

The Right Messages to the Right Audiences at the Right Time

PROMOTING THE VALUE OF INVESTOR RELATIONS

Deutsche Bank Annual Depository Receipts Seminar

February 11th, 2010, Moscow

EVALUATING & BENCHMARKING SUCCESS

sharedvalue

What is the investment community looking for?

- Clearly articulated & consistent business strategy
- Identifiable market opportunity
- Favourable market conditions & competitive position
- Good financial & operating track record
- Experienced & high quality management
- Transparent shareholder and corporate governance structure
- Access to management
- Accurate, efficient, timely & effective communications

How do you know what the market thinks of your company?

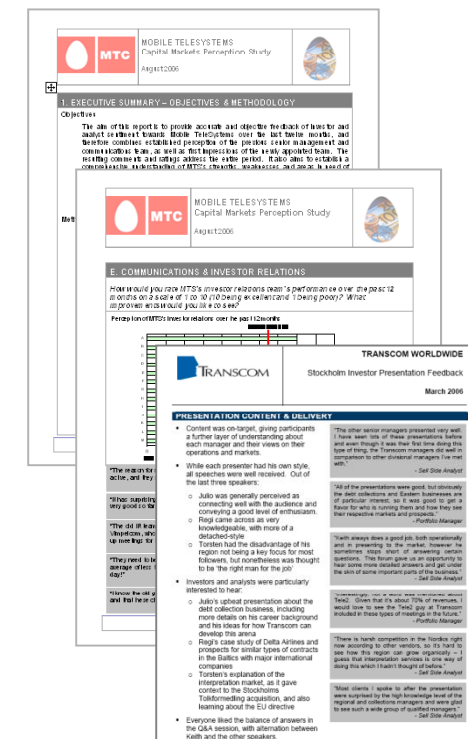
- Stock performance
- Shareholder movements
- News Coverage
- Analyst recommendations

Do investors think you are doing a good job? Are they telling you?

- The only objective way to find out is by commissioning an independent audit in the form of a Capital Markets Perception Study, which will gather genuine comments from your followers and ask them to rank the quality of your communications relative to peers

Capital Markets Perception Studies will ensure that:

- Your followers have an opportunity to express their views
- You become aware of what the market really thinks
- Your strengths and weaknesses are clearly identified
- Any potential issues are uncovered
- You can evaluate how well you and management communicate
- You can improve and refine your IR programme accordingly
- You have an independent endorsement to promote the value of IR!



Спасибо за ваше внимание!

Thank you!

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