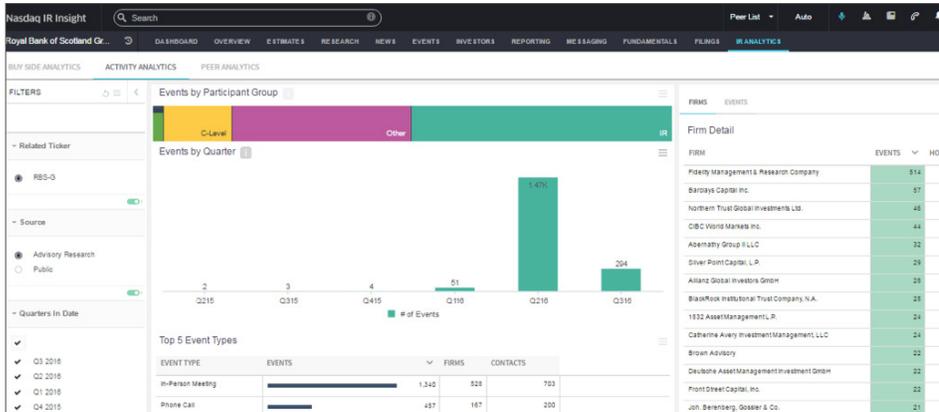


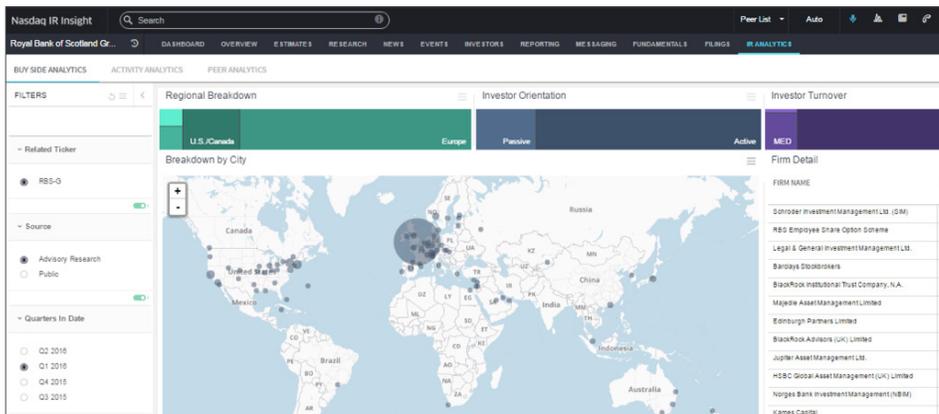
# NASDAQ IR ANALYTICS™

Re-envision your IR program with Nasdaq IR Analytics available via Nasdaq IR Insight™



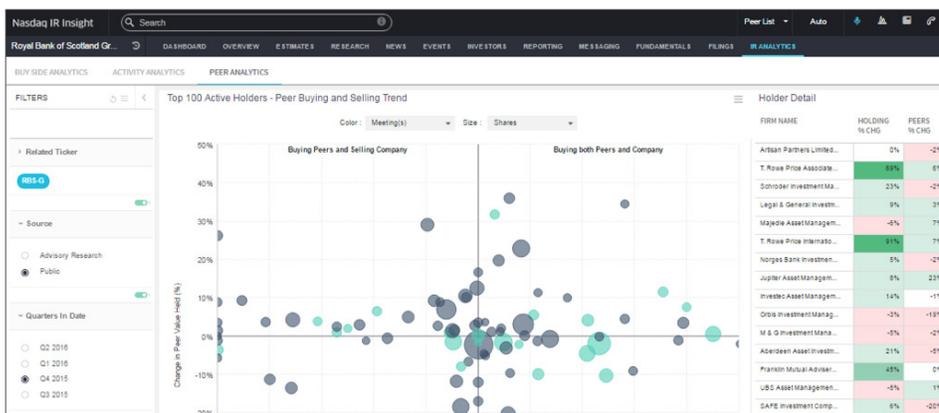
## Event Analytics Dashboard

- + View the results of your meetings by leveraging advanced analytics and visualization technology applied to your contact and event data in Nasdaq IR Insight
- + Refine your engagement strategy based on findings presented in an interactive dashboard
- + Filter events by time period, participants and event type then drill down to granular detail – all within a single view



