

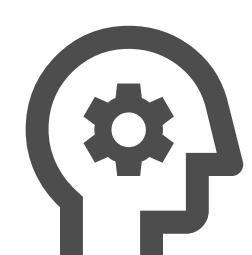
# Powering Data-Driven IR Strategies with Unparalleled Investor Intelligence



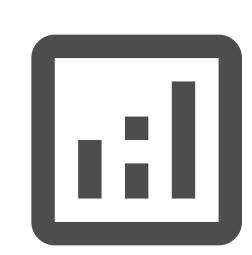
## Harness the power of Investor Behavior Intelligence.

Engagement Analytics, part of the Q4 Platform, provides the only way for modern IR teams to connect the dots across their own IR program's performance, sector peers, and the overall market.

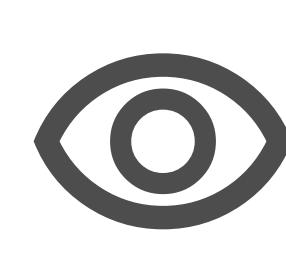
In one application, IR leaders are immediately armed with:



Industry-leading  
investor behavior  
intelligence



Early activist  
engagement  
detection



Comprehensive,  
real-time investor  
engagement insights



Data-driven investor  
targeting and relationship  
management



Actionable analytics  
to measure and report  
on IR strategy impact

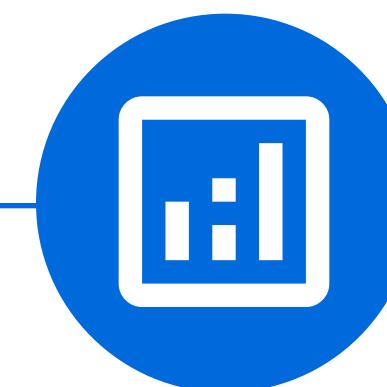


## Unmatched Data Quality and Coverage

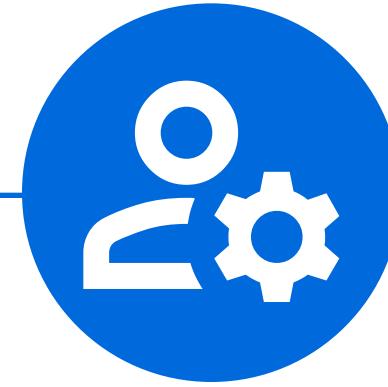
Powering IR Decisions with Superior Data



Access profiles of nearly 1 million (and growing) active contacts across global capital markets.



Benefit from real-time data sourced from 10+ active channels, including 18 million unique investors that visit our network of websites and events, per month.



Leverage our proprietary identification and enrichment process for the most current and comprehensive contact information.



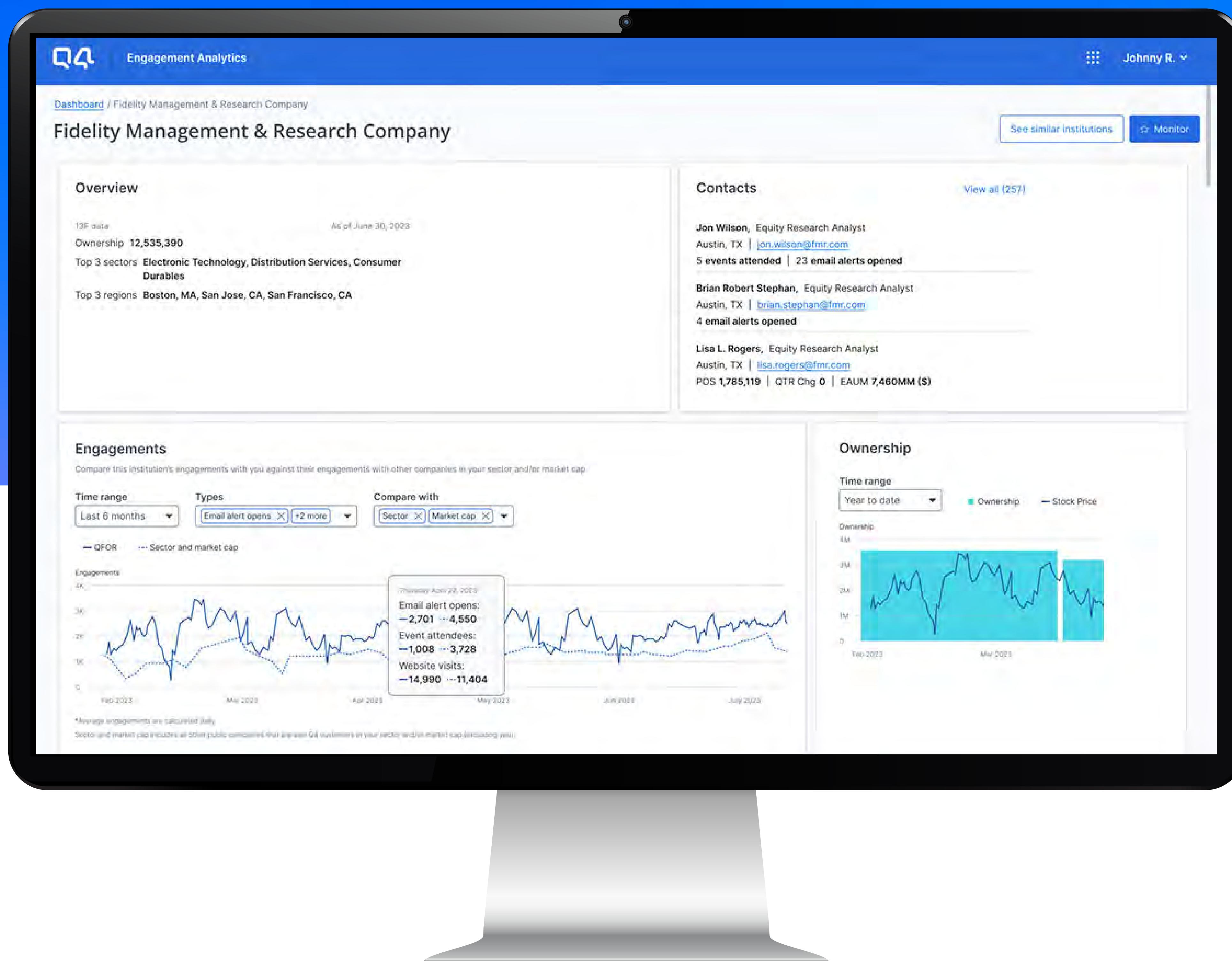
Experience quarterly refreshes of 40% of our database, ensuring unparalleled data freshness.



