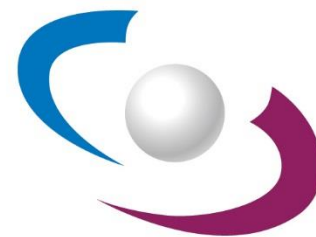


# Investor Relations Excellence Program

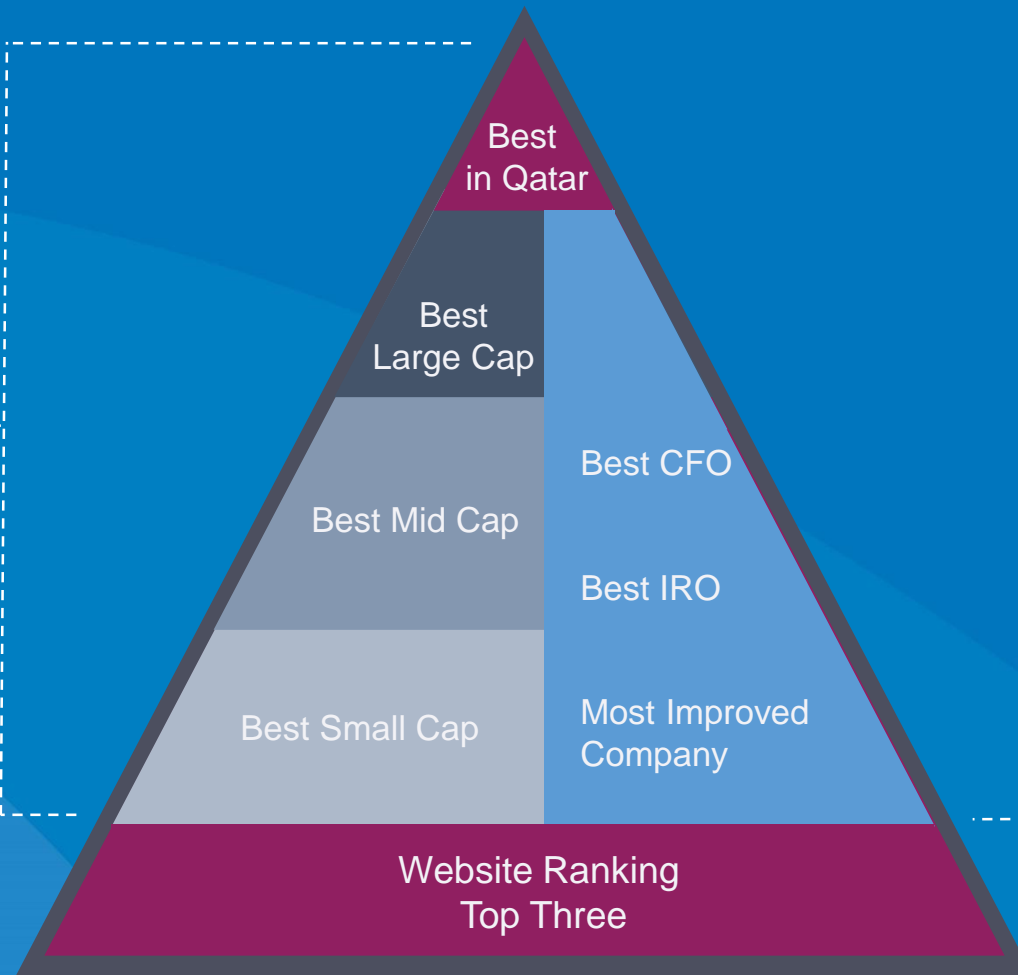
2016 METHODOLOGY



بورصة قطر  
Qatar Stock Exchange

**iridium**  
INVESTOR RELATIONS

Market  
Survey



Website  
Ranking

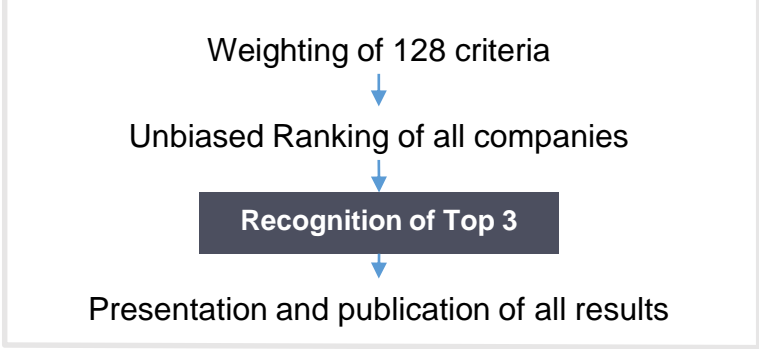
# Methodology

Website Ranking

Website analysis of all QSE listed companies



Technology Result



Content Result

Service Result

Service Criteria:  
Shareholder Services  
Response to Email information request

# 128 Individual Criteria (Binary data entry)

Category: Technology	Weighting	Data Entry
<b>NAVIGATION</b>	<b>5.00%</b>	<b>Company</b>
1 "Investor Relations" main tab on homepage	0.83%	1
2 IR main menu on homepage	0.83%	1
3 IR sub-menu links directly accessible from homepage	0.83%	0
4 English and Arabic version	0.83%	1
5 Search function (test via search for financial statements)	0.83%	1
6 All links to IR pages work and have content	0.83%	1
<b>SPEED</b>	<b>3.00%</b>	
7 Loading speed test (faster than 7 sec - avg global loading time)	3.00%	1
<b>INTERACTIVITY</b>	<b>5.00%</b>	
8 IR Information Subscriptions	0.50%	0
9 IR updates	0.50%	0
10 Company News	0.50%	0
11 Company Reports	0.50%	0
12 Company Events	0.50%	0
13 Financial data presented in interactive graphs	0.50%	0
14 Financial data downloadable in excel	0.50%	0
15 Shareholder Forum	0.50%	0
16 Virtual visits to company facilities	0.50%	0
17 Content personalization for download	0.50%	0
<b>DESIGN</b>	<b>2.00%</b>	
Responsive Design in multiple webbrowsers	1.00%	1.00
18 Internet Explorer	0.33%	1
19 Google Chrome	0.33%	1
20 Safari	0.33%	1
21 Responsive design for smartphones (iPhone)	1.00%	1
<b>WEBSITE FEATURES</b>	<b>10.00%</b>	
22 Share Price Ticker (Homepage)	0.67%	1
23 Share Price Chart (Homepage)	0.67%	0
Share Price Information	0.67%	1
