



# Wendy's Case Study





## How Wendy's Modernized their IR Website for Today's Investor

- 1 Built a best-in-class IR website with limited resources and timelines.
- 2 Optimized their site for engagement with the investment.
- 3 Brought the brand to life for modern day investors, including a robust ESG section.

# WHERE'S THE BEEF?

The iconic catch-phrase of the '80s, originated as a slogan for Wendy's®, the global quick service restaurant (QSR) franchise. But what started with an old lady demanding more meat for her burger is now an all-purpose phrase for searching for substance. It has also come to represent what differentiates the chain that turns 50 this year.

Wendy's was founded by Dave Thomas in 1969, as a "family business" named after his daughter, on the premise that "Quality is our Recipe®."

Today, the franchise has a market cap greater than \$4 Billion with more than 6,700 international restaurants. At its heart, the Wendy's Company (Nasdaq: WEN) has a vision to become "the most beloved" restaurant brand in the world. This is visible in their use of fresh ingredients, most notably the "fresh never frozen beef"\* in their classic square hamburgers, and on a much deeper level, in their commitment" to doing the right thing and making a positive difference in the lives of others."

A prominent example is Wendy's Wonderful Kids® program, which seeks to find "loving" permanent homes for children in the North American foster care system.

When Marsha Gordon, Wendy's Manager of Shareholder Relations was faced with the critical task of redesigning their investor relations website, she had limited resources and timelines to bring their story to life for modern day investors. Partnering with Q4, she leveraged "Studio One," a theme-based

She was able to elevate Wendy's brand image for the 2000s and showcase its originality in the world of QSR, delivering a site that was designed to capture and hold the attention of investors — all within her team's tight bandwidth, budget, and timeframe.

