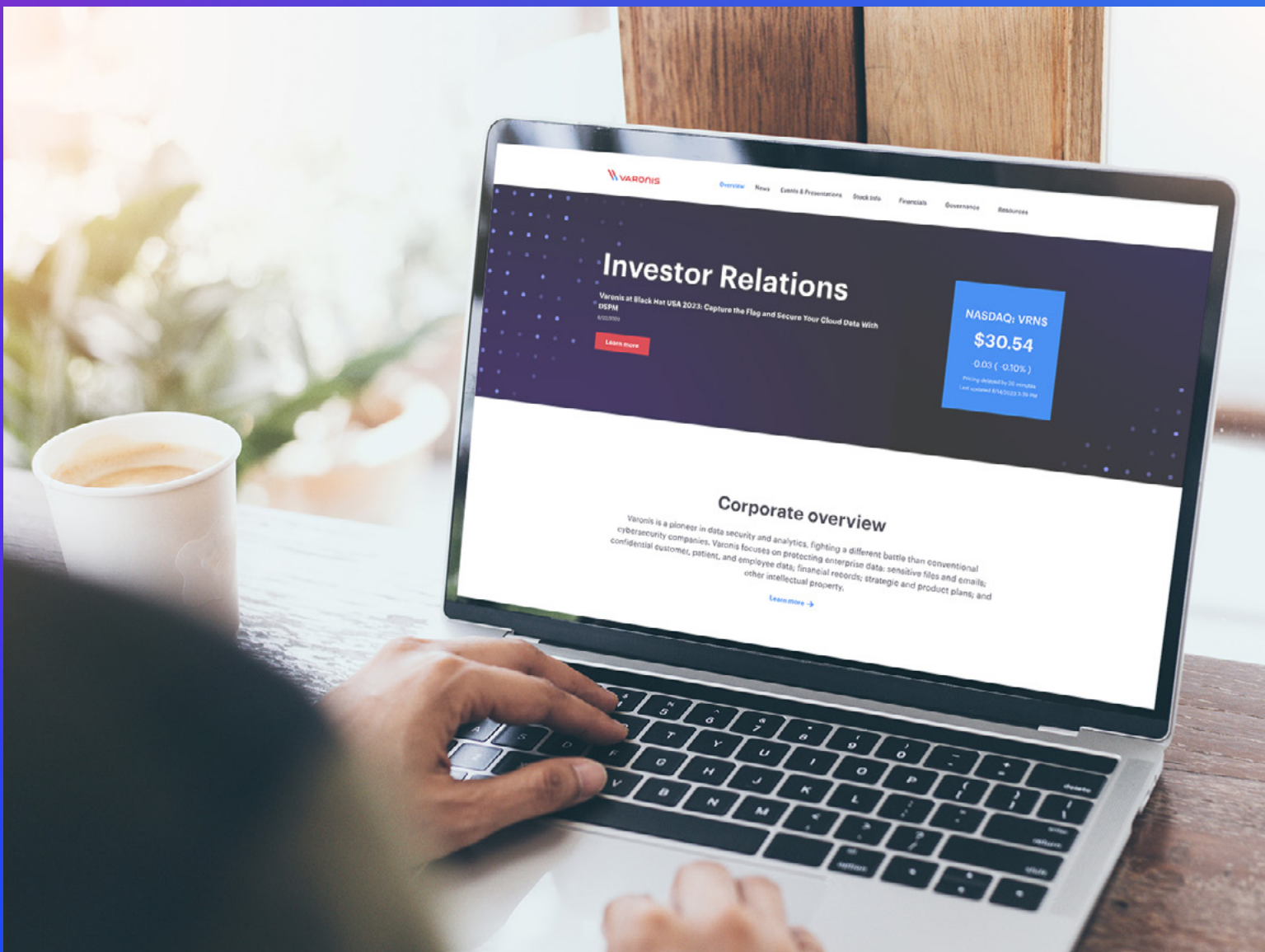




Q4 Activation

Best practice recommendations.

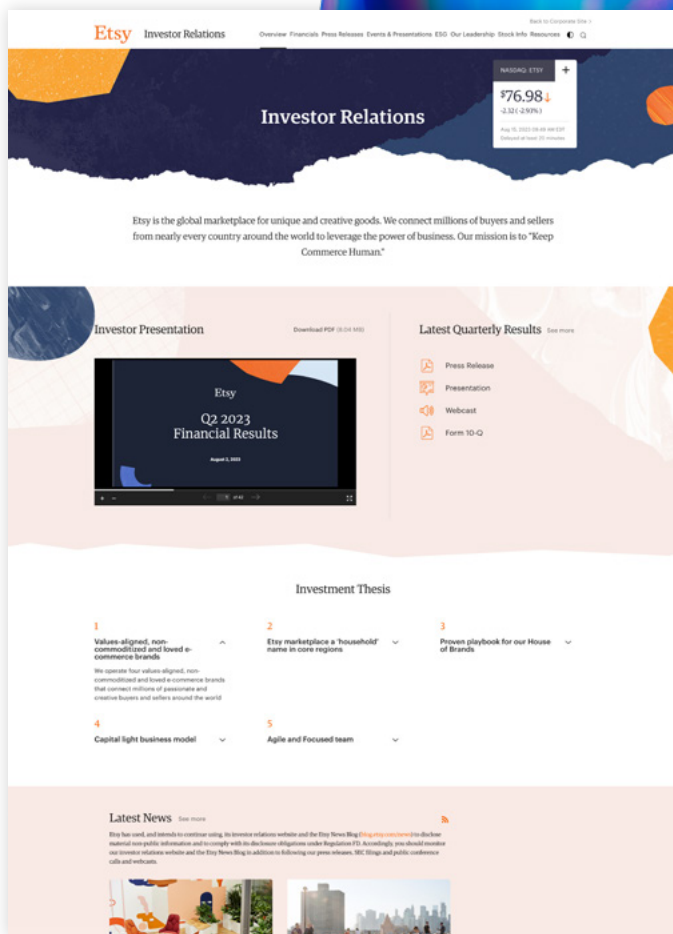


Investor landing page.

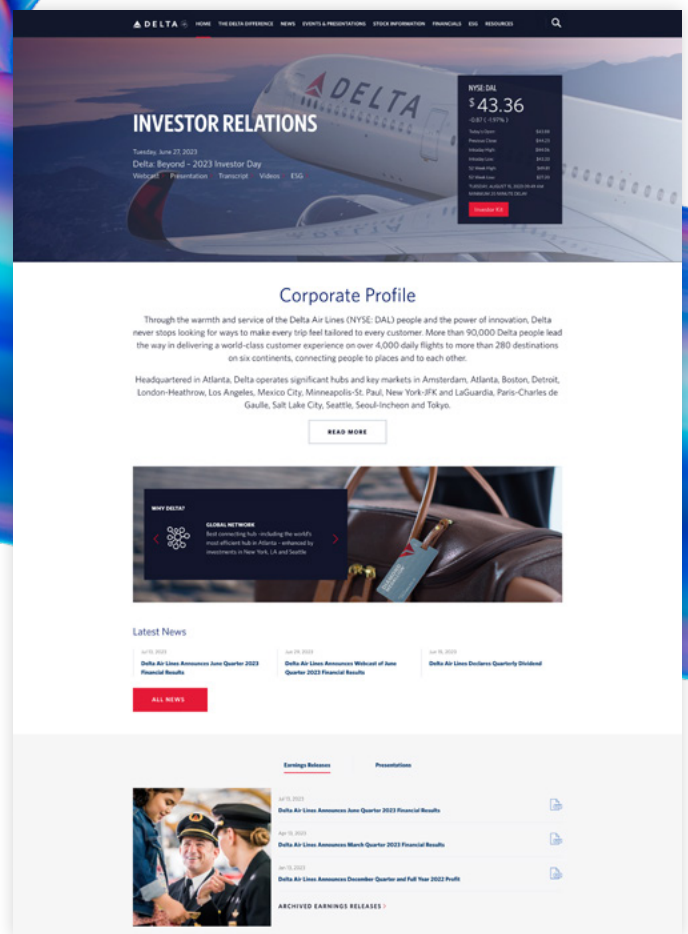
The landing page is the most visited page on an IR website. Featuring the most relevant content increases the ease of access for your users. Following the list of content within the audit provided by your Implementations Manager helps ensure that you are highlighting the most important information, in the most useful order.

