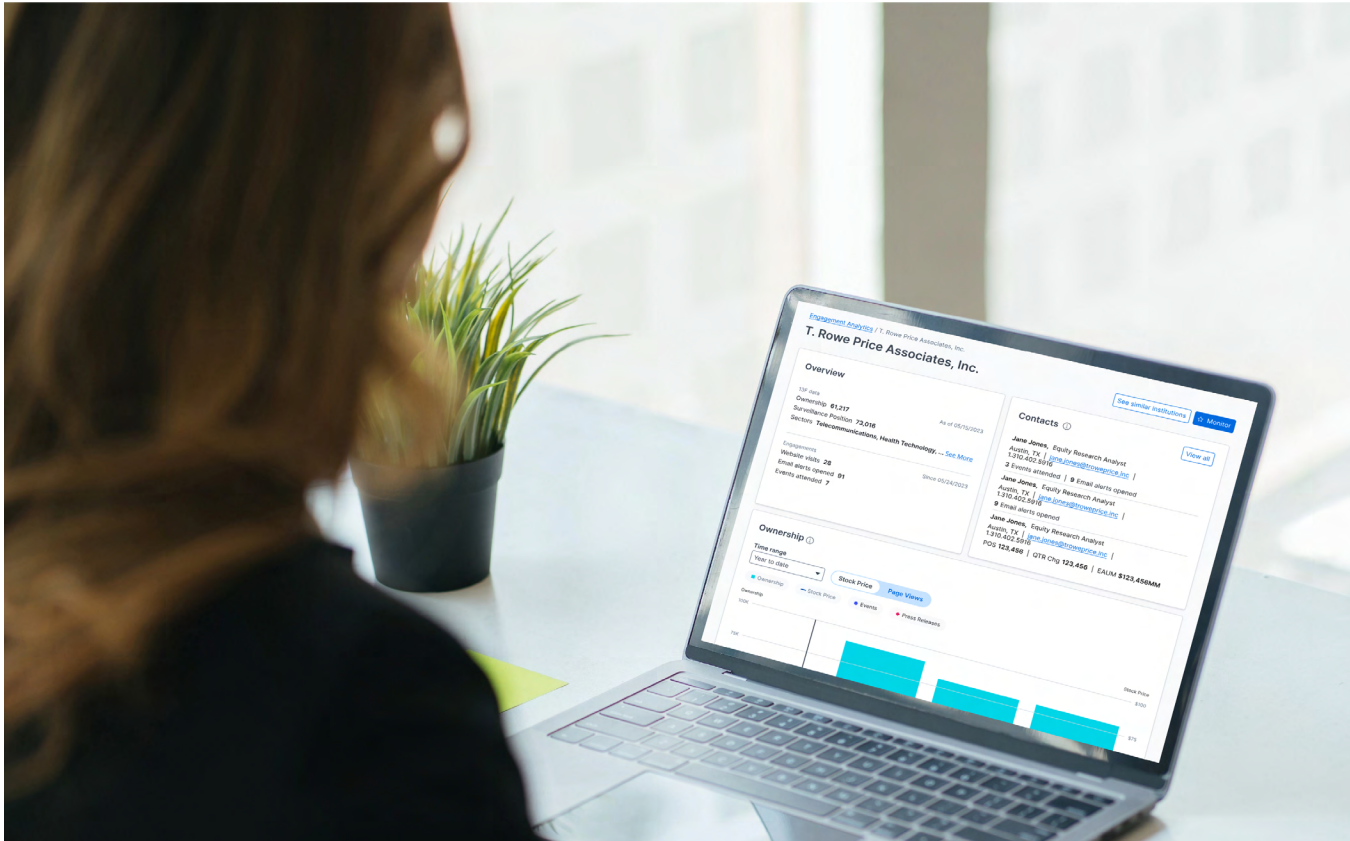


Engagement Analytics

Actionable leading indicators for an outperforming IR strategy.