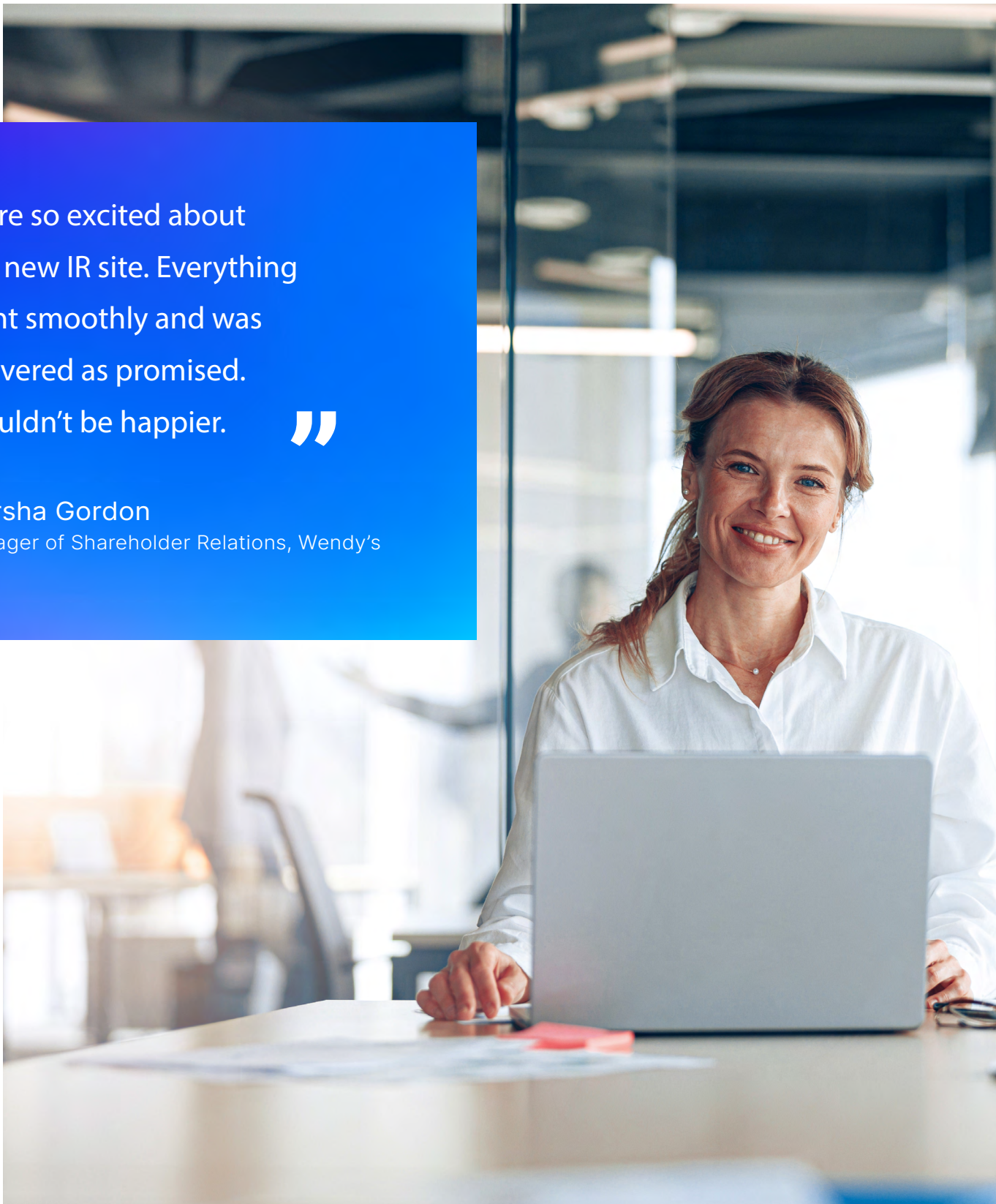


\*Fresh beef available in the contiguous U.S., Alaska and Canada.



“ We’re so excited about our new IR site. Everything went smoothly and was delivered as promised. I couldn’t be happier. ”

**Marsha Gordon**  
Manager of Shareholder Relations, Wendy’s

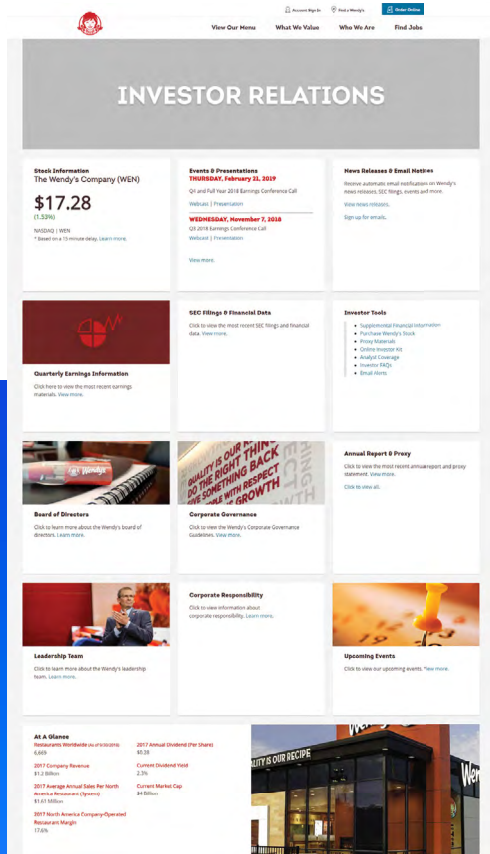


# The Search for Specialist Expertise and an IR Partner

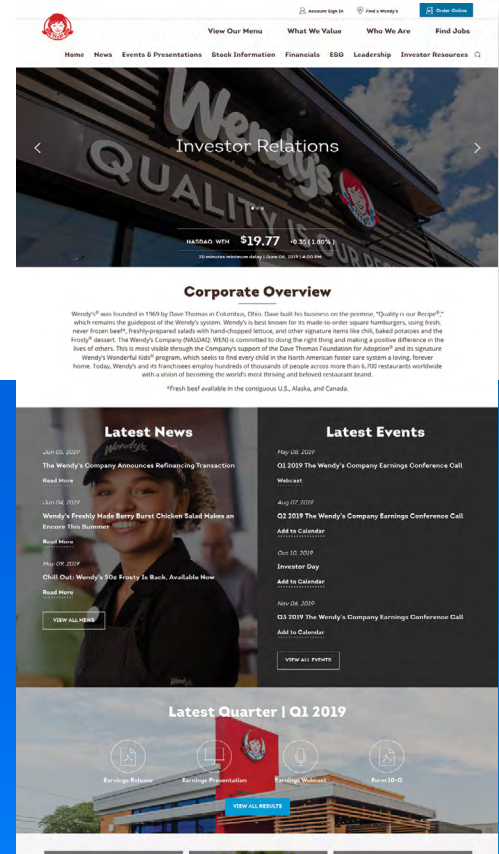
Working with the retail side of the shareholder base, one of Marsha's core responsibilities is creating, maintaining and continuously improving Wendy's investor relations website. The Wendy's IR site was in serious need of a redesign. The look and feel of the site was outdated and the content was hard to navigate. Marsha describes their old site as "clunky to move around" and "not doing the Wendy's brand justice." She wanted to raise Wendy's online presence to "current day standards" and "evolve to a next level website," which was fresh, clear, and engaging for investors.