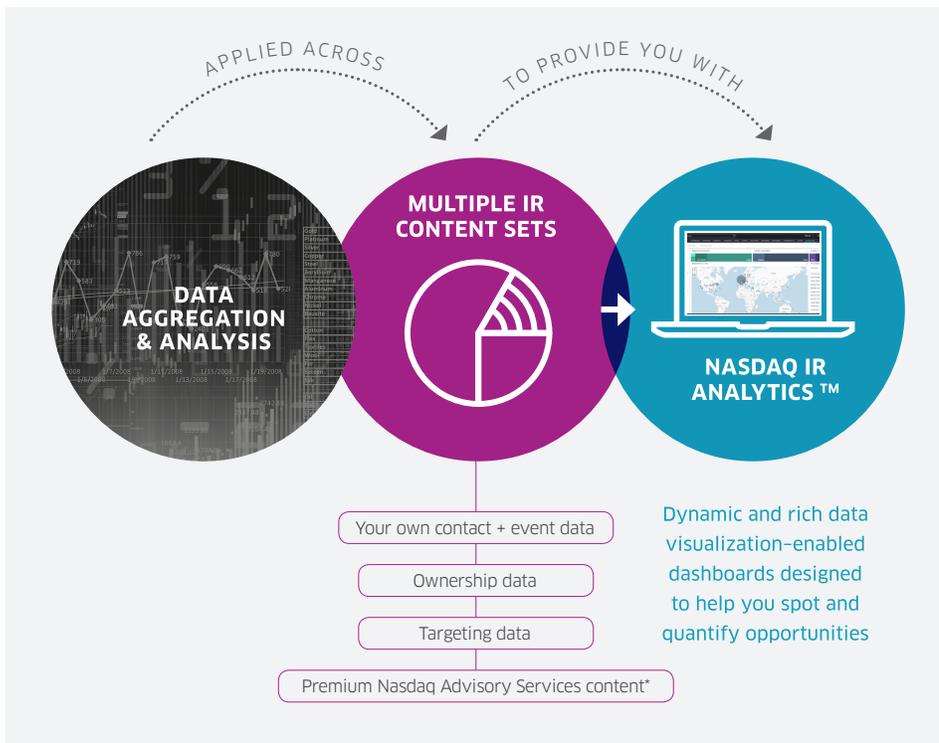
## Buy-Side Analytics Dashboard

- + Focus on specific investor markets of your interest and get a quick view of your top holders overlaid with your event metrics
- + Access public data or leverage positions from Nasdaq's Corporate Solutions Advisory Services for real-time insight
- + Filter investors by the positions they hold in your stock and specific investment characteristics



## Peer Analytics Dashboard

- + Understand how buying and selling in your stock relates to firm and fund movements among your peers
- + Filter by target lists or advisory targeting recommendations to automatically plot changes in investor holdings across your stock and the peer list of your choosing
- + View specific investors by buying and selling trend, then drill down into funds for added detail



\* Available to individuals subscribing to both Nasdaq IR Insight and Nasdaq Advisory Services

## Benefits include:

- + Gain new insights with dynamic, automated dashboards that deliver ownership, targeting, premium Advisory Services content and your own contact and event data – aggregated, analyzed, and presented in views designed specifically for IROs
- + Seamlessly pivot in dashboards and drill down into data points with workflow integration across Nasdaq IR Insight
- + Premium Advisory Services content enhances IR Analytics utility via real-time ownership and Advisory Services targeting integration

## Engagement Effectiveness Re-envisioned

### Event Analytics Dashboard

Track investor interactions and the impact of those interactions in the Event Analytics Dashboard. Quickly uncover the link between the investors you meet with and the materiality of those meetings with overlaid ownership and targeting analysis

## Targeting and Ownership Re-envisioned

### Buy-Side Analytics Dashboard

Replace multiple reports with a single dashboard that aggregates investor information with meeting data in a dynamic map view and allows you to drill down to specific investor data points

### Peer Analytics Dashboard

Uncover new insights, better understand movements in your stock and peers, and spot new engagement opportunities with this aggregated view of investor behavior

## Nasdaq IR Insight™

Nasdaq IR Insight™ is a platform designed specifically for investor relations officers (IROs) and global financial executives. With Nasdaq IR Insight, users can manage all components of their IR program:



- + Access sell-side research and targeted questions and insights offered by sell-side analysts
- + Gain insight into buy-side decision-making; access buy-side firms, funds and contact data
- + Facilitate investor targeting with insight into the drivers behind trading decisions and investor profiles
- + Monitor outreach efforts and plan investor meetings; manage company roadshows and other events
- + Analyze complex data and customize presentations with dynamic charting capabilities