Harness the power of Investor Behavior Intelligence.

Built on the Q4 Platform, Engagement Analytics 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.

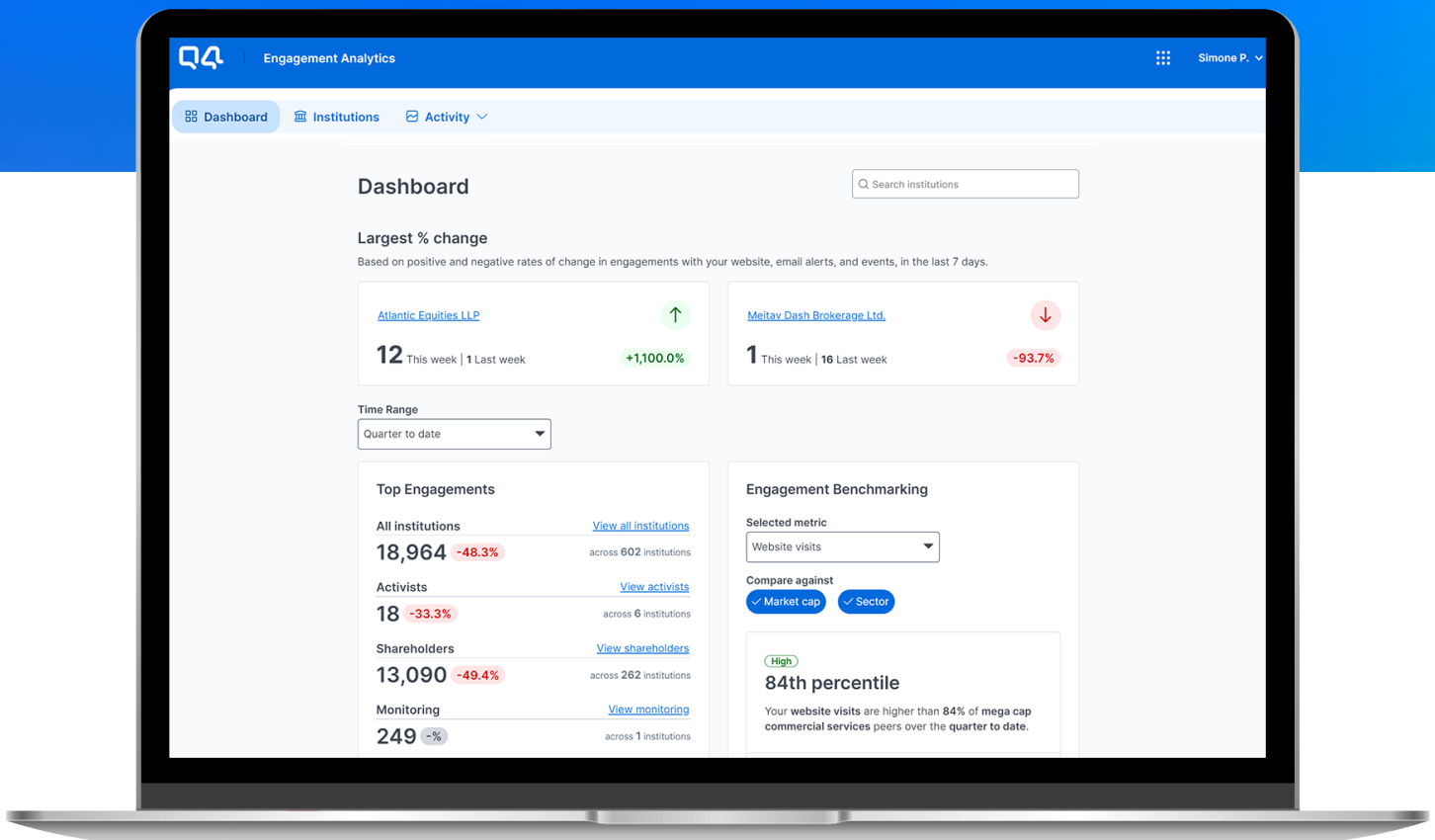
In one application, IR is immediately armed with unparalleled intelligence to: find and target the right investors, grow deeper relationships with current investors, report on the impact of IR strategy, benchmark performance against peers, and accelerate activism readiness.



