



THE POWER OF

DIGITAL MEDIA

Best practice Investor Relations in Australia



Presented by WE Buchan
Investor Communications

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INTRODUCTION

While using digital media for corporate communications has become commonplace in Australia, when it comes to investor relations many listed companies still focus on engaging with investors face-to face, and don't have a strong integrated investor program in place. Of course, in-person investor meetings and phone briefing remain an important component of any investor relations program, but a dedicated digital strategy can also enhance a company's relationship with investors by influencing company perception and support share price movement.

Small and mid-cap companies often vie for a finite pool of investor funds. These companies must engage with potential investors who are always busy, under pressure to cover more companies, and who need to secure more information to help them make better investment decisions. Increasingly, these busy investors are conducting their own research, due diligence and communications online. Consequently, companies who want to generate interest among potential investors need to align their digital strategy with their

investor relations program to ensure an integrated communications strategy. Companies should not see digital media as just a channel, but as an extension of investor activities.

A best practice investor relations program can no longer solely focus on roadshows and investor meetings - they still play a fundamental role of course - but it should effectively integrate these activities with a strong online presence

A BEST PRACTICE INVESTOR RELATIONS PROGRAM NOW REQUIRES A DETAILED DIGITAL STRATEGY THAT TAPS INTO ONLINE PLATFORMS AND THE REACH THEY PROVIDE.

that is purposeful and highlights the company's investment proposition. A best practice investor relations program now requires a detailed digital strategy that taps into online platforms and the reach they provide. In particular, it should be centred on the following sections of this report:

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SOCIAL MEDIA



INVESTMENT INFLUENCE

Social media has become a necessity for companies seeking best-practice investor relations. A 2016 report from **the Australian Investor Relations Association** showed that **the use of LinkedIn and Twitter by investors had doubled since 2014**¹, demonstrating the popularity of these channels when it comes to connecting with the investment community. Companies who use these channels to engage with institutional and retail investors are effectively bypassing journalists to tell their story their own way.

In the US, almost **80 per cent of institutional investors use social media as part of their regular workflow**. Thirty per cent of these investors say that information obtained through social media has directly influenced an investment recommendation or decision². We expect the same to happen in the Australian investment community, meaning companies need to ensure that they have in place a suitable social media strategy that will engage investors. In particular, for small and mid-cap companies, LinkedIn should be considered for its reach among professional circles, and while Twitter should be used based on its broad reach to investors and consumers.

¹Australian Investor Relations Association Benchmarking Survey Report Key Findings 2016
²Connell, Daniel J. "Institutional Investing: How Social Media Informs and Shapes the Investing Process" Greenwich Association. 2015

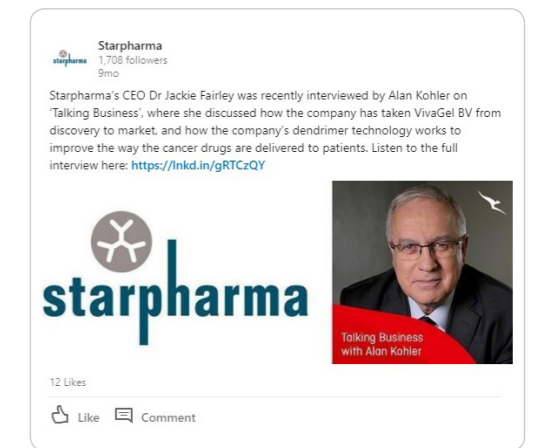
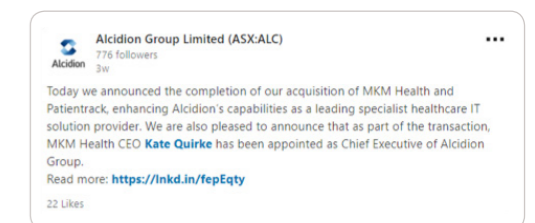
LINKEDIN

Investors consider the reputation of a company's management team and board to be critical to any potential investment decision, especially where small to mid-caps are concerned. **Investors will almost always search initially on LinkedIn to check on the background of company employees and see if there are mutual connection who can offer an opinion of the company and its staff.** A presence on LinkedIn is thus essential, especially for CEOs. Also, the company should have its own profile and proactively use it to engage investors.

LinkedIn allows users and potential investors to 'follow' a company, meaning your corporate news will appear in those potential investors' newsfeeds so they can be kept abreast of your latest developments and updates.