There are certain pieces of material that users view on a regular basis, which should be highlighted on the landing page: 'Latest News', 'Latest Quarterly Results', 'Feature Presentation' (using an in-page viewer), and 'Latest Events'. The IR landing page is also your opportunity to showcase additional visual materials, such as videos. The Etsy website encompasses all of these suggested investor materials in a seamless and userfriendly way.

Additional examples: **Windstream Holdings, Sonos, Delta Air Lines, Thor Industries, Varonis**



Etsy



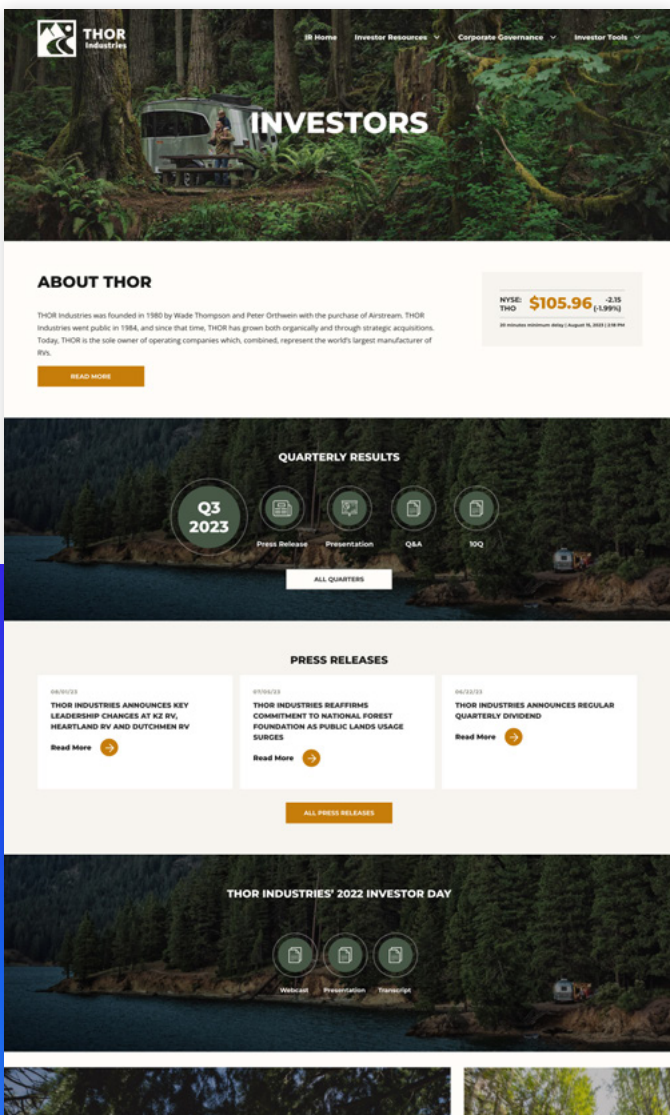
Delta Air Lines

Company Information

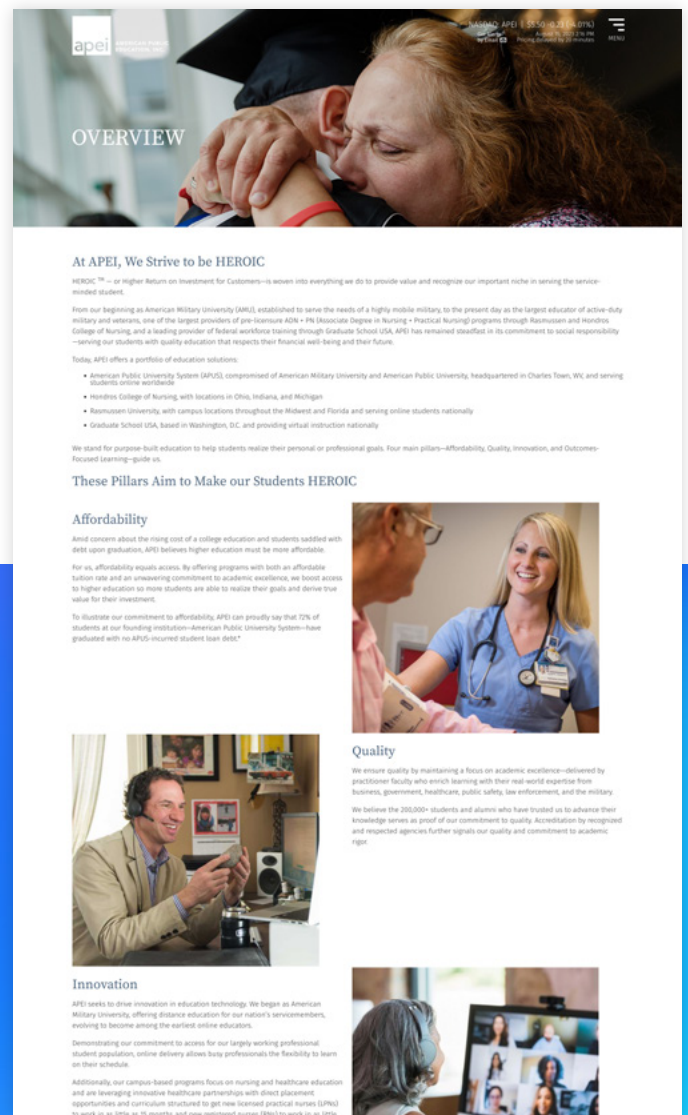
It is beneficial to include the background of your company. This includes content that explains at a high level: what your company does, your long term market strategy, and your most compelling financial highlights.

The purpose of this section is to tell your company's story, and help build a value proposition for potential stakeholders. This section can be highlighted on your homepage, or if there is an abundance of information (such as text, infographics, or a timeline), can be hosted on its own interior page.

Examples: [Thor Industries](#), [American Public Education](#)