Investor targeting, transformed.

The all-new Engagement Analytics application for the Q4 Platform aggregates the actions of investors and shareholders on your website and events, turning behavioral data into powerful leading indicators that can drive a new and proactive approach to investor targeting.

Identify which new, existing, or targeted institutions are assessing your content, analyze interactions at the early stages of an investor's research, and prioritize your management engagements to proactively engage with the right investor the moment they show intent.

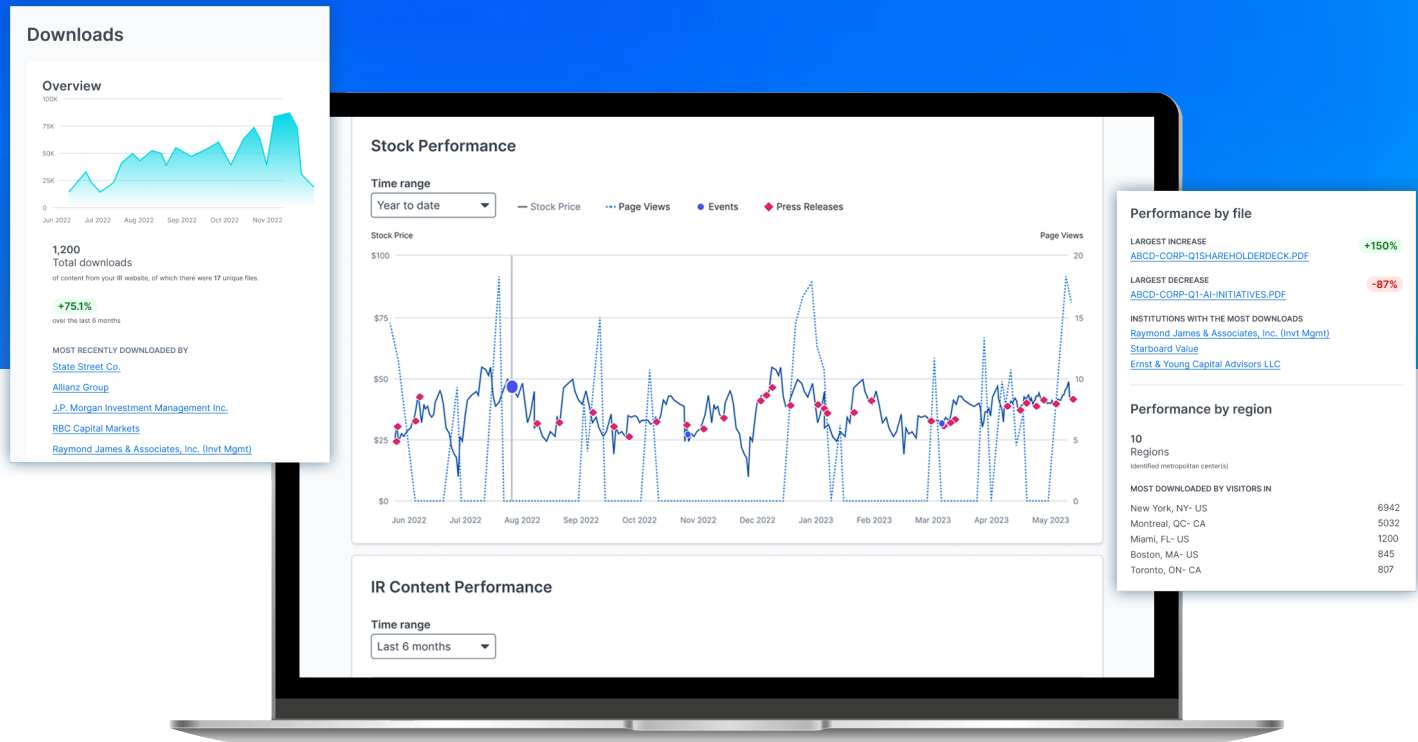


Analytics and data converted into actionable insights.