Make decisions based on the most accurate and responsive data in the market.

# Shareholder activism, foreseen

Staying ahead of activist movements has never been easier.



## Activist activity, uncovered

Through Investor Behavior Intelligence, IR teams now have a near real-time view into how much space their organization's investment narrative is taking up in the market.

### EVALUATE YOUR COMMUNICATION

Assess the impact of your website, email campaigns and events strategy on growing your investor audience vs. market cap and sector peers.

### BENCHMARK PROGRAM IMPACT

Track how your program ranks against competitors for capital.

### FOCUS YOUR TARGETING STRATEGY

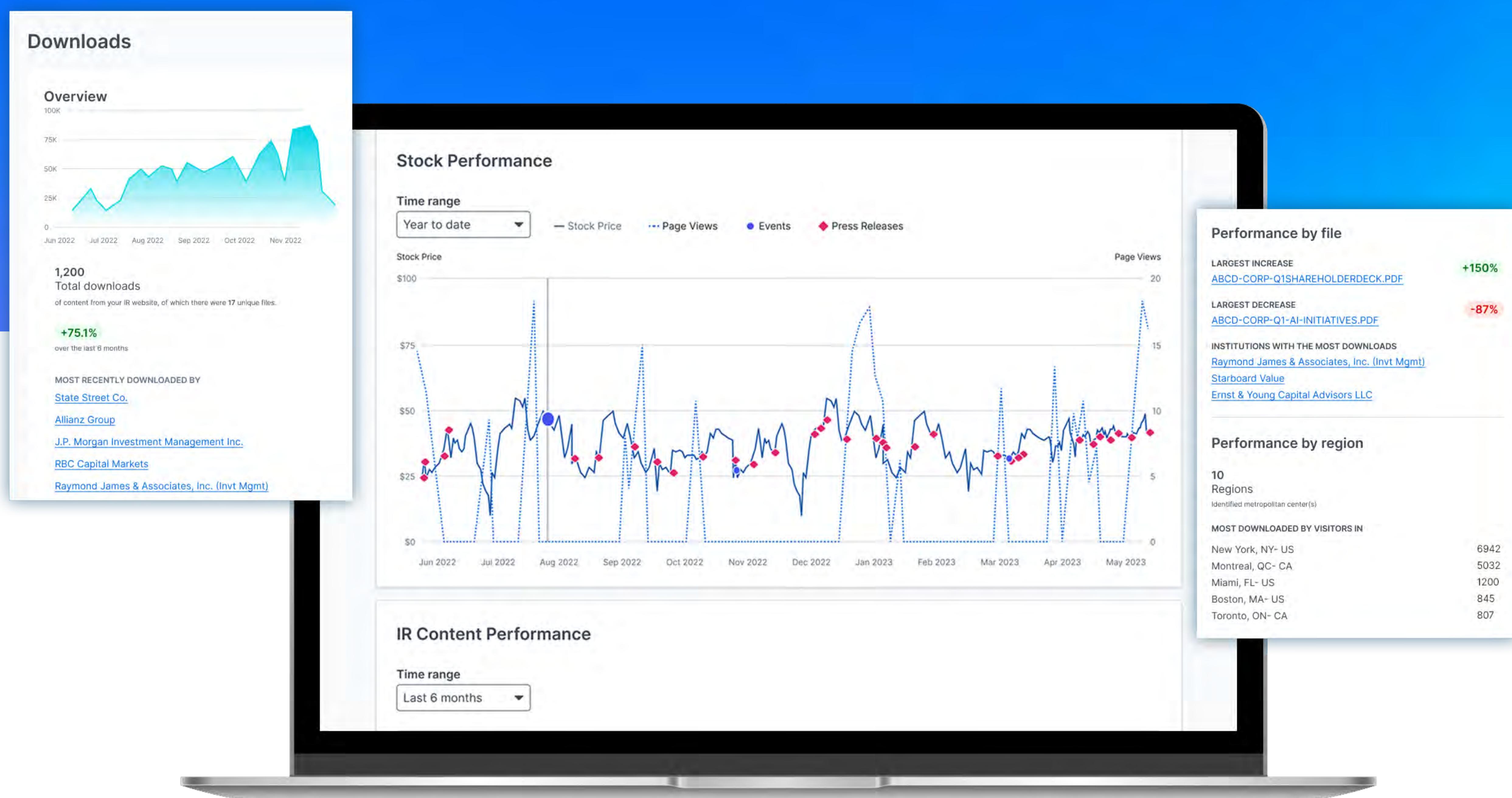
Reveal institutions actively following your sector who should also be engaging with you.

