors: 8
- Government: 4
- Legal firms: 3

One week before:
- Investment & banks: 7
- Financial services: 3
- Media: 5
- Competitors: 3
- Government: 1
- Legal firms: 1

One day before:
- Investment & banks: 23
- Financial services: 10
- Media: 8
- Competitors: 4
- Government: 3
- Legal firms: 3
On results day

Investor visits surge

- Investment & banks
- Financial services
- Media
- Competitors
- Government
- Legal firms

One week before:
- Investment & banks: 15
- Financial services: 7
- Media: 3
- Competitors: 5
- Government: 3
- Legal firms: 1

One day before:
- Investment & banks: 23
- Financial services: 10
- Media: 8
- Competitors: 4
- Government: 3
- Legal firms: 1

Results day:
- Investment & banks: 78
- Financial services: 35
- Media: 40
- Competitors: 21
- Government: 7
- Legal firms: 5

Total visits:
- One week before: 47
- One day before: 44
- Results day: 149
Who's using the corporate website during the IPO process

- Law
- Government
- Competitors
- Media
- Financial services
- Investment & banks

Announcement day

Pricing announcement

Public listing
How effective is your corporate website?
the digital corporate comms benchmark
IBEX 35: 47%

Social Website: 29%
Content: 56%
Multimedia: 33%
Usability: 48%
Mobile: 20%

IBEX 35 scored Q1 2015
## Overall Global Scores

<table>
<thead>
<tr>
<th>INDEX</th>
<th>SCORE</th>
<th>DATE SCORED</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAX 30</td>
<td>64%</td>
<td>Q1 2015</td>
</tr>
<tr>
<td>OMXH 25</td>
<td>63%</td>
<td>Q1 2015</td>
</tr>
<tr>
<td>DOW JONES</td>
<td>58%</td>
<td>Q1 2015</td>
</tr>
<tr>
<td>FTSE 100</td>
<td>58%</td>
<td>Q1 2015</td>
</tr>
<tr>
<td>OMXS 30</td>
<td>56%</td>
<td>Q3 2014</td>
</tr>
<tr>
<td>S&amp;P 100</td>
<td>55%</td>
<td>Q1 2015</td>
</tr>
<tr>
<td>NYSE US 100</td>
<td>55%</td>
<td>Q1 2015</td>
</tr>
<tr>
<td>Euronext 100</td>
<td>54%</td>
<td>Q1 2015</td>
</tr>
<tr>
<td>OMXC 20</td>
<td>53%</td>
<td>Q1 2015</td>
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<tr>
<td>SMI EXPANDED</td>
<td>49%</td>
<td>Q4 2014</td>
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<tr>
<td>NASDAQ 100</td>
<td>48%</td>
<td>Q1 2015</td>
</tr>
<tr>
<td>ATX 20</td>
<td>48%</td>
<td>Q1 2015</td>
</tr>
<tr>
<td><strong>IBEX 35</strong></td>
<td><strong>47%</strong></td>
<td><strong>Q1 2015</strong></td>
</tr>
<tr>
<td>MDAX</td>
<td>46%</td>
<td>Q4 2014</td>
</tr>
<tr>
<td>OBX</td>
<td>44%</td>
<td>Q4 2014</td>
</tr>
<tr>
<td>FTSE 250</td>
<td>43%</td>
<td>Q4 2014</td>
</tr>
<tr>
<td>MICEX/RTS</td>
<td>38%</td>
<td>Q4 2014</td>
</tr>
<tr>
<td>WIG 30</td>
<td>36%</td>
<td>Q3 2014</td>
</tr>
<tr>
<td><strong>PSI 20</strong></td>
<td><strong>35%</strong></td>
<td><strong>Q1 2015</strong></td>
</tr>
<tr>
<td>UK IPOs</td>
<td>32%</td>
<td>Q1 2015</td>
</tr>
<tr>
<td>TA-25</td>
<td>28%</td>
<td>Q4 2014</td>
</tr>
</tbody>
</table>
Top 5 Performers IBEX 35

1. Iberdrola
2. Repsol
3. ArcelorMittal
4. BBVA
5. Ferrovial
Many companies still haven’t embraced digital’s unique opportunities & challenges
Despite the relative maturity of digital comms, content remains a challenge for many
2015
ANNUAL REPORT.
THE FOCUS OF MANY COMPANY’S CORPORATE COMMUNICATIONS.
Designed for print.
Reproduced online.
An **online report microsite** or just a PDF.
But online reports generate very little web traffic

Online reports get just 2% of website traffic.

