INSPIR ELEVATING INVESTOR RELATIONS //

Capital Markets Day Strategy: Building Toward a Global Investor Platform

For **international companies** aspiring to a Capital Markets Day (CMD) in New York or London, the CMD should be viewed as a **strategic milestone** rather than a starting point. Successful investor days are typically the result of years of **sustained disclosure, investor engagement and credibility-building,** with the goal of strengthening long-term relationships and expanding global ownership.

KEY INSIGHTS FROM THE WEBINAR

A CMD is earned, not planned

It should come after a company has built a credible equity story, a strong management team and tangible execution.

The right audience matters more than the largest audience

Companies should prioritize existing shareholders, peer holders, target new investors, analysts and any other relevant stakeholders.

Content should focus on the future, not the past

Investors want to understand where the company is going, what creates value, and why now is the right time to invest.

WHAT THIS MEANS FOR IR PROFESSIONALS

- IR teams play a central role in preparing the narrative, targeting the right audience and coordinating the wider internal effort.
- A CMD should be treated as part of a broader investor engagement program, not a standalone event.
- Investor engagement is built through repeated, meaningful engagement before, during and after the event.
- Format, location, and timing should reflect the company's investor base, strategic objectives, and stage of readiness.

PRACTICAL ACTIONS FOR IR TEAMS

- Assess whether **the company is truly ready by** testing the strength of the equity story, execution track record and investor demand.
- Build and maintain a **targeted investor CRM** to identify the most relevant attendees well in advance.
- **Develop a content program** that includes strategic insights, management depth, and, where relevant, external perspectives or customer voices.
- **Plan the event as a full campaign**, with clear activity before the day, on the day itself, and in the follow-up period.

QUESTIONS IR TEAMS SHOULD BE ASKING INTERNALLY

1. Can we clearly articulate a differentiated investment story?
2. Do we have evidence of execution that gives investors confidence?
3. Is there genuine demand from the investment community for this event?
4. Does our format and location match the audience we want to reach?
5. Have we planned a proper follow-up process to sustain momentum after the event?