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

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.



One dashboard for your program performance.

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.

WEBSITE ANALYTICS

- Visits & Page Views
- Downloads
- Average Session
- Email Alerts
- PR Publication Date & Title

EVENT ANALYTICS

- Registration
- Attendance

OWNERSHIP & TRADING ANALYTICS

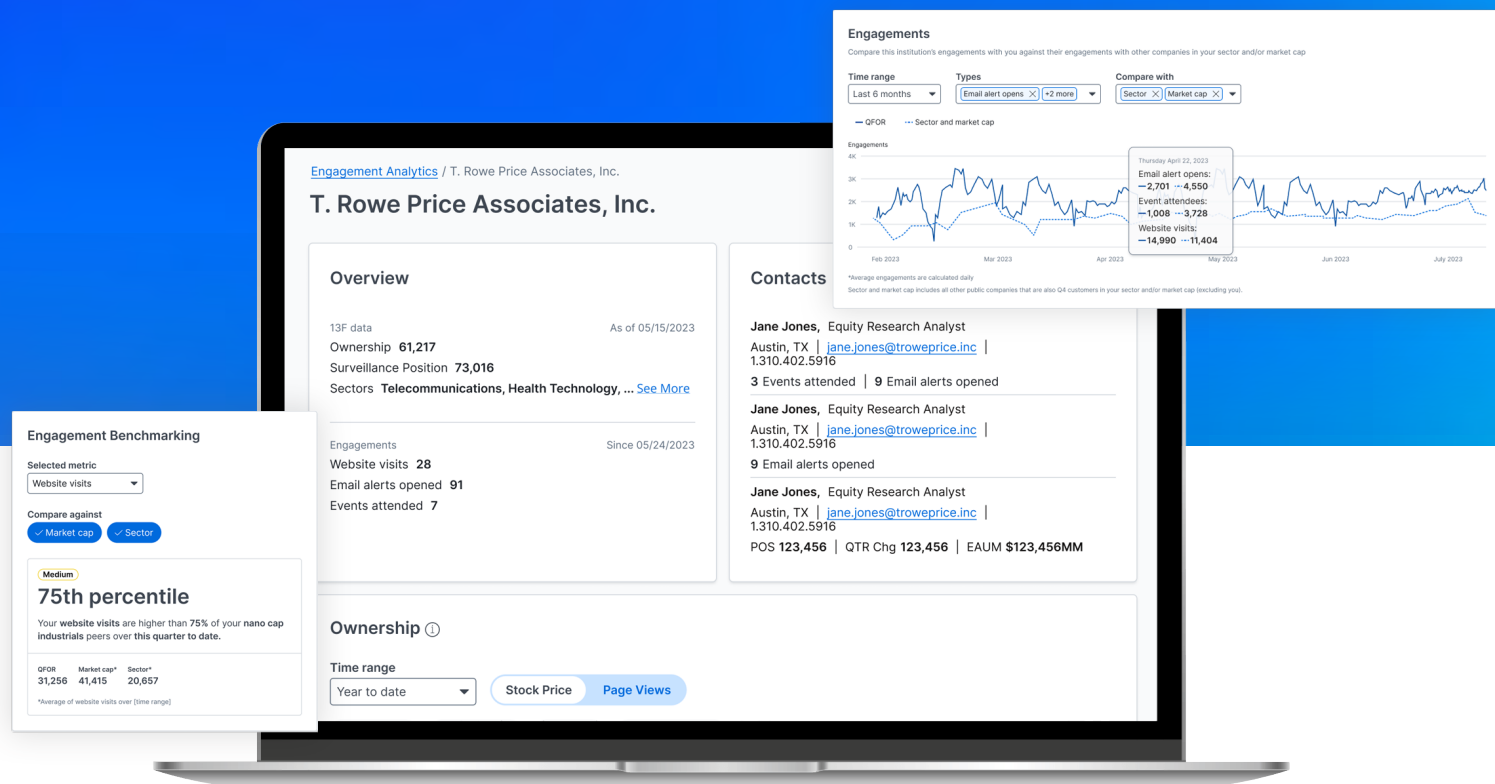
- 13F Shareholder Data
- Activist Profiles
- Share Price