### PRIORITIZE ENGAGEMENTS

Identify investors following your story that you may not be paying attention to.

## Program performance, visualized

The Engagement Analytics application transforms traditionally siloed data into powerful insights. An aggregate view of your key digital campaigns helps you understand what is driving your program success, iterate strategy based on performance, and report to management on impact through one view tailored for investor relations.



## Program performance, consolidated

Engagement Analytics brings together analytics tied to your key performance indicators (KPIs) at both an aggregate and investor level, allowing you to understand the impact of press releases on web traffic, performance of ESG content, or event attendance — all correlated to your stock performance and ownership.



# Engagement Analytics tailored to fit your strategy

## Analytics & Data

- Investor Website Viewership
- Investor Content Download Viewership
- Investor Email Alert Open Viewership
- Average Web Session
- Earnings Event Registration
- Earnings Event Attendance
- Institutional Investor Profiles and Ownership
- Stock Performance
- CSV Exports
- IR Content and Events Mapped to Share Price
- Weekly Engagement Summary Emails

## Insights

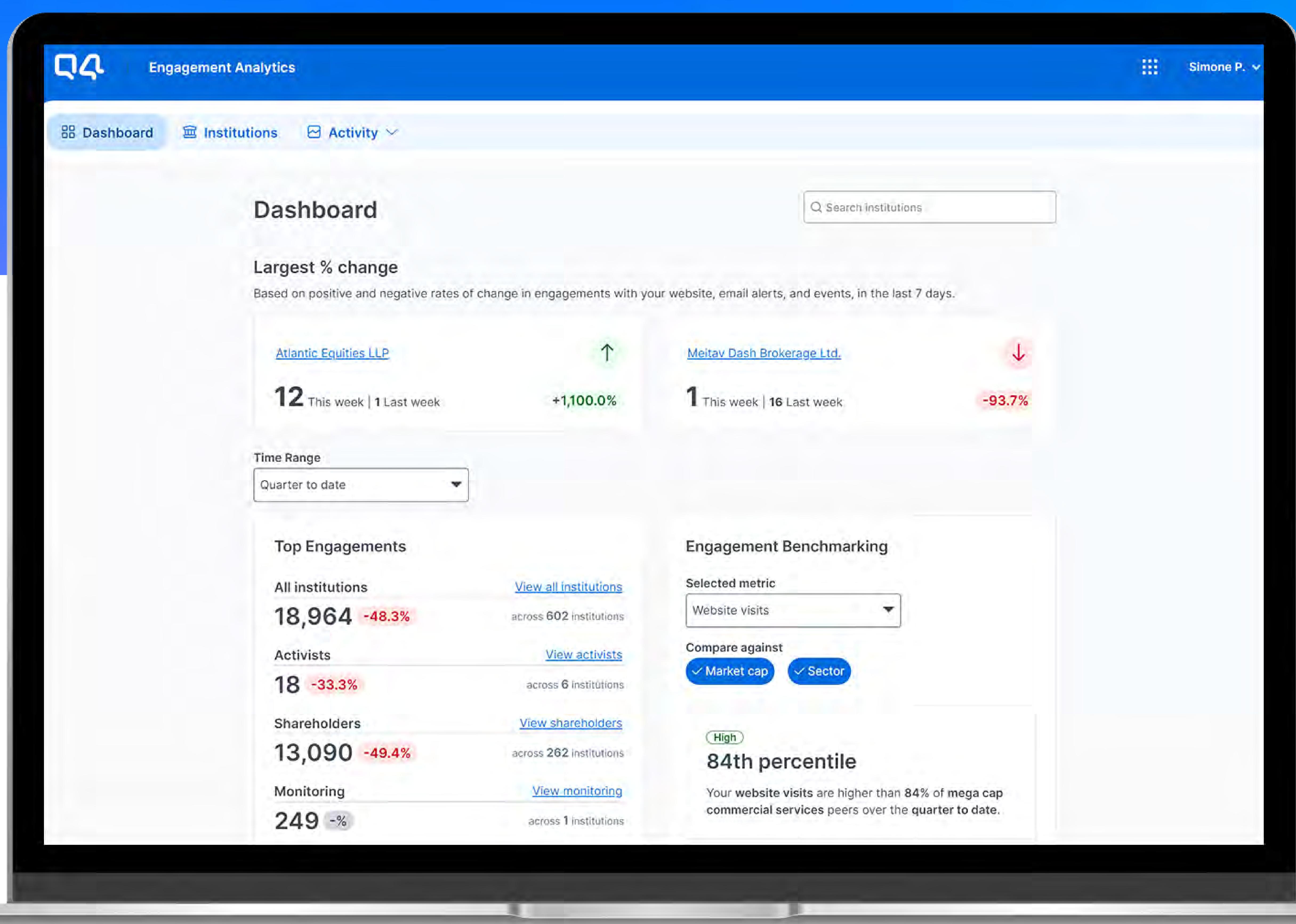
- Detailed Institution Profile Pages
- Institution Search
- Institutional Monitoring
- Event Attendance Trend Analysis
- Institution Contact Level Engagements
- Investor Targeting Recommendations
- Institution Engagement Trend Monitoring vs Peers
- IR Program Performance Benchmarking (Sector and Market Cap)
- Activist Risk Classification
- Proactive Activist Monitoring and Notifications in Real-Time

## Key Use Cases

- Monitoring Investor Sentiment and Interest:** Track real-time engagement with IR communications, including website visits, email interactions, and event attendance. This provides leading indicators of investor interest before ownership changes occur, enabling IROs to adjust messaging and engagement strategies.
- Contact-Level Engagement Insights:** Gain visibility into which specific buy and sell-side contacts are engaging with content. IROs can see who is opening emails, attending events, or visiting the IR website, empowering them to focus on high-value investors.