Thor Industries

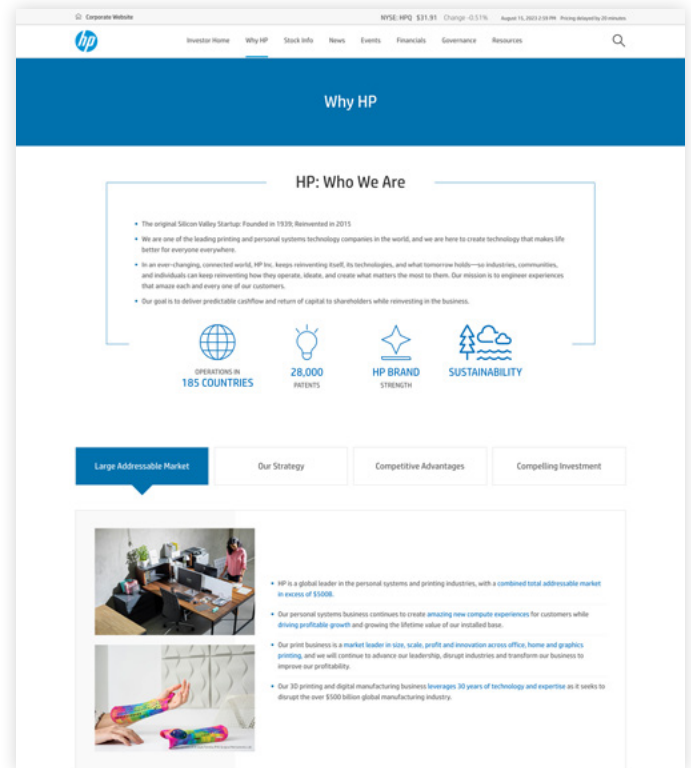


American Public Education

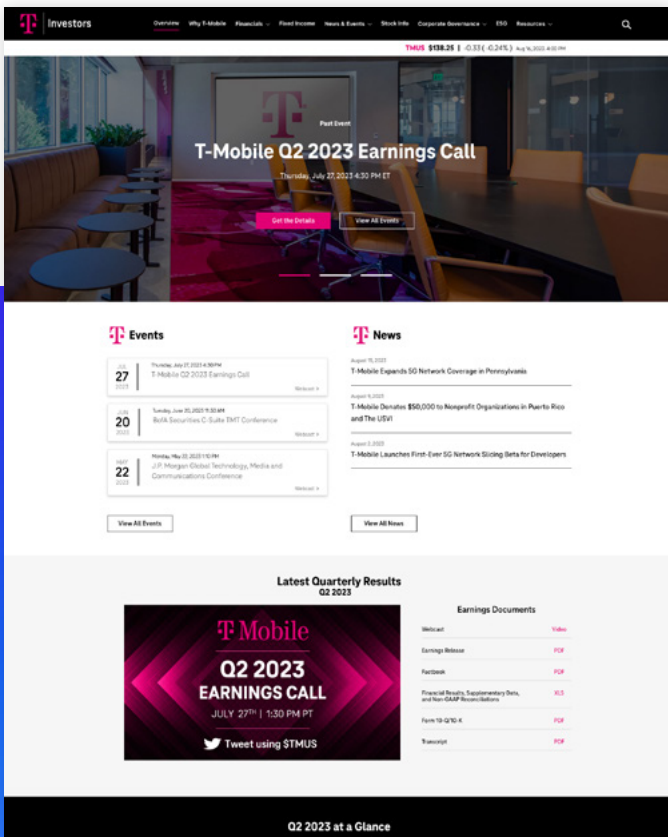
Why Invest

Incorporating a “Why Invest” page makes it easy for investors to access key information about your company and your investment proposition, which helps to attract potential investors and retain existing ones. It is also a platform to tell your company story in a visually compelling way.

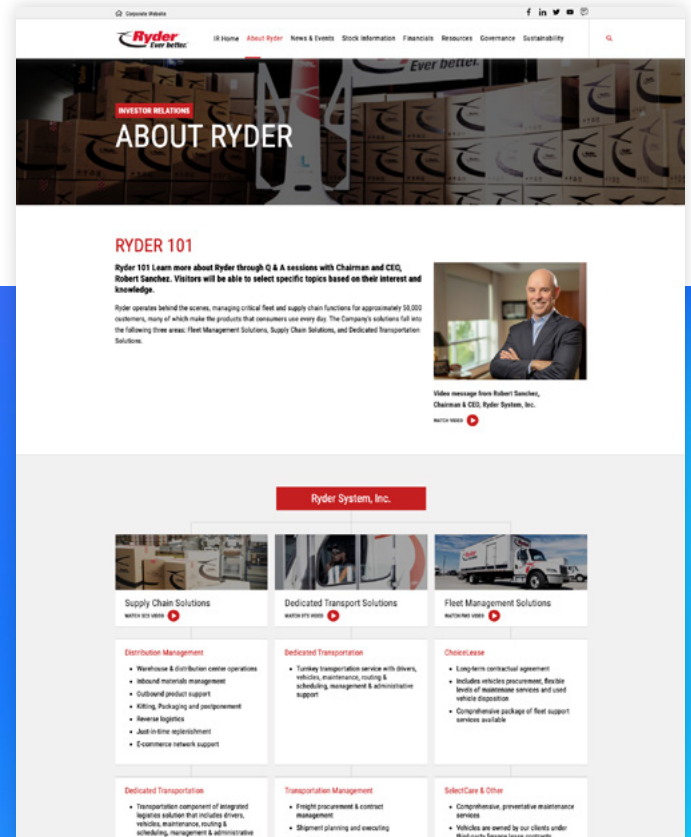
Examples: [Regal Rexford](#), [Delta Air Lines](#), [T-Mobile](#), [Ryder](#)



