

Year-End Reporting

EQUITY GROUP
INVESTOR RELATIONS

IT'S NOT JUST ABOUT THE NUMBERS

As the year-end reporting period approaches, against the backdrop of economic uncertainty and market volatility, it is essential for public companies and their IR teams to rethink how they are presenting the story. Companies should supplement their financial results with realistic expectations for the coming year (even in the absence of providing detailed financial guidance), a thoughtful and actionable strategy, information on key areas that impact the financials, and a clearly articulated long-term vision.

Some key topics in this environment:
Cash flow, profitability, financial position, cost of debt and maturities, supply chain, pricing and cost outlook, and capital allocation plans.

Year-End Reporting Tips

1. Get started early; organize the event and involve all parties.
 - Set the date for reporting and work backwards.
 - Be mindful of when peers are reporting to optimize attendance on the earnings call – this is especially important for smaller companies.
2. Review current expectations in the market.
 - Are we meeting, missing, or beating them?
3. Assess the company's current messaging.
 - Is it resonating with the investment community? Does anyone care? Why should they?
4. Consider what will likely be asked during the Q&A session.
 - Rather than guessing, reach out to covering analysts and large shareholders.
5. Research what peers are focusing on in their communications.
6. Be mindful of upcoming conferences and NDRs.
 - These are opportunities to reiterate messages introduced during the earnings period.