24 Latest Share Price (% up/down)	0.13%	1
25 Latest Share Price (QAR up/down)	0.13%	1
26 Traded Volume	0.13%	1
27 High/Low Price	0.13%	1
28 52 weeks High/Low	0.13%	1
29 Share price Chart (Company)	0.67%	1
30 Share Price Chart with index comparison	0.67%	0
31 Share Price Chart with peer group comparison	0.67%	0
32 Investment Calculator	0.67%	1
33 Dividend Calculator	0.67%	0
Ownership Structure	0.67%	0.5
34 By Top Shareholders	0.34%	1
35 By Geography	0.34%	0
36 Analyst Coverage	0.67%	0
37 Analyst Consensus Estimates	0.67%	0
Social Media Links	0.67%	1.00
38 LinkedIn	0.17%	1
39 Facebook	0.17%	1
40 Twitter	0.17%	1
41 Youtube	0.17%	1
42 Interactive comparison of financial information	0.67%	0
43 List of most viewed pages on IR website	0.67%	0
44 Latest updates on the IR website	0.67%	1



# Criteria Weighting (3 categories)

## Qatar Stock Exchange - Investor Relations Recognition System

Website Ranking	Company
<b>Company Results</b>	<b>72.24%</b>
<b>Category: Technology (25% weighting)</b>	<b>13.51%</b>
NAVIGATION	4.17%
SPEED	3.00%
INTERACTIVITY	0.00%
DESIGN	2.00%
WEBSITE FEATURES	4.34%
<b>Category: Content (50% weighting)</b>	<b>34.63%</b>
COMPANY INFORMATION	9.00%
FINANCIAL INFORMATION	6.00%
INVESTOR INFORMATION	5.63%
MANAGEMENT INFORMATION	9.00%
TIMELINESS OF INFORMATION	5.00%
<b>Category: Service (25% weighting)</b>	<b>24.11%</b>
IR SERVICES ON WEBSITE	4.11%
RESPONSE TO EMAIL INQUIRY (Service check)	20.00%



# Final Ranking & Results

## Qatar Exchange - Investor Relations Recognition System

Website Ranking	Company
Company 1	72.54%
Company 2	70.25%
Company 3	70.12%



# Methodology

Market Survey



Market Survey of all  
QSE listed Companies

Qatari Retail Investors

Portfolio Managers

Research Analysts

Buy-Side

Sell-Side

Market  
Survey

Analysts

Brokers