HP



T-Mobile

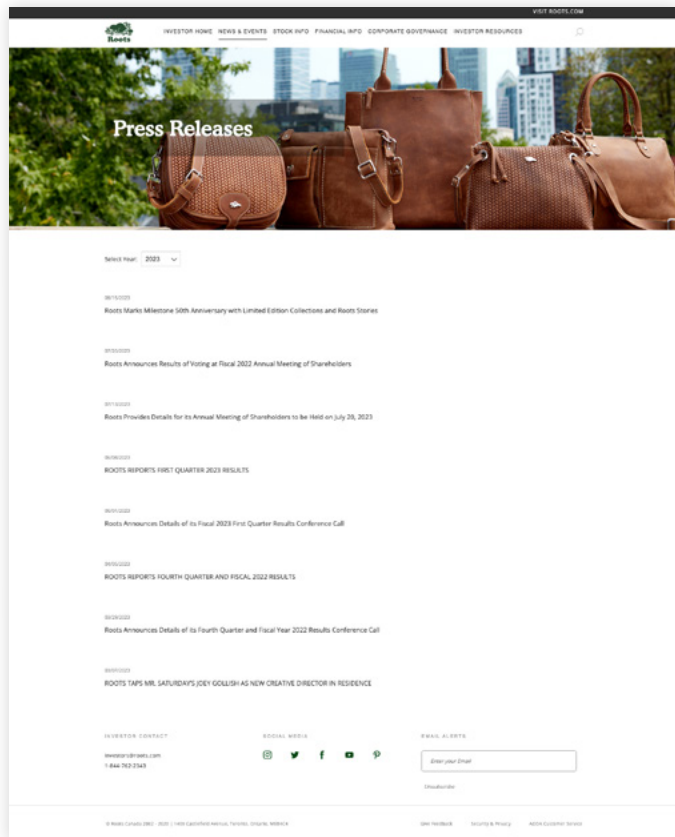


Ryder

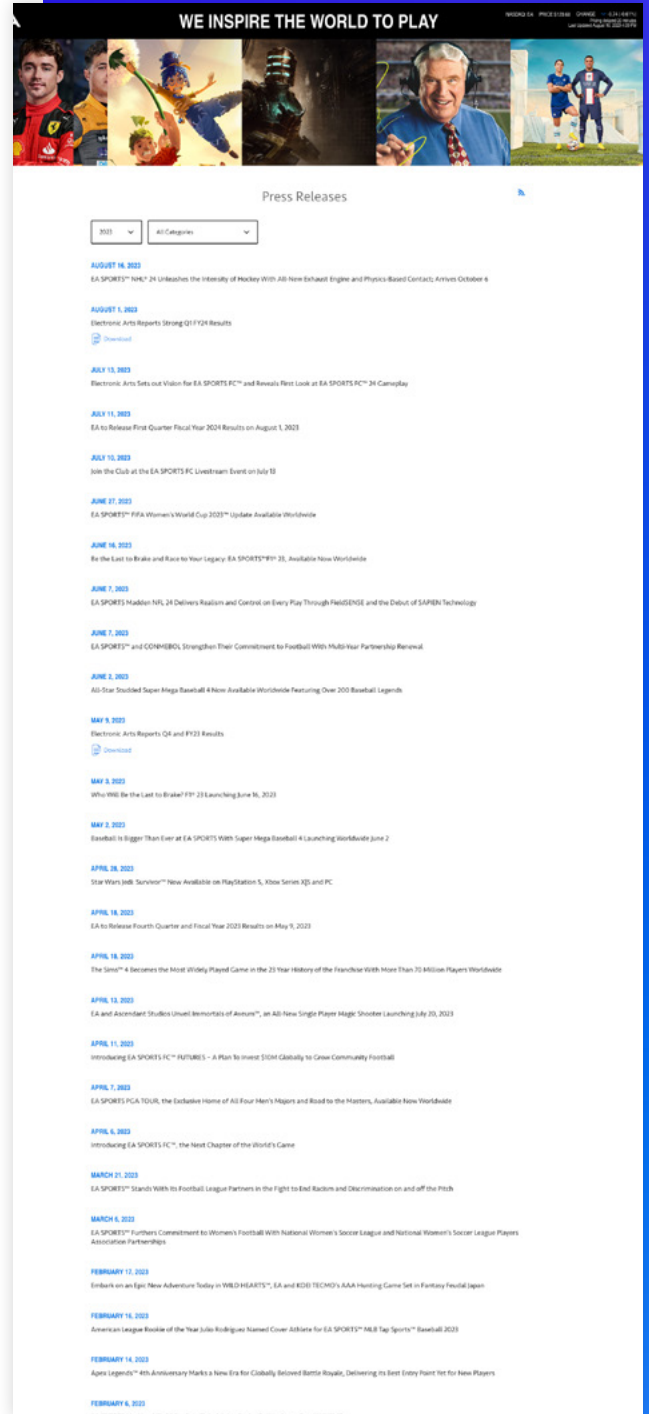
News

Press releases are one of the most visited pieces of content on an IR website. If possible, it is recommended to automatically pull press releases from a wire service, to provide investors with the most timely access. You can also supplement your news content, by including tertiary information from social feeds. Typically, this content is updated frequently, for regular insight into the workings of your company.

Examples: **Roots**, **Electronic Arts**



Roots



Electronic Arts

Events & Presentations

Showcase upcoming events to easily alert your users to major announcements and presentations. In addition to upcoming events, include past events and easy access to all related materials. If presentations are available, such as an Investor Presentation, we strongly suggest displaying the latest presentation in an active manner (such as video or in-page viewer), to help increase visibility and engagement.

Examples: [Etsy](#), [Electronic Arts](#), [Iron Mountain](#)

Etsy Investor Relations

Overview Financials Press Releases Events & Presentations ESG Our Leadership Stock Info Resources

Events & Presentations

Events Calendar

August 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

● Current Day ● Scheduled Event

Featured Presentation

Etsy
Keep commerce human.

Investor Presentation August 2023

Download PDF (1.05 MB)

Events & Presentations Archive

- ETSY Consumer Technology Conference August 10, 2023
- Openheimer 20th Annual Technology, Internet & Communications Conference Webcast | Presentation August 8, 2023
- Q2 2023 Ezy Inc. Earnings Conference Call Webcast | Presentation August 3, 2023
- Barrington 20th Annual Strategic Decisions Conference Webcast May 31, 2023
- Q1 2023 Ezy Inc. Earnings Conference Call Webcast | Presentation May 3, 2023
- Capgemini's Virtual eCommerce Sustainable Advantage Forum Webcast March 29, 2023

Email Alerts

Etsy

IRON MOUNTAIN

IR Overview News & Events Stock Corporate Governance Financials Investor Resources

INVESTOR RELATIONS

NYSE:IRM \$59.27 (-0.40 (-0.67%))
Volume: 1,156,718
Dividend Yield: 4.39%

CORPORATE OVERVIEW

Iron Mountain Incorporated (NYSE: IRM) is a global leader in innovative storage, data center infrastructure, asset lifecycle management and information management services. Founded in 1913 and traded by more than 120,000 investors worldwide, Iron Mountain helps customers CLMB HIGHER™ to transform their businesses. Through a range of offerings including digital transformation, data centers, secure records storage, information management, asset lifecycle management, secure destruction and self-storage and logistics, Iron Mountain helps businesses bring light to their dark data, enabling customers to unlock value and intelligence from their stored digital and physical assets of record and with security, while helping them meet their environmental goals.

To learn more about Iron Mountain, please visit: www.ironmountain.com and follow @IronMountain on Twitter and LinkedIn.

WHY INVEST

- ±0.4 billion Trailing Twelve Month Revenue
- 7% Consistent track record of revenue growth
- 51 billion of Fortune 1000 as customers
- Total customer base of 225,000, with retention of 98%
- \$1 billion Enterprise Value
- Large, diversified global business
- 0.31% Dividend Yield
- 9 years of consecutive dividend increases

Rethink Iron Mountain

LATEST QUARTERLY REPORTS

- Q2 2023 Earnings Release
- Supplemental Financial Information
- Presentation
- Webcast
- 10-Q

View All Results

LATEST NEWS View All News LATEST EVENTS View All Events

Iron Mountain

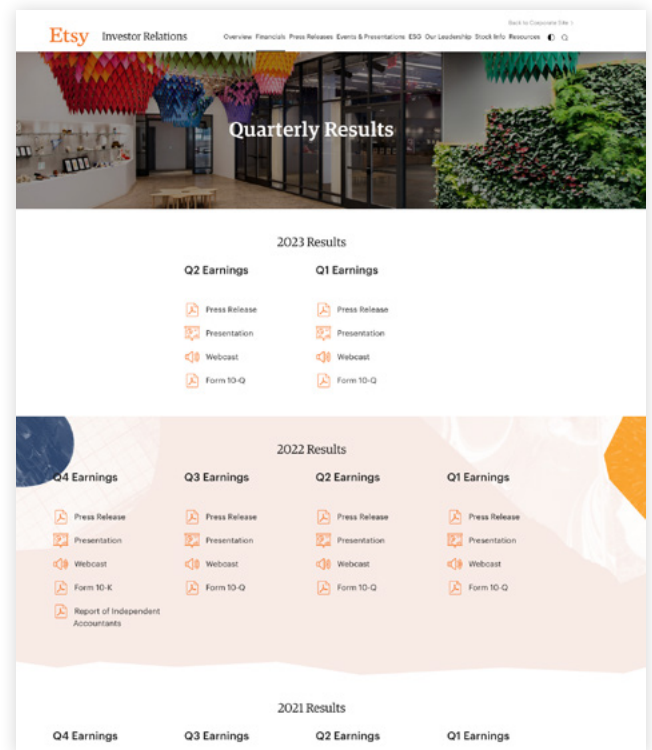
Financials

Highlighting your regulatory filings, as well as your in-house reports, is crucial for your target audience. Financials are one of the top three content items within an IR website. Providing different ways of accessing this material is important (HTML, PDF). Providing interactive content, like Online Annual Reports, can also be a useful tool to increase engagement.

