

# | Webcasting for Investor Relations



**Deliver your earnings, investor days, and corporate announcements as engaging online experiences for your investors and other stakeholders.**

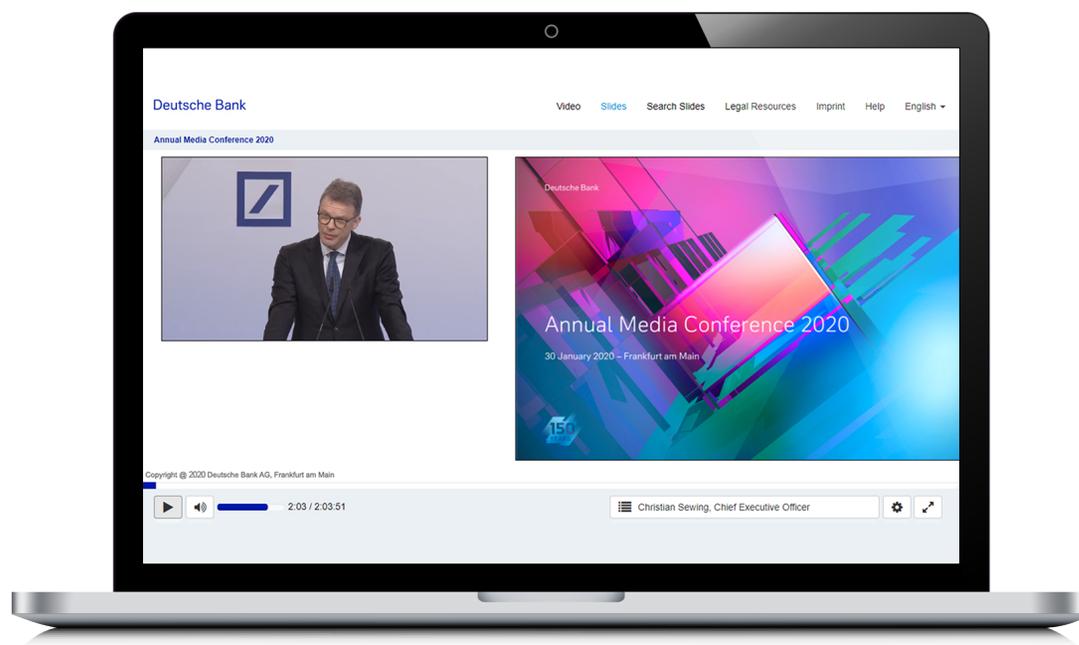
As the leader in IR webcasting, our team executes high-profile events every year on behalf of our clients around the world, including some of the world's largest brands and newest IPOs. In 2021, we produced more than 10,000 investor events. We know that webcasts are critical to the success of your investor relations program, and we provide the technology and service excellence you need to effectively connect with your stakeholders.

## Trust Our Team to Provide An Unparalleled Webcast Experience

### Dedicated Webcast Service Manager

Every event is assigned to a dedicated Webcast Service Manager who will provide personalized support to help:

- Schedule your webcast
- Configure your player, registration page and features
- Liaise with event stakeholders (e.g., your IT team, corporate communications, venue)
- Provide training and provide best practices
- Monitor your webcast for any quality issues and provide support to ensure continuity
- Provide access to event reporting



## Global Scale, Local Support

With operation centers, service teams and third-party partners around the world, we provide global scale and local support. Our platform and infrastructure help ensure the continuity of your high-profile events.

## Seamless Mobile Experience

We make it easy for viewers to access your webcast. Our mobile friendly players require no software to download, meeting the needs of those on-the-go with a responsive webcast experience.

## Content Protection

Your content is supported by our secure system, including 24/7 infrastructure support and network monitoring by our technical operations team. We also provide security features such as encrypted file uploads to help safeguard pre-disclosed content.

## Branded, Interactive Experiences

Create webcast experiences that match your corporate brand. Choose from a portfolio of interactive options to help increase engagement and attention, including polling and Q&A.

### The Leader in IR Webcasting:

Our team executes high-profile events on behalf of our clients around the world, including some of the world's largest brands and newest IPOs. In 2021, we produced more than 10,000 investor events.



Your IR webcasts will be delivered with responsive, mobile-friendly players and innovative HD-quality streaming for a reliable, high-quality experience across any device.

## Multi-Language Capabilities

Provide a localized experience by delivering your webcast in multiple languages. We offer translation services and closed captioning to help you meet the needs of your global audience.

## Production and A/V Support

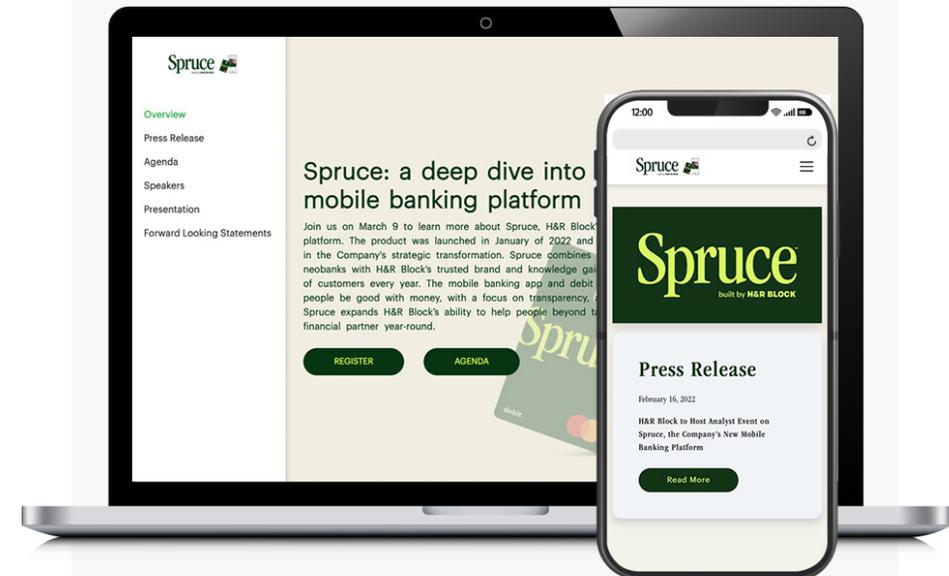
Our experienced onsite producers will work with you to design a solution that meets both your creative and budgetary needs. We can offer consultation and services across your workflow, from venue selection to advice on signal acquisition and audio/visual equipment rental.