Marsha realized that Wendy's had to have the expertise of a niche IR website provider. She explains: "I'm not the expert and needed guidance." She chose Q4 for their proven expertise in designing IR sites for well known brands. She also appreciated Q4's streamlined implementation and quarterly earnings process: "It was clear that the whole Q4 team worked tightly together to make things happen."

## BEFORE:



## AFTER:







“ It incorporated all of the best practices in IR web design, but also had enough flexibility to make our own. We didn't see any reason to start from scratch or reinvent the wheel. ”

**Marsha Gordon**

Manager of Shareholder Relations, Wendy's

# Modernizing a Classic Brand on Limited Resources

Despite being a large company “with a lot of stakeholders to make and keep happy,” Wendy’s had a small IR team comprised of three.

Wendy’s had a small IR team comprised of three. Like most companies, budget was also a concern, compounded by the fact that moving their site to an external vendor wasn’t part of their initial plan. Their goal was to launch the site between their quarterly earnings cycle, so timing was also limited: “We wanted to make sure we were comfortable with the new site, before earnings.” Marsha needed an affordable and low burden solution, which efficiently delivered a modern and user friendly site that met their high brand standards. For them, Q4’s theme-based “Studio One” solution was a natural fit. The out-of-the box solution enabled them to leave the design to the “design experts,” with fewer decision points and less commitment of time from their team than traditional custom site builds.

She chose a Studio One template which she describes as “exactly what we were looking for.” She explains: “It incorporated all of the best practices in IR web design, but also had enough flexibility to make our own. We didn’t see any reason to start from scratch or reinvent the wheel.” Marsha says that the template design itself enabled them to simplify their layout, prioritize content, and highlight key information:

“ We were able to easily communicate important messages and documents, especially featuring them on our homepage as a powerful landing page and gateway to the rest of our site. ”

Marsha Gordon  
Manager of Shareholder Relations, Wendy’s

Wendy’s also leveraged a rotating carousel at the top of their homepage, to showcase their latest news including their work on sustainability, dividend increases and earnings announcements. And they experimented with a “Request a Meeting” button, which has given their investors a simple way to connect with them directly.

Marsha worked closely with Q4 to repackage and add more content around best practices.





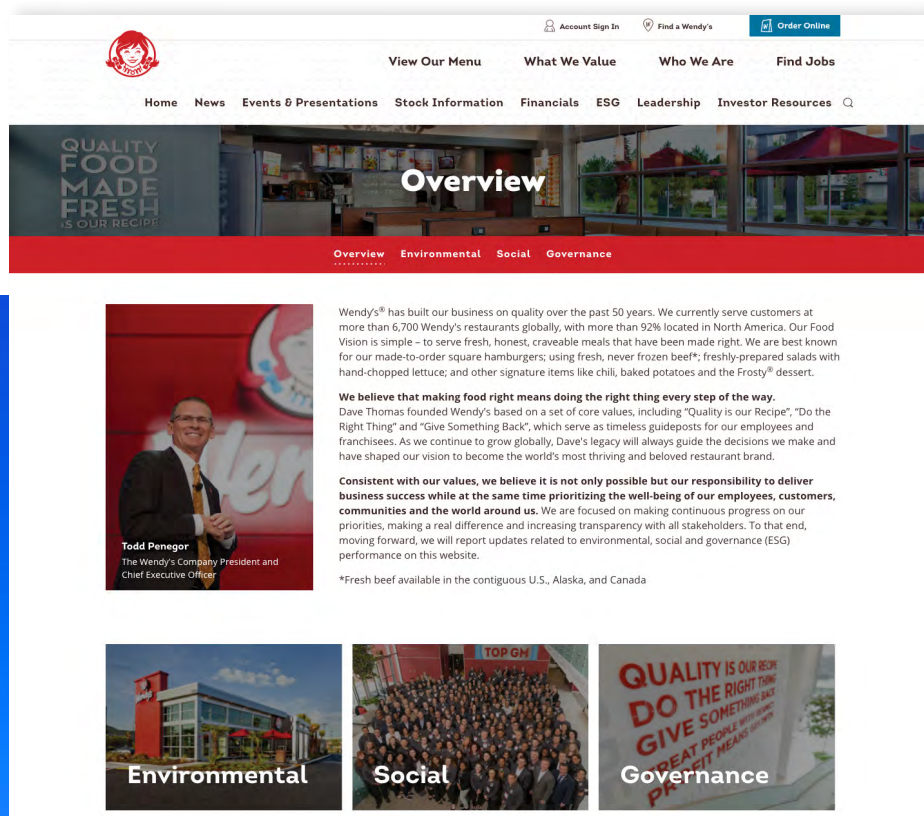
She started by mapping out their content by category, as well as auditing the site for any gaps or redundancies. ESG was one of the key sections she felt she needed to add, to truly speak to today's investor. Recognizing that ESG was a critical trend for their investors, Wendy's wanted to showcase, in one place, all of the "great things they were doing as a company." Once Marsha pulled together a variety of disparate pieces from their corporate site, she says that "Q4 effectively repackaged the content into the 'E, S and G' and connected the dots, in a way that their investors could easily find and appreciate." Though their ESG section was outside of the template design, Wendy's was able to easily incorporate it into the build, "as a living breathing document they can update and grow, as their ESG strategy continues to evolve."