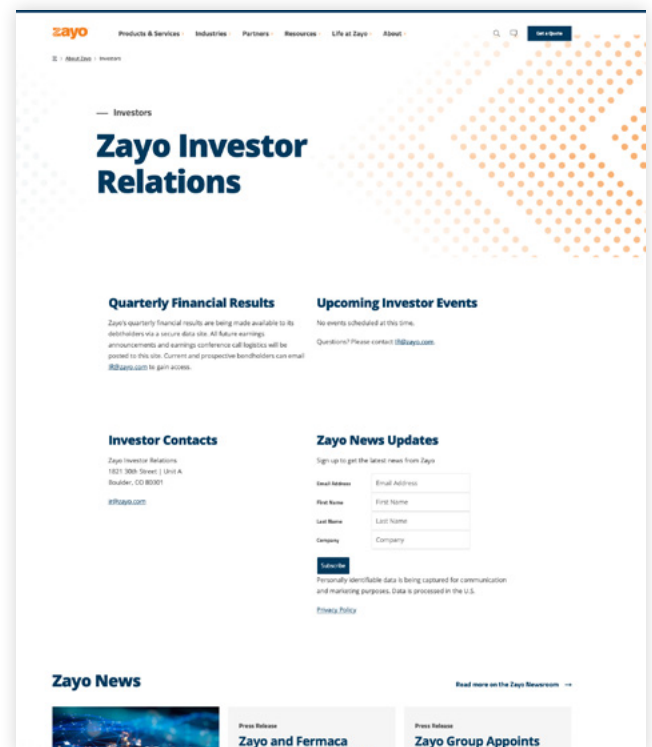
Examples: **Teradata, Etsy**

A Financial Summary table allows users to access all past financial reports in an easy-to-see style, providing a central hub to house all documents that investors would be interested in viewing.

Financial Summary Example: **Zayo**



Etsy



Zayo

An Online Annual Report (OAR) allows you to convert your yearly report into a responsive mini-site. This includes key content and design features from your printed report, with the option of additional customizable modules and features. This can be used to convert other reports as well, like this example of **Taubman's Sustainability Report**.

Online Annual Report Examples: **Avon, ONE Gas Inc**

Investor Relations

On January 3, 2018, the successful completion of Natura & Co's acquisition of Avon Products, Inc. was announced. As a result of completing the transaction, Avon's common stock ceased trading on the New York Stock Exchange (NYSE) on January 3, 2018. Avon is now an integral subsidiary of Natura & Co Holding SA, which is listed on the NYSE through ACB's under NYCO and on the Brazilian Stock Exchange (B3) under AVCO3.

ANNOUNCEMENT

INVESTOR SITE

AVON SEC FILINGS

Former shareholder enquiries

If you were a shareholder of record of Avon prior to the transaction and have an enquiry, please contact Bank of New York at 1-888-289-2371.

If you held shares of Avon common stock in "street name" (i.e. you held your shares in the name of a bank, broker, trust, or other nominee) please contact that bank, broker, trust or other nominee with any enquiries.

Find out more about Avon:

- Our story** - A history of empowering women
- Our Representatives** - A network of beauty advisors
- Our strategy** - Our plan to open up and close Avon

008 100P

About Us
Our History
Our Products
Our People
Our Purpose
Our Values
Our Awards

Beauty & Innovation
Our Products
Our People
Our Purpose
Our Values
Our Awards

Supporting Women
Our People
Our Purpose
Our Values
Our Awards

Responsible Business
Our People
Our Purpose
Our Values
Our Awards

Our Representatives
News
Careers

PROVEN RELIABILITY
Yesterday, Today and Tomorrow

ONE Gas

ABOUT ONE GAS

ONE Gas, Inc. is a 100 percent regulated natural gas utility, and trades on the New York Stock Exchange under the symbol "ONG". ONE Gas is included in the S&P 500 Index and is one of the top natural gas utilities in the United States.

WHAT WE BELIEVE IN

- SAFETY**
We are committed to operating safely and in an environmentally responsible manner.
- INCLUSION AND DIVERSITY**
We embrace and promote diversity and collaboration, every employee makes a difference and contributes to our success.
- ETHICS**
We are accountable to the highest ethical standards, honesty, trust and integrity matter.
- SERVICE**
We set a standard of exceptional service and make continuous improvements in our pursuit of excellence.
- VALUE**
We create value for all stakeholders, including our employees, customers, investors and communities.

2017 Highlights

- SAFETY RECORD IMPROVEMENT**
- NET INCOME INCREASED TO \$144.9 MILLION IN 2017**
- EARNINGS PER SHARE INCREASED TO \$1.44 IN 2017**
- IN CAPITAL INVESTMENT FOR SYSTEM INTEGRITY AND RELIABILITY**

2017 Summary

We reported a 2017 net income of \$144.9 million, or \$1.44 per diluted share, compared with \$142.1 million, or \$1.38 per diluted share, in 2016, and 2017 capital expenditures of \$588.4 million, compared with \$579.9 million in 2016. Our operating income was \$279.5 million, compared with \$283.9 million in 2016, and our earnings increased by \$2.7 million compared with last year. Net margin increased in 2017 primarily reflected new earnings in Texas and Kansas along with an increase in our average residential customer count in Oklahoma and Texas.

On January 15, 2018, the ONE Gas Board of Directors increased the quarterly dividend by 4 cents per share to 44 cents per share, effective for the first quarter of 2018, resulting in an annualized dividend of \$1.76 per share. Our average annual dividend growth rate is expected to increase 1.0% per quarter between 2017 and 2022 with a target dividend payout ratio of 55 to 65 percent, all subject to board approval.

FINANCIAL OVERVIEW

HIGHLIGHTS	2017	2016	2015
NET INCOME	\$144.9	\$142.1	\$139.3
EARNINGS PER SHARE OF COMMON STOCK	\$1.44	\$1.38	\$1.33

ONE Gas Inc

An Interactive Analyst Center (IAC) is an additional element that can be added to your 'Financials' section. It delivers interactive, "as-reported" financial and operating data for your investors. The IAC displays the company's Income Statement, Balance Sheet and Cash Flow Statement, and depending on the selected option (Lite or Full), can also display any Non-GAAP financial measures, Operational Data and Key Metrics.

Example sites with an IAC: [SalesForce](#), [Agnico Eagle](#), [CVS Health](#)

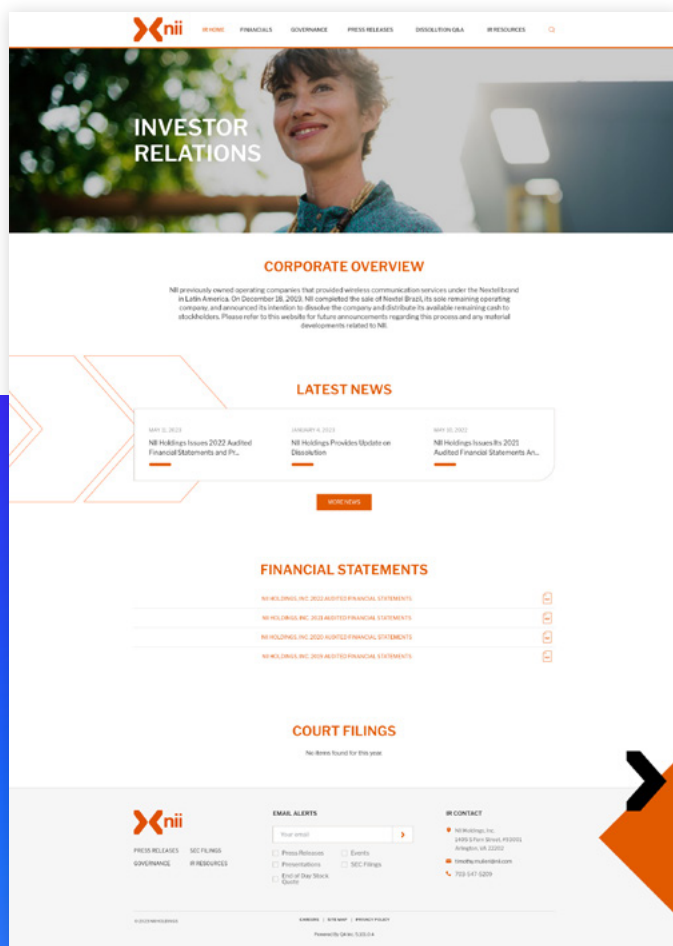
The screenshot shows the Agnico Eagle Investor Relations page. The main header features the company logo and navigation links. The central content area is titled "AGNICO EAGLE REPORTS SECOND QUARTER 2023 RESULTS" with a date of July 26, 2023. Below this, there are sections for "QUARTERLY RESULTS Second Quarter 2023" with links to reports, press releases, and videos. A "Why Agnico Eagle?" section highlights the company's mission. The bottom section includes "Press Releases" with three recent items, a "Latest Presentation" for the Q2 2023 results, a calendar for August 2023, and a "2022 Annual Report" link. A sidebar on the right displays the stock price at \$62.43 and provides contact information for investor relations and transfer agents.

