

## **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** 

DVERVIEW

#### At APEI, We Strive to be HEROIC

HERDIC <sup>106</sup> — or Higher Return on Investment for Castomers—is woven into everything we do to provide value and recognize our important niche in serviceminded student.

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#### Today, APEI offers a portfolio of education solutions

American Public University System (APUS), compromised of American Military University and American Public University, headquartered in Charles Town, WC and serving students onnow worldwolde
 Hondriss College of Mussiag, with locations in Chin, Indiana, and Michigan

- Resmussen University, with campus locations throughout the Midwest and Florida and serving online students natio
- Graduate School USA, based in Washington, D.C. and providing virtual instruction nationally

We stand for purpose-built education to help students realize their personal or professional goals. Four main pillars—Affordability, Quality, Innovation, and Outcomes-Focused learning—guide us.

These Pillars Aim to Make our Students HEROIC

#### Affordability

And concern about the initial cost of a tailage education and students addited dett upon graduation. APD belows higher education must be more affordable. For us, affordablic quasia across & greefering programs with toot an affordable tation rute and an unsearing commitment to academic excellence, we boost an to higher educations more students are able to realize their guila and derive tru value for their investment.

ro museate our commitment to attordability, APE) can proudly say that 72% of students at our founding institution—American Public University System—have graduated with no APUS-incurred student loan debt.\*



#### APEI seeks to drive innovatio

opportanities and curriculum structured to get new licensed practical nerves (LPNo to work in as little as 15 months and new registered nerves (RNs) to work in as little

American Public Education



#### Quality We ensure quality by maintaining a focus on academic e practitioner faculty who enrich learning with their real-

practicioner faculty who enrich lawring with their real-world expertise from buckness, government, habiticars, problem starting law enrichment, and the military. We believe the 32000<sup>12</sup> stated and alumni who have trusted us to advance their househopt ensemble any proof of our commonstrem to quality, accelerationary enrophical and engected agencies further signals our quality and commitment to academic rate.



# 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

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HP





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

			VISIT ROOTS.COM
Roots	ENTS STOCK INFO FINANCIAL INFO CONFORATE	GOVERNANCE INVESTOR RESOURCES	
Press Releases			
Select Hour: 2023 v			
annsots Roots Marks Milestone 50th Anniversary with Lie	nited Edition Collections and Roots Stories		
strations Roots Announces Results of Voting at Riscal 2022	2 Annual Meeting of Shareholders		
Brown Roots Provides Details for its Annual Meeting of	Shareholders to be Held on July 28, 2023		
BURGETER ROOTS REPORTS FIRST QUARTER 2023 RESULTS			
NOVOLUU Roots Announces Details of its Fiscal 2028 First 0	Quarter Results Conference Gall		
NOTES REPORTS FOURTH QUARTER AND FECAL	2022 RESULTS		
BIONOID Roots Announces Details of its Fourth Quarter a	nd Fiscal Year 2022 Results Conference Call		
ROOTS TAPS MR. SATURDAYS JOEY GOLLISH AS	NEW CREATIVE DIRECTOR IN RESIDENCE		
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WE INSPIRE THE WORLD TO PLAY
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#496. 13. 2023 EA and Accentant Studies Unwell Internotate of Annum", an All-New Single Player Mage: Shorter Laurching July 20, 2023
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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



# **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 Investor Relati	Quarte	Para Anama Esera & Provincion ES erly Results	1 de tenter le bad hei Renze (° C)
	Q2 Earnings	Q1 Earnings	
	Press Release	Press Release	
	Presentation	Presentation	
	C0 Webcast	📢 Webcast	
	Form 10-Q	Form 10-Q	
04 Earnings	Q3 Earnings	022 Results Q2 Earnings	Q1 Earnings
Press Release	🔎 Press Release	Press Release	Press Release
Presentation	Presentation	Presentation	Presentation
Form 10-K	Form 10-Q	Form 10-Q	Form 10-Q
Report of Independent Accountants			
Q4 Earnings	2 Q3 Earnings	021 Results Q2 Earnings	Q1 Earnings

Etsy



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

Jenuary 3, 2023, the subsential completion of https://subsection. assubt of Aron Products, inc. was enrounded. a study of completing the transaction, Auch common stack out burding on the New York Stock Duchange (NVSD) on uary 3, 2020. In Inneu an Engagei Augustized Stack Study and Stack et al. Stack on the NVSS strauge AUSe under NTOS and on Beachers Stack Strauge NDSE under NTOS and on Beachers Stack Strauge NDSE.





INVESTOR SITE





Former shareholder enquiries

were a shareholder of record of Avon prior to the transaction and here an enquiry, please contact

If you held shares of Auon 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 enquities.





**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





#### SalesForce

## ርረ

Agnico Eagle

# **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

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**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



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#### **Committee Charter**

Audit Committee Charter	
Compensation and HR Committee Charter	
Governance and Nominating Committee Charter	

#### **Governance Documents**

Corporate Dowsmance Guidelines	E
Code of Business Conduct and Ethics	6
Comprehensive Compliance Plan	6
California Declaration of Compliance	9
Information for Vermont Prescribers of Prescription Drugs	E

Environmental, Social and Governance

#### 

#### **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

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Where is Day incorporated? ~			
What is Enzy's fiscal year? $\lor$			
What is Day's mission? 😔			
What are Etsy's guiding principles? $\odot$			
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When did Exy go public? What was the IPO price? $\sim$			
What is Ensy's ticker symbol? Where is Ensy's stock traded? $\checkmark$			
How do I find Etxy's current stock price?			
Does Etsy pay dividends?			
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How can I submit an investor inquiry? 😔			
Where should I go for a press inquiry? 😒			
Where can I find corporate news releases? $\lor$			
How can I view documents Etsy has filed with the Securities and Exchange	Commission (SEC), including Forms 10-K	and 10-Q? 😏	
Who serves on Etzy's Executive Team? $\sim$			
Where can I find corporate governance information? $\vee$			
Can I get Exy investor updates by email?			
Where should go if I am an Etsy seller or shopper and have questions about	and and the second s		
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#### **Roots**

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# 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.



Pinterest