LinkedIn is particularly useful for targeting investors. Companies can conduct paid campaigns to have posts target individuals with specific job titles, such as 'Portfolio Manager' or 'Chief Investment Officer', and display content to a targeted audience.

Building a company presence on LinkedIn can take time, but is an effective channel to engage investors because it allows users to 'follow' a company. This means investors will receive your company's updates in their newsfeed, allowing you to control the corporate narrative. In effect, this acts as an extension of your company newsletter database, and you will be able to disseminate corporate news and updates to investors outside of ASX channels.

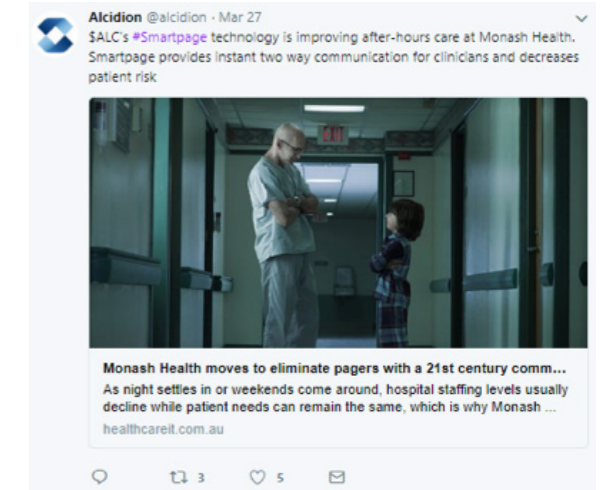


“**SOCIAL MEDIA CAN BE A POWERFUL TOOL OF INVESTOR RELATIONS. HOWEVER, LISTED ENTITIES NEED TO UNDERSTAND HOW GUIDANCE NOTE 8 APPLIES TO SOCIAL PLATFORMS, TO ENSURE THEY MEET CONTINUOUS DISCLOSURE REQUIREMENTS.**”

A STUDY OF 3,616 ANNOUNCEMENTS FROM ASX LISTED COMPANIES SHOWED THAT CORPORATE INFORMATION DISTRIBUTED VIA SOCIAL MEDIA CAN INFLUENCE INVESTOR DECISIONS



Twitter can be used to highlight media coverage, company updates and tell investors the corporate story beyond ASX announcements.



TWITTER

Many companies have adopted Twitter as a corporate communications tool, but many are only starting to use it for investor relations to amplify company news and connect with digitally-savvy journalists.

On Twitter, companies can share financial results and updates and highlight 'soft' news such as award wins and media coverage to help show investors that there is more newsflow than just ASX announcements.

This approach is effective, as **a study of 3,516 announcements from Australian listed companies showed that corporate information distributed via social media can influence investor decisions³.**

For smaller companies that want to cut through the chatter on Twitter, the appropriate use of hashtags (a way to categorise messages posted on Twitter) can help ensure their tweets

are inserted into wider online discussions about Australian businesses, the ASX and equity investments. Some of the more popular hashtags related to Australian business and investment discussions include #Ausbiz and #ASX. You can also refer to a listed company with a cashtag, where a company's ticker code is preceded by a \$ sign e.g. \$BHP. This helps to specifically highlight news about a particular stock.

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Consider this: If Whitehaven Coal had a social media presence in 2013 to counter a hoax which spread on Twitter, the company might not have had \$314 million wiped off its market valuation in a single day.

³Prokofieva, Maria. "Twitter influences investor behaviour whether companies intend it to or not: new research" The Conversation. 2016 <https://theconversation.com/twitter-influences-investor-behaviour-whether-companies-intend-it-to-or-not-new-research-69418>



HOTCOPPER

ENGAGED AUDIENCE

With more than 250,000 registered users and 45 million monthly page views, HotCopper is by far Australia's most popular online stock forum. It is ranked as one of the country's top five finance related websites, above the ASX website. **While some may view HotCopper as an unruly forum where company rumours start, the power of the platform should not be underestimated. HotCopper is a powerful platform that acts as the proverbial 'watercooler' for discussing small and mid-cap stocks.**

Companies that might not have a high profile or a strong investor following can consider setting up an official company account on HotCopper as part of a wider investor engagement strategy. The benefit of having a company account on HotCopper is that it provides a direct channel to engage investors and allows companies to communicate with investors who are already discussing the



company. This audience is already highly engaged, with investors actively looking to invest their money. Companies can capitalise on this interest and use it to increase share liquidity and attract more retail shareholders on the registry.

