

FISKARS
EST. GROUP 1640

Investor relations - a practical take on the function

CORPORATE GOVERNANCE COURSE
AALTO UNIVERSITY SCHOOL OF BUSINESS



NOVEMBER 30, 2022
ESSI LIPPONEN

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Agenda

1. My background
2. IR in practice, e.g.
 - Responsibilities
 - A year in IR
 - IR's stakeholders
 - Disclosure principles
4. Recent developments in the field of IR
5. Q&A

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My background

Essi Lipponen

M.Sc. in Economic Sciences, Aalto University School of Business

Major: International Business Communication

Minors during studies: Accounting, Corporate law, Finance

Thesis: CSR in investor relations: socially responsible investors and shareholder engagement

Work experience:

2011-2015 Communications Consultant at Milton

2015-2017 Financial Communications Manager at OP Financial Group

2017-2022 Investor Relations manager/Senior IR & ESG manager at KONE Corporation

06/2022 -> Director, Investor Relations at Fiskars Group

2021 -> Member of the Board, Finnish Investor Relations Society www.firs.fi

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Investor relations combines aspects from several corporate functions

Finance

Communications

Legal

Strategy &
market
intelligence



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Responsibilities and goal of investor relations

REGULATORY

VOLUNTARY

1. Fulfilling obligations of a listed company

- Reporting:
 - interim report, half-year financial report, financial statement release
- Financial statements, Remuneration report, Corporate Governance report
- Stock exchange releases
- Annual General Meeting (and Extraordinary Meetings)
- Up-to-date website

2. Promoting awareness of the company

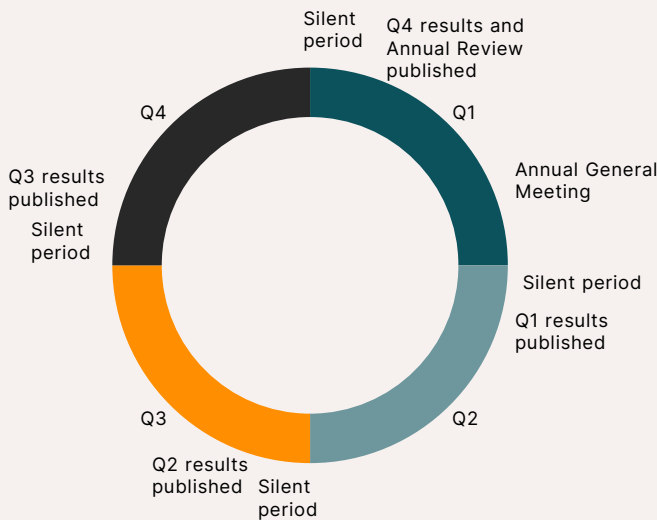
- Sharing the equity story ("Why invest in..") in different channels and interactions
- Roadshows, meetings and calls with investors and analysts
- Capital Markets Days and other investor/analyst events

3. Providing outside-in view for internal stakeholders

Goal is to ensure the fair valuation of the share



A year in IR



Other events during the year:

- Virtual meetings/conf calls
- Roadshows and seminars
- Capital Markets Days
- Analyst events



IR has various stakeholders externally and internally

EXTERNAL

- Analysts
- Current shareholders and potential shareholders (institutional and retail)
- (ESG) Rating agencies and proxy advisors
- Financial media
- Service providers

INTERNAL

- CEO and CFO
- Chief Legal Officer
- Business Area Leaders
- Other members of the executive management
- Group Controlling / Accounting / Reporting
- Financial Planning & Analysis
- Communications

Board of Directors, Audit Committee

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Common IR disclosure principles

Accuracy

Timeliness

Equal treatment

Consistency

Transparency
and openness

Relevance

Proactivity

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Tip: Several companies have public disclosure policies



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IR strategy and activities can vary a lot depending on the company

Size, stage & situation of the company

- First North vs. Large cap
- Recently listed vs. long history
- Economic cycle
- Crisis situations

Shareholder base

- International / domestic
- Institutional / retail
- Family ownership
- Activist shareholders

Composition and place of the team

- IR team / one person / management responsibility
- Finance or Communications

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Recent developments in the field of IR

Increase in virtual interaction



- Virtual roadshows and seminars as a result of the pandemic
- Saves resources, but is dialogue on the same level?

