

THE INSPIR PERCEPTION STUDY

Unbiased Financial Community Insights
Deep and Informed Analysis
Actionable Recommendations



OUR CREDENTIALS



Senior team
with over **25**
years of
hands-on IR



Clients in **+15**
EM countries
and North
America



Clients across
more than **25**
industries



+150 perception
studies
developed



Interviewers
grounded in the
capital markets



Sustainability
experts with an
investor perspective
delivering ESG
surveys

HIGHLY TARGETED SOLUTIONS

	Online Diagnostic	Focused Diagnostic <i>Pinpointed Discussions, Actionable Solutions</i>	Deep Diagnostic <i>Illuminates Disconnects, Actionable Solutions</i>
	Insights captured through a customized online survey. No limit to survey respondents.	Highly targeted study: Pre-investor day input, IR KPIs, Earnings Results feedback, other.	Broad range of topics and subjects relevant to Company and objectives.
Questionnaire	14 Questions	Limited topics 7 Questions	14 Questions
Format	Online only	8 - 10 interviews + follow up	15 - 20 interviews + follow up
Deliverables	Presentation: findings, analysis and recommendations.	Report: findings, analysis and recommendations.	Report: findings, analysis and recommendations.
Optional Add-ons (additional charge)	X	Key findings presentation. Verbatim transcripts.	Key findings presentation. Verbatim transcripts.

Why InspIR?

1

HANDS-ON IR EXPERTISE

We design, support and execute all aspects of comprehensive best practice IR programs- not just Studies.

2

WE DO OUR HOMEWORK

Extensive due-diligence into our client's communications, as well as all relevant peer and industry media and sell side commentary, prior to engaging with respondents.

3

IN-DEPTH INTERVIEWS

Our interviews are in-depth conversations which typically average 40+ minutes and delve into each topic and response.

4

MARKET RELATIONSHIPS

Trust built with industry, global, and EM/buy/sell-side analysts and portfolio managers.

"As an IRO joining the organization, the perception study provided me with an **excellent understanding of key issues and opportunities for the company**. The recommendations from the study served as the foundation for building our IR strategy in my first year with the company."

“ IRO, Digital Bank

"Our Board was in the midst of deciding whether to divest an important operating asset. **The feedback gathered by InspIR from the market helped crystallize the asset's current strategic value**, giving our Board the confidence to proceed with its decision."

“ CEO, Real Estate company

"The survey conducted by InspIR prior to our Investor Day allowed us to **refine the topics to be addressed, effectively communicating management objectives** while meeting investor expectations."

“ IRO, Oil & Gas company



DISCUSS your **Perception Study** plans with InspIR:



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