Source: Investis IQ Analytics data for large cap company over 12 months
The report microsite lifecycle - *bit of a bang* but soon forgotten.

SOURCE: INVESTIS IQ ANALYTICS DATA FOR SMALL CAP COMPANY OVER 12 MONTHS
So how do you encourage readership of key narrative?
The embedded report is a great solution
Increased readership across the entire year - peaking at events.
Evolving the corporate website...
Effective communication...

...meets the needs of both the company and its audience.
Promote investment case
Contextualise change

Comms priorities

Company

Audience

Accurate information
Timely publication

Regulatory requirements
Promote investment case
Contextualise change
Comms priorities

Accurate information
Timely publication
Regulatory requirements

Company

Audience

Value the business
Assess the opportunity
Audience needs
**Regulatory requirements**

**Value the business**

**Assess the opportunity**

**Peer digital landscape**

**Emerging digital trends**

**Promote investment case**

**Contextualise change**

**Comms priorities**

**Audience needs**

**Accurate information**

**Timely publication**

**Regulatory requirements**

**Audience expectations**

**Company**

**Audience**
Promote investment case
Contextualise change
Comms priorities

Value the business
Assess the opportunity
Audience needs

Accurate information
Timely publication
Regulatory requirements

Audience expectations
Emerging digital trends
Peer digital landscape
Prioritizing

With apologies to Maslow

Influence opinion and drive behavior

Meet regulatory requirements

Meet audience expectations

Achieve comms priorities

Satisfy audience needs

Avoid regulatory sanction
Prioritizing
With apologies to Maslow

Influence opinion and drive behavior

Meet regulatory requirements

Meet audience expectations

Achieve comms priorities

Satisfy audience needs

Value the business
Assess the opportunity

Promote investment case
Contextualize change

Avoid regulatory sanction
Six areas for *improvement*
Themes

We've identified 6 key areas in which investors and analysts want more from companies and how you can use digital to deliver them:

- Strategy & business model
- Business context
- Market context
- Performance & KPI's
- Webcasting
- Sustainability

Achieve your aims and satisfy your audience
Strategy & Business model

A well-constructed and sustainable strategy is the foundation for any successful business.

Bring this to life and engage investors with a concise and illustrative description. Don’t make them work hard to understand such important information.

Why?

‘For the investor it can be difficult to decipher a clear company strategy from all the media pundits out there. A good IRO needs to work closely with management, particularly the CEO, to understand this and to articulate the strategy to investors with data and benchmarking to back it up’

Sell-side Analyst: European Investor Perception Study 2015, IR Magazine
Strategy & business model

how companies are responding online

The Investis Quarterly (IQ) benchmarking service (Q1 2015)
Visión de futuro

Nuestra gente

Repsol en el mundo

Área de proveedores

Consulte las condiciones generales de compra y contratación de Repsol en función del país

España

Otros países

Glosario

Introducir término
Eni Investment Case

Eni, one of the world's leading international oil and gas companies, is the largest company in Italy and the 20th in the world by revenue.

Key Strengths

Portofolio flexibility and additional cash generation

Between 2012-2014 Eni carried out a 17 billion euro disposal programme. In the 4-year period Eni plans disposals of 8 bln euro. As of 2015, cost savings will amount to 500 million euro.
Themes

We've identified 6 key areas in which investors and analysts want more from companies and how you can use digital to deliver them:

<table>
<thead>
<tr>
<th>Strategy &amp; business model</th>
<th>Business context</th>
<th>Market context</th>
<th>Performance &amp; KPI's</th>
<th>Webcasting</th>
<th>Sustainability</th>
</tr>
</thead>
</table>

Achieve your aims and satisfy your audience
Business context

Make it easy for investors to understand the nuts and bolts of your business - the ‘who we are’ and ‘what we do’ from locations and history to product mix and customer segmentation.

It’s a key component of every prospectus, but many of the recent IPO’s provide only a superficial explanation online.

Why?

‘Mode and speed of delivery are irrelevant without sound content and breadth of information’

‘I would like more operational information’

Sell-side Analyst : European Investor Perception Study 2015, IR Magazine
Business context

how companies are responding online

The Investis Quarterly (IQ) benchmarking service (Q1 2015)
ABOUT US

SINCE OUR ACTIVITIES IN THE NORTH SEA BEGAN IN 1997 WE'VE GROWN THROUGH SUCCESSFUL EXPLORATION TO BECOME A KEY OPERATOR IN THE UK.

