



Making A Russian Company's Voice Heard

Communicating with Investors

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Why Communicate?

- Retain confidence of shareholders
- Attract new shareholders, especially from Europe & North America
- Achieve 'fair' valuation & overcome Russian discount
- Access to new capital & debt
- The others are doing it



Essential Tools for Good IR

- A CEO or CFO happy to engage with shareholders, especially foreign investors
- Good presentation about the company's goals and strategy
- Well-written press releases, with good English version
- Up-to-date website including English version
- A respected feedback mechanism



Structuring Your IR

- Ensure adequate resources
 - People and responsibilities
 - Facilities
 - Budget
- Plan the year ahead
 - Results
 - Conferences
 - Roadshows
 - Site visits
 - Events – new plant, services, markets



Co-ordinate PR & IR

- PR - financial PR – is vital part of IR
- Deal with internal PR/IR turf battles
- Financial PR and IR are long term processes
- Understand how foreign financial media works
 - Press – national, regional & trade
 - Wire services
 - Business TV
 - Websites



Understand the Investor

- Yours is not the only company he/she follows
- Recognise the limited time they have
- Understand what they expect from their investment
- Do not make statements you cannot keep to
- Do not be afraid of ‘bad’ news – it’s life
- Be accessible
- Enjoy IR – it’s good for you and your company!



Dealing with Analysts

- Banks and brokerages provide liquidity – important
- They get feedback from investors
- Sell-side research still valued
- Help them understand your business
- You'll need them when you want to do that big deal



Engaging with Financial Media

- Fund Managers read papers, websites & TV
- Work to set the agenda – rehearse your key messages
- Building relationships takes time
- Recognise journalists will have opinions
- Not every interview will produce an article
- Expect critical comment



Some Observations

- Good IR starts at the top – set the standard
- Think of IR budget as investment
- Actively plan to acquire foreign investors
- Keep good control over who says what, when
- You can learn useful information about your competition
- Don't ignore the feedback



What Investors Think About Russia

- The Ansdell Report – a regular survey of portfolio investors
 - visit www.ansdell.ru for free copy
- Investors still positive long term – 74% - but do have concerns
- Looking for next wave of companies
- Investors want companies to get out more
- Want top management to be more accessible



Ansdell – Helping Russian Companies Make Their Voice Heard

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