Your company account on HotCopper needs to be managed carefully by experienced digital specialists who are familiar with the HotCopper community. A monitoring and escalation protocol will be critical to ensure company communication on the platform complies with ASX regulations and disclosure requirements.

dorsaVi (DVL) CEO Dr Andrew Ronchi was recently interviewed by...

BENEFITS OF USING HOTCOPPER FOR INVESTOR RELATIONS:

HotCopper is an effective channel for engaging investors. Companies need to work with specialists who are familiar with the platform and community to ensure they can turn interest on HotCopper into share liquidity and retail investor interest. See the example posts above.

- Targeted and direct communication with investors.
- HotCopper is the 'watercooler' discussion destination for stocks, particularly small and mid-cap companies where opinions and discussions are made.
- Investors spend an average of 12 minutes on HotCopper each day, more time than the Australian population spends on Facebook (7 minutes).

VIDEO

By 2021, a million minutes - almost 17,000 hours - of video content will travel across the internet every single second, according to Cisco. As we consume more and more video content, for listed companies, the question is no longer be if they should film a video, but rather, how can they incorporate this into their investor communications.

AUDIENCE IMPACT

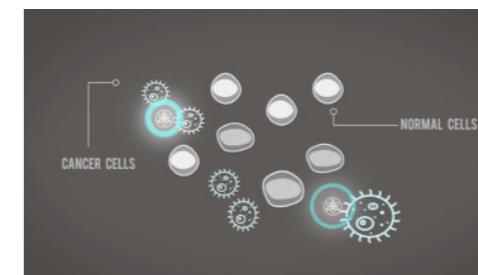
Large cap companies such as Shell and BHP often have in-house teams producing video content to explain corporate strategies and financial results to engage investors. But firms without such resources need to engage specialists who can develop content that will help investors enhance their understanding of the company and build trust in the management team.

Using video for investor relations is a modern-day version of the company presentation. **While presentations will remain a critical tool to engage investors, videos can be more effective as they can be shared and distributed online**, making your company more accessible to new investors.

Corporate videos can include CEOs talking about their corporate strategy and financial results, and even more complex or product-specific information. Animation and graphics are especially useful for biotechnology and medical technology companies who often need to show investors how their product or technologies work.

Types of videos companies can use to engage investors include:

- Corporate videos that introduces the company to new investors
- Quarterly or half-yearly video updates
- 'Explainer' videos that illustrate how a technology/product works
- Video Q&As with company executives audience



Different types of corporate videos can be used to engage investors. For example, Q&A videos with senior company management can add colour and detail on corporate activities (above), while animated videos can also be used to explain complex technology and products (right).



BENEFITS OF USING VIDEOS FOR INVESTOR RELATIONS:

- Putting a 'face to a name' and building trust in management
- Explains complex or product-specific information
- People can remember more from a video than written content



CONTENT MARKETING

CONTENT IS KING

The media landscape is shrinking, and coverage of small and mid-caps is dwindling, so it is important for companies to take control of their narrative and develop their own content. Content development requires resources and time, but if it is consistent and of high quality, it can be highly effective when used for investor relations. Once the right content has been developed, companies need to consider appropriate distribution channels such as company blogs, social platforms or investor forums.

'Content is king' is an old adage in marketing and communications but is equally applicable to investor relations. 'Content' refers to any

material that an investor consumes: an ASX release, a company factsheet, a presentation, a video or newsletter.

Content is in fact critical to any company, so much so that 47 per cent of users will read three to five pieces of content from a company before speaking to company's representative. The figure is even higher for investors conducting due diligence before meeting with a company, and even higher just before investing. This means companies need to be actively producing a steady stream of 'evergreen' content that can help shape investors' perceptions of the company.

COMPANIES NEED TO BE ACTIVELY PRODUCING A STEADY STREAM OF CONTENT THAT CAN SHAPE INVESTORS' PERCEPTIONS.



Actinogen Medical Investor Newsletter - Dec 2018

A Message from the CEO - Dr Bill Ketelbey Chief Executive Officer

As we near the end of 2018, we of course reflect upon our company's accomplishments over the year. The key milestone was the enrolment of the final patient into the Xanadu Alzheimer's trial late last month, which initiates the countdown to results expected in Q2 2019.

Xanadu is a landmark trial in the treatment of Alzheimer's disease, and the enrolment of the final patient is the culmination of many years of hard work and planning. To have reached this significant milestone within the original timelines, and to have exceeded our original patient target of 174 with a total of 186 patients enrolled, is testament to the quality of execution across multiple aspects of this trial.

