INSPIR ELEVATING INVESTOR RELATIONS //

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

Insights captured through a customized online survey.
No limit to survey respondents.

- **Questionnaire**: **14 Questions**
- **Format: Online only**
- **Deliverables:**
  Presentation: findings, analysis and recommendations.

Focused Diagnostic
Pinpointed Discussions, Actionable Solutions

Highly targeted study:
Pre-investor day input, IR KPIs, Earnings Results feedback, other.

- **Questionnaire:**
  Limited topics; 7 Questions
- **Format:**
  8 - 10 interviews and follow up
- **Deliverables:**
  Report: findings, analysis and recommendations.
- **Optional Add-ons (additional charge):**
  Key findings presentation.
  Verbatim transcripts.

Deep Diagnostic
Illuminates Disconnects, Actionable Solutions

Broad range of topics and subjects relevant to Company and objectives.

- **Questionnaire:**
  14 Questions
- **Format:**
  15 - 20 interviews and follow up
- **Deliverables:**
  Report: findings, analysis and recommendations.
- **Optional Add-ons (additional charge)**
  Key findings presentation.
  Verbatim transcripts.

Why InspIR?

HANDS-ON IR EXPERTISE

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

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.

IN-DEPTH INTERVIEWS

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

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:

Monique Skruzny
CEO & Founding Partner

Monique has more than 25 years of capital markets expertise and 15+ years leading IR firms partnering with many of the most iconic companies in the Americas. She has a well-established reputation as the region's authority in strategic IR for companies operating in highly dynamic environments, collaborating closely with clients to drive industry-leading standards in investor relations and sustainability communications.

e: **monique@inspirgroup.com**

Barbara Cano
Partner

Barbara has spent more than two decades with international investor and public relations consultancies counseling emerging markets clients in the real estate, basic materials. infrastructure, transportation, and consumer industries- among others. She leads InspIR's Perception Study practice, interacting directly with hundreds of regional and global buy and sell side investors and analysts.

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