ENGAGEMENT PEER BENCHMARKING

- Sector Level Content Benchmarking
- Market Cap Level Content Benchmarking
- Institution Level Benchmarking

IR performance benchmarking, solved.

Know where you measure up against competitors for capital.



Uncover investor awareness and mindshare.

Through Investor Behavior Intelligence, IR now has 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.

Lead a proactive IR strategy.



Accelerate meetings with investors

By identifying targeted investors viewing content on your website, you can prioritize management time to immediately connect and amplify your investment value.



Connect with the right shareholders

Existing shareholders with the capacity to increase their position can be strategic drivers of your valuation. If shareholders are engaging with your digital assets, you can now immediately respond to their interest.



Reposition your unique value

As you redefine your message to enter a new peer group, visibility into your engagement analytics can identify if the right investors are listening and engaging with you.



Measure the impact of ESG

As you launch your ESG initiatives with a new website and strategic events, you can now report to management on the interest in your content and if the ideal investor is hearing of your impact.



Identify new investors

Rapidly react to the arrival of any new investors to your compelling story by visualizing their first steps in investigating your value and proactively engaging sooner.



Respond faster to activism

Be alerted as soon as identified activists visit your website or attend your event, enabling you to proactively understand the situation, engage management and accelerate definition of your strategy.





Engagement analytics tailored to fit your strategy.

Analytics & Data	STARTER TIER	BASE TIER
Website Visits	✓	✓
Web Downloads	✓	✓
Web Page Views	✓	✓
Average Web Session	✓	✓
Email Alerts	✓	✓
Earnings Registration	✓	✓
Earnings Attendance	✓	✓
Institutional Investors	✓	✓
Ownership	✓	✓
Stock Performance	✓	✓
Basic Web, Events and Content Analytics	✓	✓
Individual Web Page Insights	✓	✓
Individual Content Download insights	✓	✓
Event Level Insights	✓	✓
Insights	STARTER TIER	BASE TIER
Most Engaged Investors	✓	✓
Institution Profile Pages	✓	✓
Detailed Web, Events and Content Analytics		✓
Automated Activist Behavior Alerts		✓
Institutional Search		✓
Institutional Monitoring		✓
Institutional Contact Engagement		✓
Contact-Level Targeting		✓
Sector-Level Content Benchmarking		✓
Market-Capitalization Content Benchmarking		✓
Proactive Institutional Targeting (Sector Level)		✓
Engagement Digest Delivered to Email		✓
Proactive Engagement Email Alerts		✓
Insight Downloads and Exports		✓

About Q4 Inc.

Q4 Inc. (Q4) is a leading capital markets communications platform provider that is transforming the way publicly traded companies, investors, and investment banks make decisions to efficiently discover, communicate, and engage with each other. The Q4 end-to-end technology platform facilitates interactions across the capital markets through its IR website products, virtual events solutions, capital markets customer relationship management solution, and shareholder and market analytics tools. The firm is a trusted partner to over 2,650 public companies including 50% of the S&P 500.

Q4 is based in Toronto, with offices in New York and London. To learn more, visit: www.q4inc.com.

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