- Identifying Activist Engagement Early:** Detect early signs of activist activity through email opens, event participation, and other interactions, even before formal activist moves are made. This provides an early warning system for IROs.

## Investor targeting, transformed

Q4 Platform's Engagement Analytics aggregates the activity of investors and shareholders on your website, events, investor emails and content, turning behavioral data into leading indicators of investor intent that can drive the most proactive and personalized targeting approach. Identify which new, existing, or targeted institutions are researching your content, and evaluating your story to proactively engage with the right investor the moment they show intent.



## Analytics and data converted into actionable insights

- Identify Most Engaged Institutions
- Evaluate Changes in Investor Engagement
- Map Program Performance Against Institutional Ownership
- Understand What Content Investors are Consuming



## About Q4 Inc.

Q4 Inc. is the leading provider of IR Ops software with the world's largest set of proprietary investor data, purpose-built to remove obstacles between public companies and their investors. Q4 gives investor relations leaders, C-Suite Executives and their teams the tools to attract, manage, and understand investors — all in one place. The AI-enabled Q4 Platform boasts applications for website and event management, engagement analytics, and overall lifecycle management, including AI Earnings Co-Pilot to generate draft scripts based on historical data, and AI earnings call summaries to understand peer sentiment. The Q4 Platform also includes a streamlined investor CRM and shareholder intelligence with enhanced metrics to elevate investor targeting strategies within the platform. Q4 delivers the data, insights, and workflows that give IR teams the power to focus on what really matters: strategy, relationships, and driving premium valuations for their companies.

The company is a trusted partner to more than 2,600 public companies globally, including many of the most respected brands in the world, and maintains an award winning culture where team members grow and thrive.

Q4 is headquartered in Toronto, with an office located in London. Learn more at [www.q4inc.com](http://www.q4inc.com).

-  [q4inc.com](http://q4inc.com)
-  (877) 426-7829
-  [sales@q4inc.com](mailto:sales@q4inc.com)
-  [@/q4tweets](https://twitter.com/q4tweets)