Sample List of Investor Relations Performance Measures/Metrics

from Jenny Kobin, Vice President Investor Relations, Web.com Group, Inc.

Investor Related
- Meeting with top 10 (or 20, 25) shareholders in specified time period
- Achievement of target shareholder composition (ie., investment style, concentration, diversification)
- Conversion rate of investor outreach activities to share purchases over specified time period
- Number of investor meetings/calls (conducted by management and/or IRO), conference presentations, non-deal roadshows, meetings hosted at company headquarters ("bus tours" or "plant visits")
- Number of new shareholders over a defined time period
- Attendance at analyst day (overall total and/or target investors)
- Direct feedback from shareholders
- Feedback from perception studies

Sell-Side Analyst Related
- Quantity of analyst coverage
- Quality of new analyst initiation
- Quality and prestige of analysts providing coverage
- Quality and accuracy of analyst reports and estimates

Managerial/Leadership
- Achievement of annual department plan goals
- Support of corporate goal achievement
- Managing expenses to department budget target
- Management/Board request and reliance on IR advice and expertise
- Quality, frequency and effectiveness of reports to management/Board
- Amount of time saved for CEO/management in handling inquiries and investment community relationships
- Investors/analysts willingness to deal with IR on daily basis rather than directly with CEO/CFO
- Ability to allocate management time effectively
- Feedback from direct reports and other co-workers
- IR staff turnover

Preparation and Execution of Events and Materials
- Conduct of quarterly earnings call, analyst day/meeting, Annual Stockholders’ Meeting and other key IR events
- Quality and effectiveness of communications materials (i.e., earnings releases and scripts, website, annual report)
- Response time to external and internal stakeholder inquiries
- Effectiveness and attitude during crisis management

Valuation
- Comparison to target or peer average ratios (i.e. P/E) and other industry corporate performance measures
- Stock price performance

Capital Raising Efforts
- Advisory role in working with investment bankers/management (i.e. structure, investors and allocations)
- Participation in roadshow development and execution

Effectiveness in Tracking Key Messages
- Content and quality of questions on earnings conference calls
- Analyst reports
- Media articles

Industry and Company Knowledge
- Participation in internal meetings/committees and ability to get company information, trends and upcoming issues
- Participation in industry, IR, legal and other educational forums to know trends, issues and best practices

Awards/Recognition/Other
- Peer benchmarking
- IR Magazine Awards/Institutional Investor magazine IR rankings
- Community relations and involvement

1 This document is provided for discussion purposes only. This is a summary representation of IR measurements.