Importance of ESG



- Increasing regulation (e.g. CSRD, EU Taxonomy) and investor interest
- Abundance of ESG questionnaires and ratings

Rise of the retail investor



- Amount of private investors has increased significantly in the last few years (in Finland)
- 2019: 810,000 households
-> 2022: ~960,000*

New channels



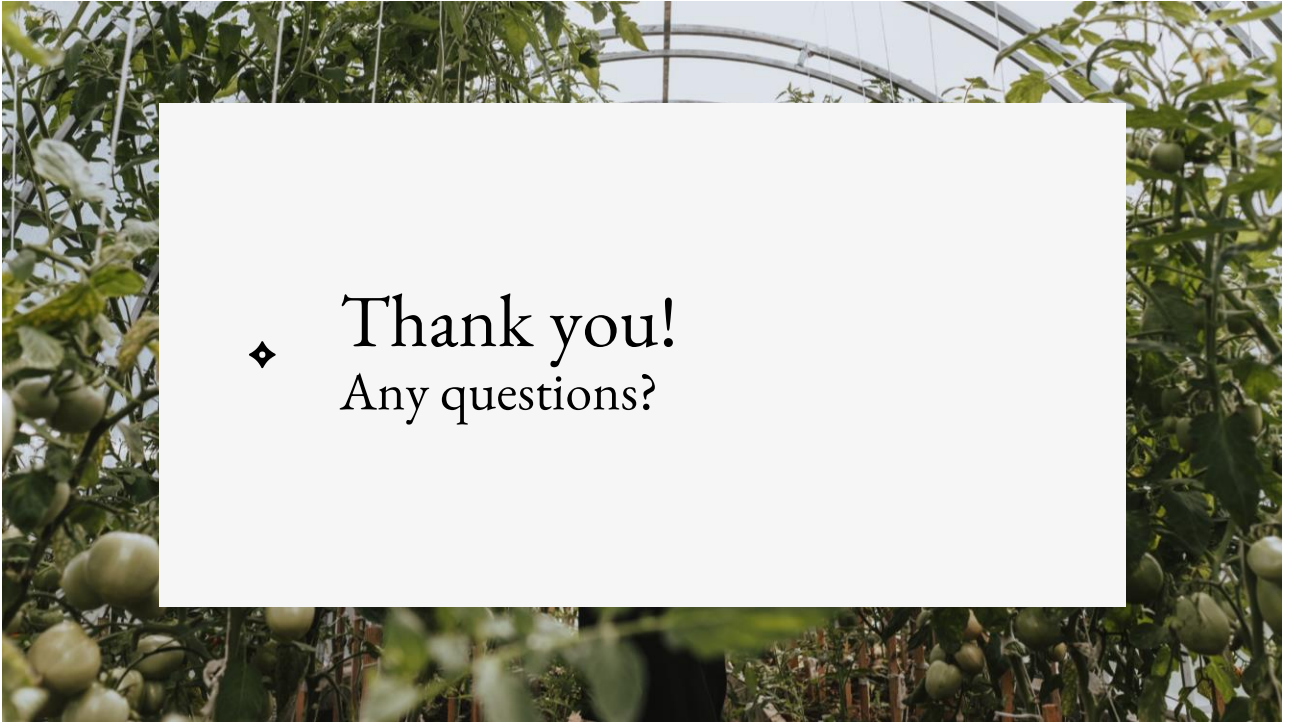
- Podcasts
- Social media, e.g. Instagram
- Presence in discussion forums
- Blogs

* Source: Pörssisäätiö

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◆ Thank you!
Any questions?