## Analytics Dashboard and Benchmark Reporting

Our dashboard provides a central source for all applications, activities, key metrics, latest news and direct access to customer support. Our reporting provides KPIs and trend analytics across all activities, letting you quickly gauge performance and benchmark against your peers.

## Investor Days

Deliver high-impact, interactive online events



Our investor day package comes with a live webcast, hosted microsite, and dedicated event manager. If your event features an in-person element, we can provide an experienced on-site AV team to help you execute the technical and broadcast logistics for your event (incremental fees apply). All members of our on-site teams comply with necessary health and safety protocols.

# Manage Your Webcasts Through the Unison IR Platform

Enjoy an integrated experience across all your communications with the Unison IR platform. With a single login, you can easily access and switch between your IR webcasts, IR website, press release distribution, regulatory filing, governance hotline, and WeConvene.

Within one platform, you and your team will have an integrated experience across your IR communications workflow with one-click reporting, an interactive calendar, and actionable insights.

## Key Features:

- **All-Access:** Easy access to your Notified IR Cloud solutions:
  - IR website
  - Webcasts
  - GlobeNewswire press releases
  - Governance hotline
- **Dashboard:** Central source for all applications, activities, at-a-glance key metrics
- **Calendar:** Combined view of all IR activities, with single-click links to events and reporting
- **Benchmark Reporting:** Key performance indicators (KPIs) and trend analytics across all activities



# Notified Multimedia Centre



| PRODUCT FEATURES   | ESSENTIALS | EXPERT |
|--|------------|--------|
| Player: Responsive (desktop & mobile) HTML5 Player and Streaming     | ✓          | ✓      |
| Player: Custom Brandable with multiple Layouts                       | ✓          | ✓      |
| Guestbook: Registration Form   | ✓          | ✓      |
| Guestbook: Confirmation Emails                                       | ✓          | ✓      |
| Guestbook: Calendar Reminders  | ✓          | ✓      |
| Guestbook: Access Control (password, login, referrer, token)         | ✓          | ✓      |
| Delivery: Live   | ✓          | ✓      |
| Delivery: On-Demand  | ✓          | ✓      |
| Delivery: Attendee dial-in (viewers can listen to webcast via phone) | ✓          | ✓      |
| Delivery: Multiple Languages (up to 4)                               | ✓          | ✓      |
| Delivery: HD Video up to 1080p with Adaptive Bitrate Streaming       | ✓          | ✓      |
| Source: Phone audio  | ✓          | ✓      |
| Source: Intrado teleconference (direct)                              | ✓          | ✓      |
| Source: Video on-site kit  | ✓          | ✓      |
| Source: Video conference unit  | ✓          | ✓      |
| Source: Fiber or satellite feed                                      | ✓          | ✓      |
| Source: Redundant acquisition  | ✓          | ✓      |

# Notified Multimedia Centre



| PRODUCT FEATURES   | ESSENTIALS        | EXPERT       |
|--|-------------------|--------------|
| Module: Slides incl. PowerPoint Animations                             | Viewer controlled | Synchronized |
| Module: Slide Index  | ✓                 | ✓            |
| Module: Speaker Index  | ✓                 | ✓            |
| Module: Downloads  | ✓                 | ✓            |
| Module: Ask a Question   | ✓                 | ✓            |
| Module: Social Sharing   | ✓                 | ✓            |
| Module: Framed Content   | ✓                 | ✓            |
| Module: HTML Content   | ✓                 | ✓            |
| Module: Content Indexing (chapters)                                    | ✓                 | ✓            |
| Module: Comment Stream   | ✗                 | ✓            |
| Module: Synchronized Speaker Images (for Audio Webcasts)               | ✗                 | ✓            |
| Module: Synchronized Lower Thirds Speaker Overlay (for Video Webcasts) | ✗                 | ✓            |
| Module: Twitter  | ✗                 | ✓            |
| Module: Push content   | ✗                 | ✓            |
| Module: Poll   | ✗                 | ✓            |
| Module: Quiz   | ✗                 | ✓            |
| Module: Survey   | ✗                 | ✓            |
| Module: Synchronized Transcript  | ✓                 | ✓            |
| Module: Closed Captioning  | ✓                 | ✓            |
| Module: Bulk email (reminder, invite, thank you)                       | ✓                 | ✓            |

## | About Notified

Notified is the world's only communications cloud for events, public relations, and investor relations to drive meaningful insights and outcomes.

**Notified Event Cloud** lets you create unforgettable experiences to build brand and community engagement. It's the world's most comprehensive end-to-end event technology and related services to power the creation and management of events.

**Notified PR Cloud** helps you optimize brand value, increase earned media, and drive meaningful business impact. Reach global audiences, monitor brand sentiment, send GlobeNewswire press releases, and measure success.

**Notified IR Cloud** lets you manage stakeholder communications and regulatory requirements to maximize shareholder value. Tell your investment story with high-impact, multichannel solutions – earnings announcements, press releases, webcasting, virtual events, and IR websites.

Visit [Notified.com](https://www.notified.com) to learn more.