More about what we do →

AT A GLANCE

18 OPERATED LICENCES

14 LICENCES awarded in the 23rd licensing round

47.6 mmboe

2P reserves

13 producing fields

OUR VALUES

Drive
Commitment
Cohesion
During

OUR VISION

We’ve focussed our activities in three areas of the North Sea which we believe will deliver significant future gas reserves.

SOUTHERN NORTH SEA

CENTRAL NORTH SEA

WEST OF SHETLANDS

HISTORY

1997 - 2015

15 years

172 million

We've come a long way in the past 15 years adding 172 million barrels of oil equivalent to the UK.
Outlook 2014-2016

Nine months results

GUIDANCE 2015

Good performance of Regulated businesses allow us to confirm Guidance for the year and the achievement of 2016 Outlook a year in advance

<table>
<thead>
<tr>
<th>Year end business Evolution</th>
<th>Guidance 2015 vs year end 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renewables</td>
<td>Recurring Net Profit: Higher</td>
</tr>
<tr>
<td>Networks</td>
<td>EBITDA: Higher</td>
</tr>
<tr>
<td>Gen&amp;Supply</td>
<td>Financial ratios: Improved</td>
</tr>
</tbody>
</table>
Themes

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Achieve your aims and satisfy your audience
Market context

Make it easy for investors to understand the broader context of the market that you operate in and spell out the opportunity for growth.

Contextualising the market is a key for investors but only 4 recent IPO's do it online – with AO World and Saga Plc standing out.

Why?

‘Background information and plenty of data around markets the company is involved with are so useful’

Sell-side Analyst: European Investor Perception Study 2015, IR Magazine
Market context

how companies are responding online

The Investis Quarterly (IQ) benchmarking service (Q1 2015)
Emerging markets

Overall, the long-term outlook for many emerging markets remains bright given the ongoing structural transformation of economic systems. With income levels rising, consumer spending, particularly in Asia, is well positioned on an upward trajectory.

However, although a boom for many commodity-importing countries, low oil prices pose major revenue challenges for the world’s large-commodity exporters. In combination with exchange-rate depreciation, this trend could prove inflationary pressures and corresponding capital movements. For example, Brazil’s economy has declined in the face of falling energy revenue and a less-ambitious reform agenda. Russia, meanwhile, has fallen into a deep recession due to its past declining oil revenues and severe exchange rate depreciation.

Although a net beneficiary of low oil prices, China is experiencing slower growth, though at more sustainable levels as its economy matures. With a necessary reduction in excess capacity in real estate and parts of manufacturing, and with a challenging process of restructuring the banking system, cyclical forces still represent a noticeable drag on short-term growth. Policy reform and solid fundamentals support medium-term growth.

India recently started unlocking its potential and is now on its way to becoming the fastest growing large emerging market—an achievement widely credited to the new government’s business-friendly policy reforms.

World economy continues acceleration

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>European Union</td>
<td>1.9</td>
</tr>
<tr>
<td>United States</td>
<td>1.0</td>
</tr>
<tr>
<td>China</td>
<td>6.4</td>
</tr>
<tr>
<td>Japan</td>
<td>2.6</td>
</tr>
<tr>
<td>Other Asia</td>
<td>4.1</td>
</tr>
<tr>
<td>Latin America, ex. Brazil</td>
<td>4.7</td>
</tr>
<tr>
<td>Middle East</td>
<td>4.1</td>
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<tr>
<td>Brazil</td>
<td>2.8</td>
</tr>
<tr>
<td>Russia &amp; CIS</td>
<td>2.5</td>
</tr>
<tr>
<td>India</td>
<td>7.6</td>
</tr>
<tr>
<td>Other Europe</td>
<td>2.5</td>
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<tr>
<td>Africa</td>
<td>4.8</td>
</tr>
<tr>
<td>Canada</td>
<td>2.5</td>
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<tr>
<td>Australia/ NZ</td>
<td>2.5</td>
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</tbody>
</table>

World Growth

<table>
<thead>
<tr>
<th>2015 2.7</th>
<th>2015-5.3</th>
<th>2015-2025 3.3</th>
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We've identified 6 key areas in which investors and analysts want more from companies and how you can use digital to deliver them:

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- Webcasting
- Sustainability

Achieve your aims and satisfy your audience
Performance & KPI’s

Key earnings ratios and other performance metrics are core to understanding how a company is actually performing.

Providing this data in excel files and visualizing complex data makes it easier for your main stakeholders to identify the elements most important to them.

Why?

