

## The Use of Interactive Share Price Graphs

IR websites are greatly and rightfully recognized as the key communication channel between publicly traded companies and their current or future investors. Taking this into consideration, companies should use their IR website to its maximum potential, providing as much information as possible in order to effectively convey corporate transparency to their target audience. When IR Global Rankings executes the evaluations for its annual ranking results, finding ways to improve corporate transparency is the backbone behind all the technical analysis that is done for all participating companies. One of the things analyzed is if and how stock prices are provided on the IR website.

There can be several ways to provide this information, however it should ideally be available through interactive share price graphs (or dynamic stock graphs). The 2009 ranking results showed that companies from North America topped this requisite with over 70% providing interactive share price graphs, followed by Europe with just over 50% of companies providing this tool. Additionally, companies in North America also provided more enhanced versions of the interactive share price graphs that include the flexibility for users to plot the company's shares with their main peers for comparison purposes, as well as information on specific corporate events that may have affected price performance.



Interactive Price Charts can perform several tasks with this tool that is not available through a basic charting. Here are some examples of how your company can set this tool to be very useful:

- 1 Set your chart to self explain any dramatic changes in price or volume. This can be done by allowing users to move the chart's cursor to a specific point on the chart and read any corporate event that took place on that day or period. The information provided should include splits, dividends, earnings and SEC filings, capital market transactions, etc.
- 2 Allow users to plot and compare the performance of your company's shares versus key peers and/or indexes
- 3 Let users freely plot prices with the time range of their choice. Comparing prices back and forth in time can be very appreciated by investors as they look closely at trends to make a judgment about the current a future direction of a stock. It is often easier to determine a stock trend by looking at a chart of stock prices over a period of time, along with the total volume generated during the trading day in relation to the closing price for the day.
- 4 Allow customizable views such as candlesticks and line charts and right-click interactivity such as displaying the underlying data and printing the chart.

The registration period for the 2010 IR Global Rankings has already started! **Don't miss out!**

Need to know the best practices and global examples of good IR websites, online annual reports and financial disclosure? Order your copy of the 2009 IR Global Rankings Benchmark Study through our website before time runs out.

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