The screenshot shows the Salesforce Investor Relations page. The header includes navigation links for Products, Industries, Learning, Support, Company, and Salesforce. The main content area is titled "Welcome to Salesforce Investor Relations" and features a "Company overview" section with a brief description of Salesforce's CRM platform. Below this is a "Products" grid with icons and descriptions for Sales, Service, Marketing, Commerce, Data Cloud, Tableau, MuleSoft, Slack, Platform, Net Zero, Partner Apps & Experts, and Customer Success. The bottom section includes "Q3 fiscal 2024 results" with links to earnings presentations, transcripts, and webcasts, and "Upcoming events" for the Q2 FY2024 Earnings Call. A "Want to stay up to date?" section offers email subscriptions, and a "Latest press releases" section lists recent announcements. The footer contains a "Questions? We'll put you on the right path." message and contact information for Investor Relations.

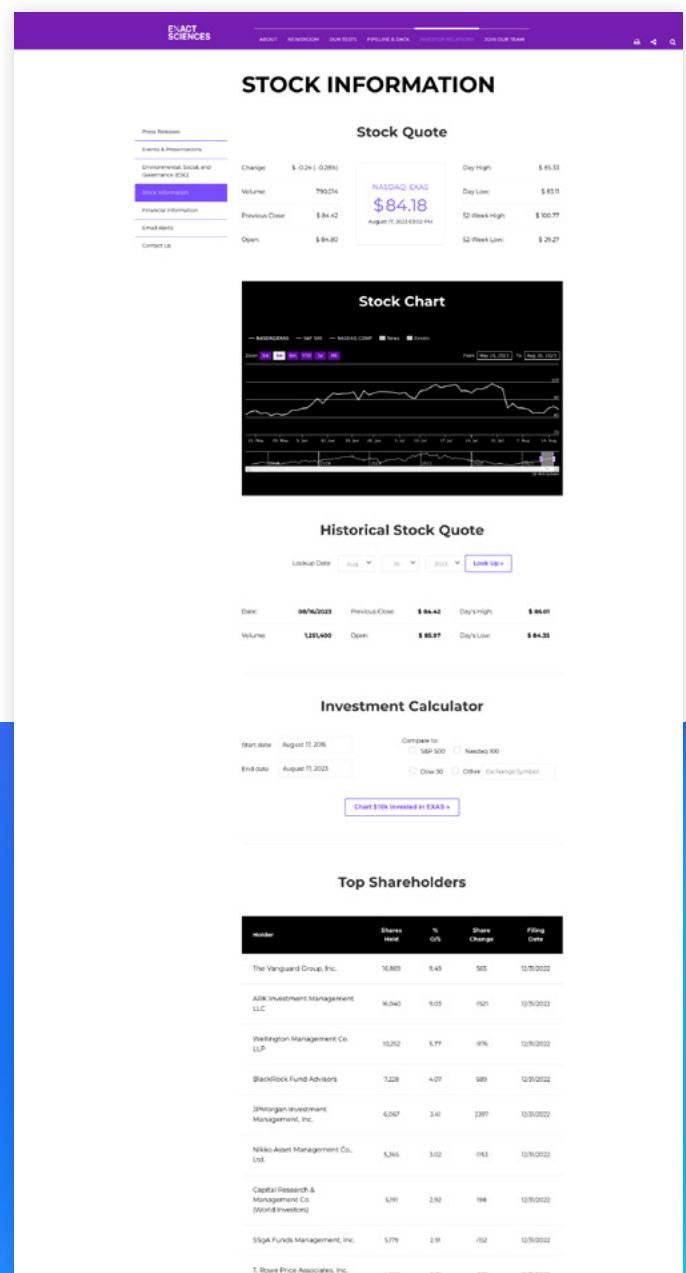
Stock Information

Although this data should not be relied on for trading, we recommend including a high-level summary of your stock throughout the day, and accumulating this information to build a large history. Additional tools such as an Investment Calculator or Interactive Stock Chart can also be helpful to your stakeholders for accessing this material.

Examples: [NII Holdings](#), [CP](#), [Exact Sciences](#)