‘More transparency: we want color that’s not in written releases’

Sell-side Analyst : European Investor Perception Study 2015, IR Magazine
Performance & KPI’s

how companies are responding online

The Investis Quarterly (IQ) benchmarking service (Q1 2015)
Catalana Occidente Group increased by 14.8% Attributable profit to 219.3 M €
Anglo American

RESULTS HIGHLIGHTS

Preliminary Results 2014

Anglo American announces significant operational improvements amid sharply lower commodity prices.

- Delivered on all major commitments for 2014 – operational performance, project delivery and portfolio restructuring targets.
- Strong operational performance across every business (4% production increase on Cu Eq basis).
- Group underlying EBIT of $4.9 billion, a 25% decrease due to sharply weaker commodity prices ($2.4 billion underlying EBIT impact), partially offset by weaker producer country currencies ($1.3 billion positive impact to underlying EBIT) and increased production and sales volumes.
- Special items after tax and non-controlling interest include commodity price-driven impairments of $3.9 billion, including $3.5 billion at Minas-Rio.
- Net debt of $12.9 billion as at 31 December 2014 (2013: $10.7 billion), with $15.1 billion of liquidity, $1.7 billion of bonds maturing in 2015 and $1.8 billion maturing in 2016.

INTERIM RESULTS

INVESTOR DAY

Most computers will open PDF documents automatically, but you may need to download Adobe Reader.

Anglo American Mining for social value in Botswana. Philippe Mellor (Chief Exec) on the partnership. #Botswana2016 https://t.co/NZlAM6sl5s

Retweet Reply ▶

439.70 14:03 23 Nov 2015 | LSE Gbp - 8.8°
Themes

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- Market context
- Performance & KPI's
- Webcasting
- Sustainability
- Strategy & business model
- Business context

Achieve your aims and satisfy your audience
Webcasting

Connect with your audience. Explain your financial results to your international investors or humanise your corporation during a crisis.

Video and audio webcasting is a great way to reach out to your stakeholders wherever they are.

Why?

‘Webcasts are very useful when investors haven’t got time to leave their desks. I wish more small and mid-cap companies would do them, though’

‘Webcasts are extremely helpful, especially when you compare how much time we used to spend travelling’

Sell-side Analyst: European Investor Perception Study 2015, IR Magazine
The percentage of companies using audio webcasting for earnings

Investis IQ Special Report: Results Webcasting (2015)
The percentage of companies using video webcasting for earnings

Investis IQ Special Report: Results Webcasting (2015)
Themes

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- Webcasting
- Sustainability

Achieve your aims and satisfy your audience
Sustainability

The business imperative to create shared value and actively protect operational licence continues to grow.

Your website is the perfect environment for demonstrating an approach to sustainability which extends beyond philanthropy to show the links between sustainability activities, business strategy and continued opportunities for growth.

Why?

‘It’s in its infancy, but we’re starting to hear about it.’

‘I think they pay lip service to it. The government regulations force most companies to do something but I think many of them would rather just be making lots of money’.

Sustainability communication has become much better.’

Sell-side Analyst : European Investor Perception Study 2015, IR Magazine

Buy-side Analyst
Sustainability

The average score of company sustainability content on IR/corporate website.

DAX 45%
IBEX 35 25%
PSI 20 6%

The Investis Quarterly (IQ) benchmarking service (Q1 2015)
As a key player in the energy sector, GE focuses on providing its customers with cleaner and more productive solutions to meet rising energy demand while producing fewer environmental impacts in our own operations and value chains. At GE, we believe in putting innovation to work to solve some of the world’s toughest challenges. In 2005, we committed to invest in R&D, launch new solutions that save money and reduce environmental impacts for our customers, and minimize our own environmental footprint. We call this commitment Energy Management.

Since 2005, Energy Management has become one of GE’s most successful cross-company initiatives. We have invested $1 billion in R&D and generated almost $10 billion in revenue from Energy Management products and services we sold or manufactured at our own operations. We have embedded our SMS technology into 32% and equipment used by

Energy and climate represent two of the most important business challenges of this century. Energy—its generation, use and transmission—is critical to the global economy and personal advancement. Finding ways to help emerging economies meet rising demand for energy—set to grow 40% over the next two decades—is essential for economic and human development. At the same time, expanding fossil-fuel use is leading to increased greenhouse gas (GHG) emissions that contribute to climate change, which threatens future development.

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Tim Hortons believes it has a positive role to play in enabling communities to thrive and grow.
3 Products that create sustainable infrastructure

With the twin challenges of climate change and a growing world population, our long-term prosperity will depend on high-quality construction, energy and transport infrastructure that’s sustainable to produce, flexible to use, and endlessly recyclable. This is especially important for the world’s cities, which will house nearly 70% of the population by 2050.
Use digital to...