She describes implementing their website build as a "really easy process" of "working back and forth" — a partnership in which Q4 continually strove to understand and anticipate their needs: "When Q4 came back with suggestions, it almost mirrored exactly what we had in mind."

Marsha also appreciated the online editing tool "as a great way to look at the site in progress." She was able to make comments and see real-time edits directly on her test site.

Wendy's Implementation Manager was at the heart and soul of the project. As the project leader, she guided them through every step of the process and kept them on schedule. Marsha says: "My Implementation Manager was wonderful. I'd give her '10 out of 10' for her project management and guidance with the technical process and essential best practices. She kept us sane throughout the whole experience and made it as easy as possible for us, helping us navigate the build and meeting our milestone deadlines."

She adds that Q4 was "highly cognizant of and worked around their busy schedules." This was particularly crucial to them, because they had an earnings cycle in the middle of the implementation process. The entire process took only a few weeks, enabling them to finish ahead of schedule and launch their site on time.





“ I was thrilled to deliver exactly what we promised to our Company. Q4 is a well oiled machine. There was a seamless process in place and everybody worked so well together. ”

Marsha Gordon  
Manager of Shareholder Relations, Wendy's



Since launching their new site, Wendy's IR team has received accolades from their senior management team for "a contemporary and interactive best-in-class IR site, that's also a trendsetter with ESG." Marsha was also presented with a "CFO Award" for her work on the new website.

Above all, Marsha says that she realizes the importance of using an IR website expert: "As an IR manager, you have enough daily stress and tasks to focus on, outside of creating a new website from scratch. My advice is to have an expert behind you like Q4 and rely on them to do the heavy work."

Looking ahead to the future, Marsha concludes:

"Our aim is to ensure that our website continues to convey our goals and strategies. Our brand mission is to be the world's most thriving and beloved restaurant brand, with our IR site as a critical platform for communication."

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## About Q4 Inc.

Q4 Inc. is the leading provider of IR Ops software with the world's largest set of proprietary investor data, purpose-built to remove obstacles between public companies and their investors. Q4 gives investor relations leaders, C-Suite Executives and their teams the tools to attract, manage, and understand investors — all in one place. The AI-enabled Q4 Platform boasts applications for website and event management, engagement analytics, and overall lifecycle management, including AI Earnings Co-Pilot to generate draft scripts based on historical data, and AI earnings call summaries to understand peer sentiment. The Q4 Platform also includes a streamlined investor CRM and shareholder intelligence with enhanced metrics to elevate investor targeting strategies within the platform. Q4 delivers the data, insights, and workflows that give IR teams the power to focus on what really matters: strategy, relationships, and driving premium valuations for their companies.

The company is a trusted partner to more than 2,600 public companies globally, including many of the most respected brands in the world, and maintains an award winning culture where team members grow and thrive.

Q4 is headquartered in Toronto, with an office located in London. Learn more at [www.q4inc.com](http://www.q4inc.com).

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