NII Holdings



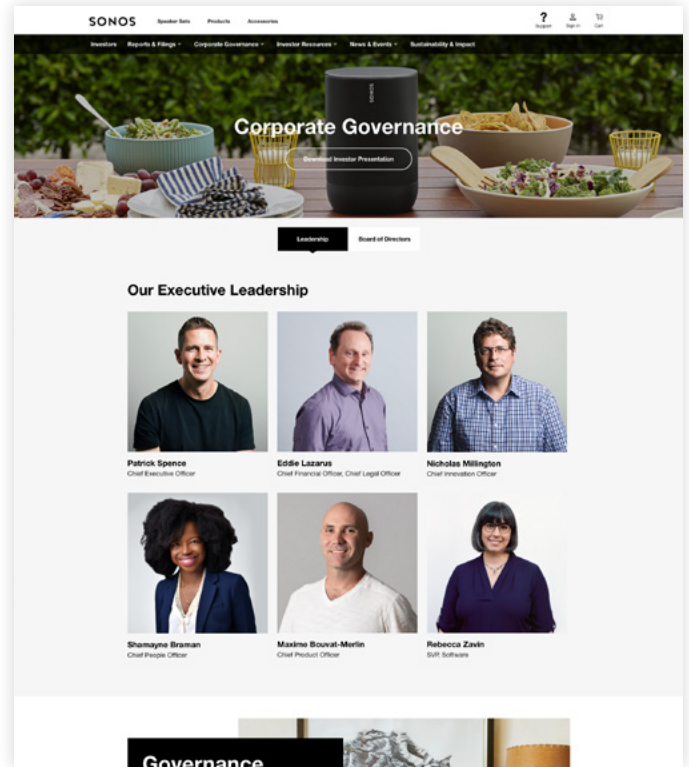
Exact Sciences

Governance

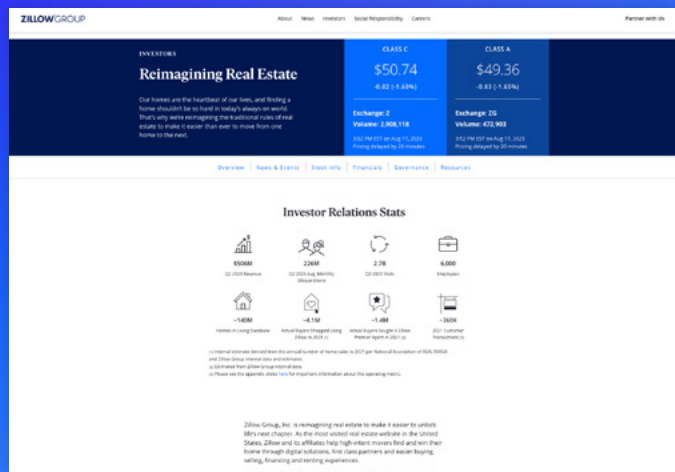
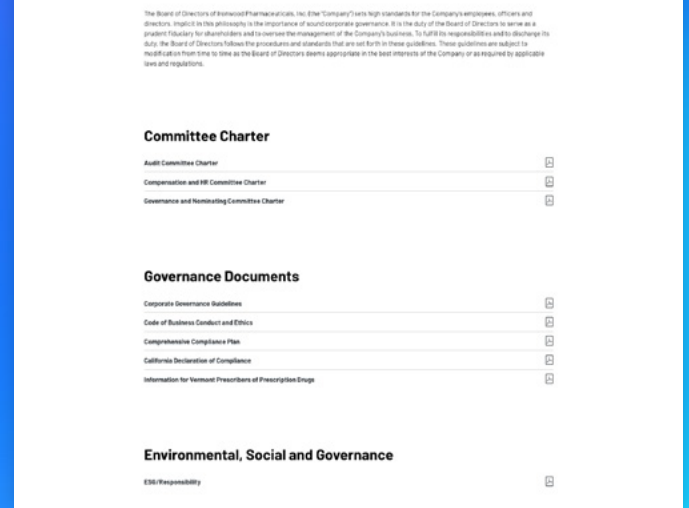
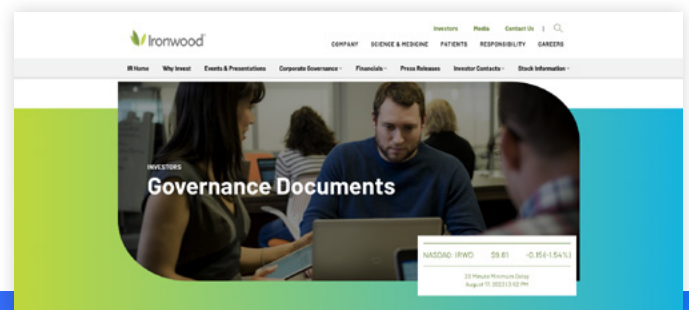
The need for a company to clearly outline their policies on corporate governance is becoming increasingly important. Displaying all company charters and documents is a requirement. As a best practice, there should be avenues for investors to communicate with your Board of Directors, and areas for you to be explicit about your company's whistleblower policies and ethics.

By default, Q4's Studio One pre-built themes offer a 'Request a Meeting' feature to enable users to easily access the Management Team. All requests go through an initial vetting by Q4 to ensure validity, before being passed to your team. If you would like this feature added to your Q4 website, please discuss with your Implementations Manager.

Examples: **Sonos, Ironwood Pharmaceuticals, Regal Rexnord, Zillow (Request a Meeting Feature)**



Sonos



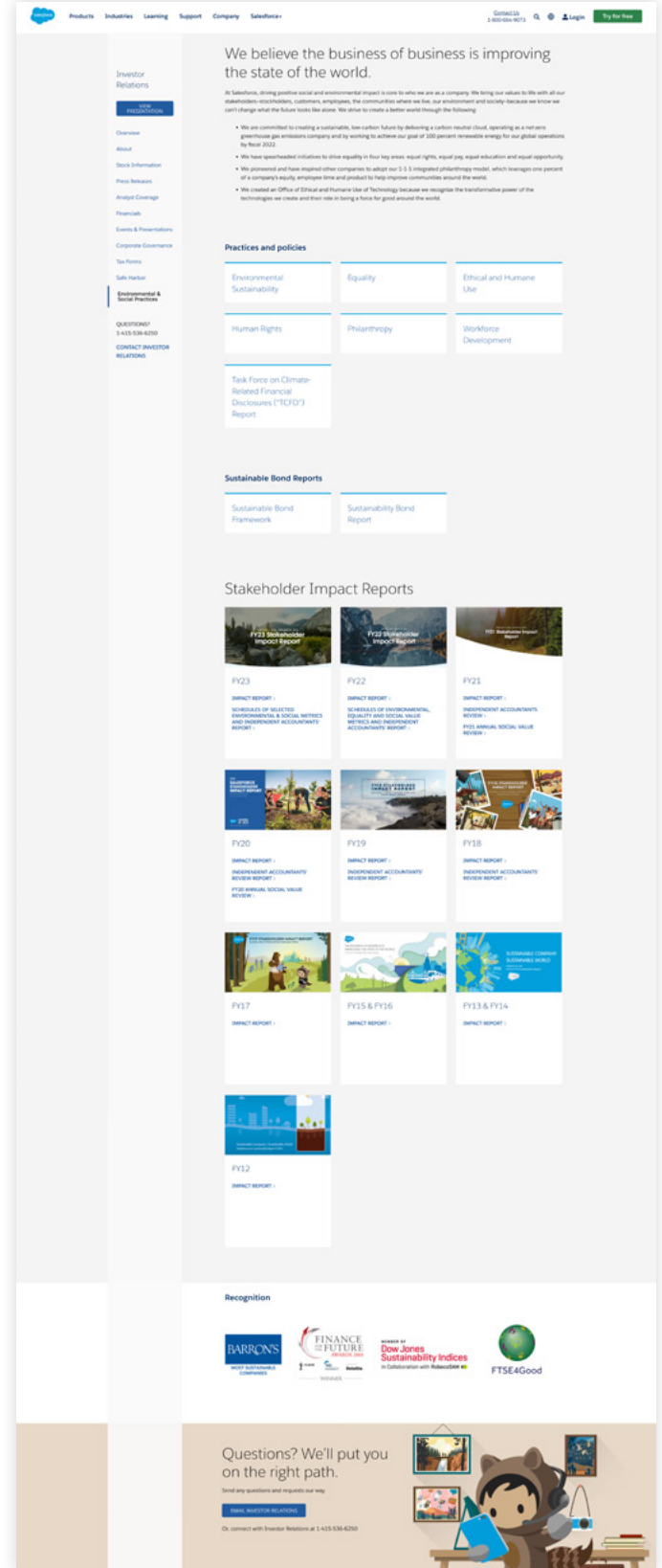
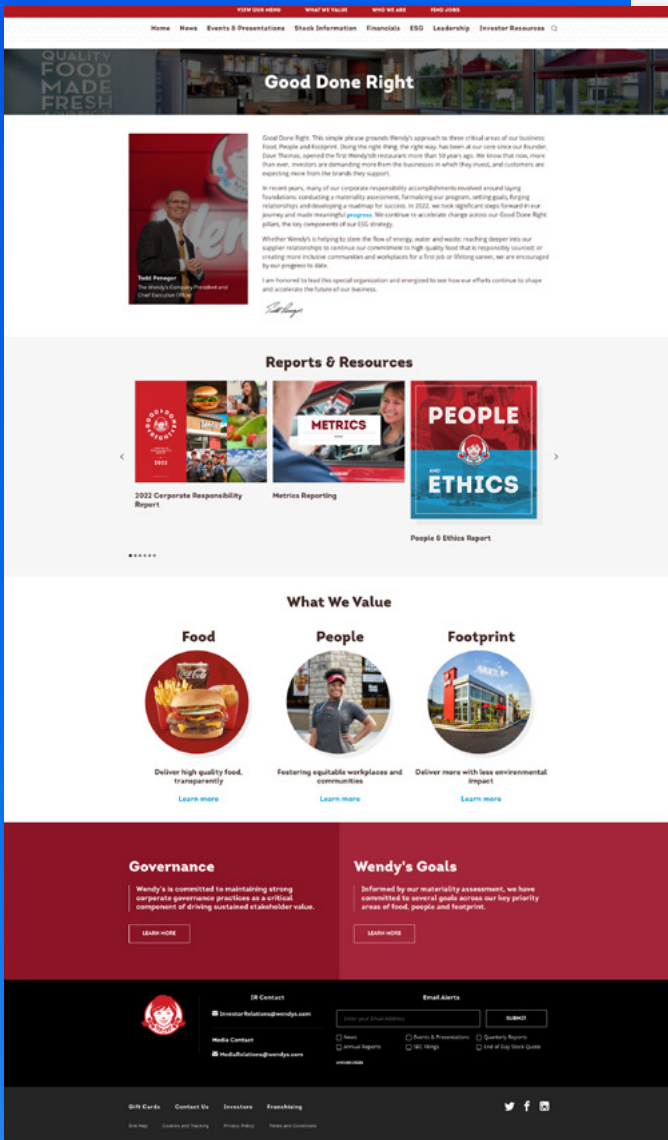
Zillow (Request a Meeting Feature)