» Add depth to your strategy

» Provide context for your business and markets

» Demonstrate transparency & consistency

» Show sustainability as an opportunity not threat
Changing expectations
Changing expectations

We've identified 6 mega trends that we think are shaping the future of digital communications.

Meet audience expectations

- Multi-device optimisation
- ‘Me’ centric experience
- Seamless cross channel journey
- Authentically human
- Dialogue
- Engaged
Multi-device optimisation

Connecting the experience across laptop, tablet, phone, wearable and console.

*From laptops to smartphones and tablets your audience is always connected.*
1 in 5 visits to corporate websites are from a smartphone or tablet
Visits to corporate websites continue to rise driven by mobile.
Mobile solutions

Responsive sites
Adapts and stretches to provide a great user experience for every screen

Mobile sites
Stripped down content and super-efficient navigation

Apps
Super-slick experience with content available online and off
The percentage of companies with a mobile friendly solution has improved greatly in the last year.
‘Me’ centric experience

What I want – searched, aggregated and curated, how I want it, when I want it.
Flipboard

Content curation based solely on your individual interests, allowing you to read articles on or offline. What you want to read, when you want to read it.
BG Group have developed an interactive navigation bar which allows users to choose which countries, categories and content they are interested in to be pinned to the home page.

This navigation experience centers around the specific needs of the user, making content easy to find and digest.
Seamless cross channel journey
Website, microsite, app, Twitter, Facebook, LinkedIn etc.
Anglo American utilize all channels available to them posting a wide variety of content to engage, inspire & inform their audiences.

Facebook is used in a highly effective manner with posts requiring audience participation.
YouTube is used for informing audiences on a range of topics from corporate story telling to outreach projects and CSR.

Complex content is simplified through the use of video allowing stakeholders to digest information in an easy and engaging manner.

**Sustainability**

We’ve promised to create sustainable value that makes a real difference for all our stakeholders. See how we’re making a difference that lasts.

- **Climate change and energy usage - Anglo American**
  - by angloamerican
  - 23 views • 5 days ago

- **HIV and AIDS — Anglo American**
  - by angloamerican
  - 176 views • 2 months ago

- **Operational excellence — Anglo American**
  - by angloamerican
  - 321 views • 2 months ago

- **Water — Anglo American**
  - by angloamerican
  - 287 views • 2 months ago
Authentic human interaction
The humanised corporation.
Chevron excel at revealing the people behind the corporation. Their human energy stories allows people to meet the 'Chevron fellows' whose visionary work is helping to shape the future of energy.
Hans Maghon, inventor and gas turbine engineer, explains the film cooling in a gas turbine.

So cooling is vital.
Dialogue
Responsive, meaningful conversations with the corporation and its people.
In-depth & engaging content on this website covers a series of topical issues from the treatment of farmers & workers to the real price of gold.

GOLD

Gold is a symbol of love, power and wealth the world-over. But look behind the glitz and the reality is not so glamorous.

Ninety per cent of the labour force involved in gold mining is made up of artisanal and small-scale miners who produce between 200-300 tonnes of gold each year. Around 70% of this is used to make jewellery, with consumers across the globe spending a whopping $135 billion a year on gold jewellery!

A 100 million people worldwide depend on artisanal and small-scale mining for their sustenance. Mining rights are generally given to large-scale industrial mining companies so small-scale miners are pushed into running informal and often illegal operations. Conditions are hazardous and health and safety measures are inadequate, with real health risks posed from handling toxic mercury and other chemicals used in the extraction process. These miners are at the end of long and complex supply chains and have little option but to accept the price offered by traders, however low.

PEOPLE ARE AT THE HEART OF FAIRTRADE

Choose from a product below to learn more about the challenges faced by key sectors and how choosing Fairtrade products can change lives.

Did you know that there are over 1.5 million farmers and workers spread across the globe who rely on Fairtrade for a better life?
Unilever TED talks

Unilever joined forces with global non-profit organization TED to create a platform for sharing inspiring stories and making sustainable living commonplace.
Engaged
A rich experience that uses media to increase understanding and entertain.
Beauty of Brewing

Bringing in different elements to the page at different times
The GE website is a fantastic example of an engaging corporate website that uses mixed media to tell its corporate story. Embedded videos and eye-catching images capture the audience's attention and offer an in-depth insight into the workings of the company and the product they sell.
Moving towards digital excellence
Tell a better story
Tell a *better story* across *devices of all sizes*
Tell a *better story* across *devices of all sizes* through the *digital channels* that matter to *your audience.*
If you have any additional questions please contact Davide Mastrosimone

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