In addition to thanking our management team, Board and Xanamem Clinical Advisory members for their efforts, I would like to express my gratitude to all patients enrolled in the trial, their families and carers, and the participating trial sites involved with Xanadu.

I also acknowledge the support of our shareholders as we work to develop this potential breakthrough treatment for Alzheimer's.

Another key accomplishment this year was the successful institutional placement and share purchase plan in July which together raised \$16.5 million to fund further studies and drive the development of Xanamem.

Continued on next page

Alcidion Group Limited (ASX:ALC) Fact Sheet March 2019

Share price: 0.053
Market cap: 42.7 million
Shares on issue: 805.7 million
as at: 18 March 2019

The digitalisation of patient data has the potential to change the way healthcare is delivered – but right now it doesn't lead to improved productivity or access to information. This is what Alcidion's technology can solve.

Alcidion's real-time decision support platform, Miya Precision, delivers BETTER, FASTER decisions for improved patient care.

Key investment highlights

- **Proven, leading-edge technology:** Alcidion's solutions enable the smart collection of clinical observations and patient data, clinical communication and decision support systems powered by Artificial Intelligence (AI)
- **Trusted healthcare IT expertise:** Management team with strong commercial track record, deep healthcare IT expertise and relationships, and leading healthcare organisations as customers
- **Operating globally:** contracts covering 24 UK hospitals, over 150 Australian hospitals, and 30 New Zealand hospitals
- **Exposure to fast-growth digital health sector:** Clinical Decision Support System (CDSS) market to grow at 9.9% p.a between 2018-2024 (Source: IndustryARC) – this is the market Alcidion operates in.
- **Growing pool of contracted revenue:** As of 31 December 2018 Alcidion has a total contracted revenue pool of \$42.2 million to be recognised out to FY24. Of this \$14.5 million will be recognised in FY19. The company is transitioning to profitability – the operating loss for H1 2019 was \$(0.6) million.

The Issue
Clinical risk and avoidable error are major healthcare issues. Avoidable errors are the third largest killer of US citizens behind heart disease and cancer (John Hopkins University study, 2016). Historically one in nine Australian patients have developed a hospital-acquired complication. But why?

Alcidion's solution
Alcidion's core technology is Miya Precision, a software platform that uses AI, Clinical Decision Support and real-time alerts to reduce clinical risk and contribute to improved patient outcomes.

Currently healthcare teams must pull data – often from multiple, legacy IT systems – which makes it difficult to identify the critical information needed to make informed decisions about a patient's care. It's often exacerbated by the widespread use of manual or obsolete communication systems.

The shift to digital healthcare is happening now – and it's being driven by government regulation – but that's also taking clinicians away from patient care. Implementing an electronic medical record can see care team productivity can drop off 20-30%.

These issues are creating a huge demand for technologies like Alcidion's, that translate data into meaningful intelligence to alert the care team to risks, help them make better, faster decisions, improve productivity and reduce costs.

Miya Precision key facts

- Consolidates real-time data from disparate healthcare IT systems
- Provides "high value" cloud-based analytics and decision support for healthcare providers
- Improves business efficiencies (cost, productivity) and
- Reduces clinical risk and contribute to improved patient outcomes

Content such as investors newsletters (above left), corporate blogs (above centre) and investor factsheets (above right) are effective means of engaging investors but often require external writers and graphic designers.



CONCLUSION

Companies have long relied on in-person investor meetings, conference calls and traditional media to build a relationship with the investment community. But a best-practice investor relations program now clearly needs to have a dedicated digital strategy. A company can engage investors through a professional network such as LinkedIn, add colour to an investment narrative via video content, or distribute corporate news via Twitter - there are many ways to develop a digital strategy that suits your company's needs and reaches out to a broad range of investors. To ensure your investment proposition cuts through, companies must see digital media as an extension of their investor activities. It's time to go digital.

Things to consider before you invest in digital investor relations:

- Bringing investor relations to an online space requires a bespoke approach – do you have the appropriate resources in-house for this, or do you require external experts?
- How can you augment your investor relations function and add in digital elements?
- How does your company's investor communications benchmark against competitors?
- How can your company stand out among the many listed companies competing for investors' attention?

CHECKLIST FOR BUILDING AN ONLINE AUDIENCE

- 1 Does your company know how to identify and target the right investor audience online?
- 2 Do you know what your investors are saying about your stocks? On which online forums and online channels are these discussions held?
- 3 How can you leverage online channels to maximise your company's presence and impact?



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