Ironwood Pharmaceuticals

Environmental, Social and Governance (ESG)

ESG investing initiatives are increasingly becoming a top priority for investors. Creating a section on your IR site that showcases your company's ESG efforts is proving to be highly beneficial for many of Q4's clients.

Examples: **Wendy's, Salesforce**

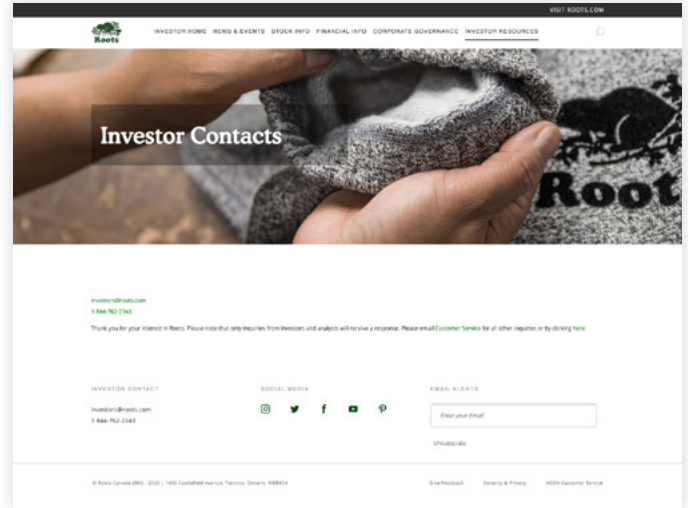


Salesforce

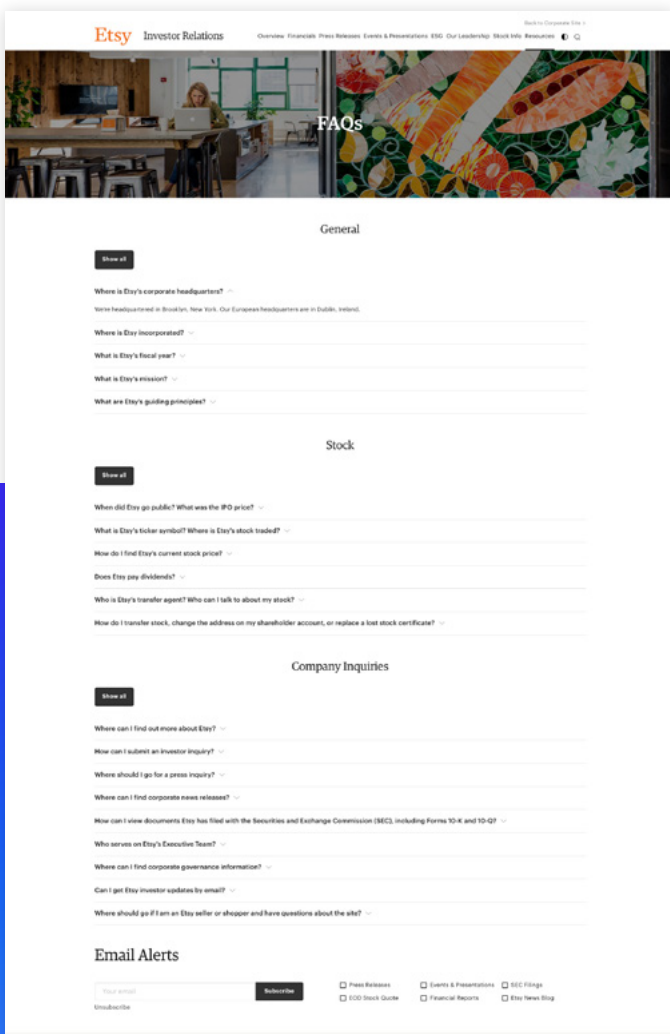
Resources

Providing an area that includes all necessary resource material makes it easy for a user to collect information from your department and enables them to easily reach out to you. This should include information such as FAQs, Email Alert Subscribe/Unsubscribe, Contact Information, etc. The more resources available on your site, the less likely they are to look elsewhere.

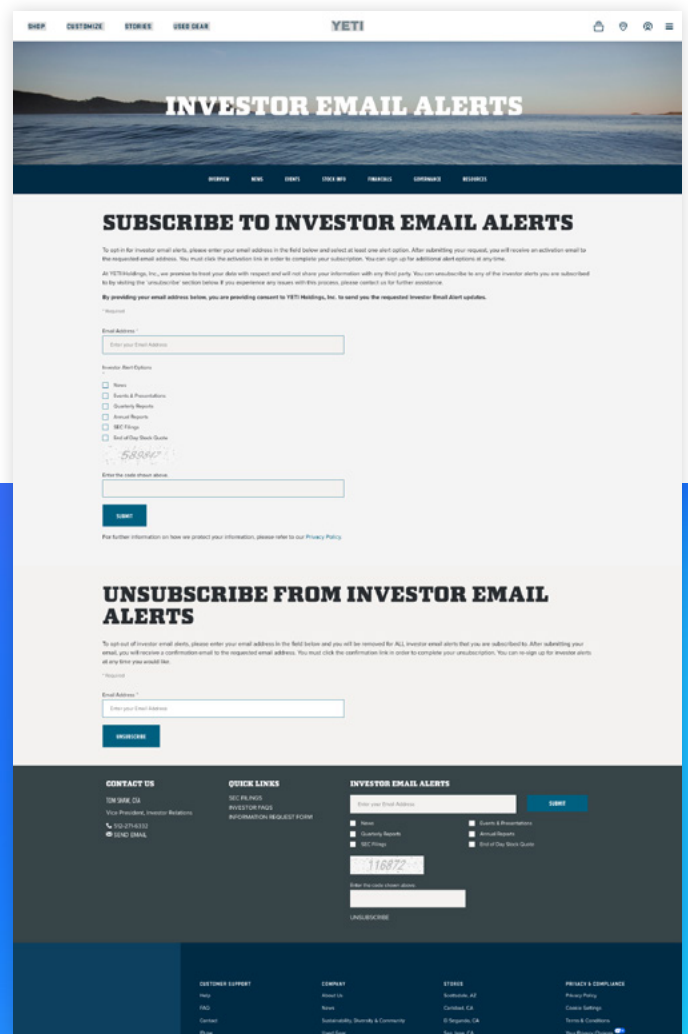
Examples: [Etsy](#), [Roots](#), [Yeti](#)



Roots



Etsy



Yeti

Mobile

It is very important to have your website accessible on all platforms - desktop, tablet, and IOS/Android. Responsive web design is the easiest and most compatible way to develop a site and ensures the website will scale to the device that it is viewed on. All Q4 websites are built to be fully responsive.

