

AWARDS

BASF ranked best in Europe for IR

BASF took home the grand prix for best investor relations by a large-cap company in Europe at the IR Magazine Europe Awards. The chemicals company was ranked number one by an independent perception study of 763 sell-side analysts, buy-side analysts and portfolio managers, commissioned by IR magazine.

'IR from BASF is big and bold: an informative annual report, excellent quarterly presentations, good teleconferences and a formidable investor relations team,' commented one respondent. 'This is a well-oiled machine,' said another.

The awards were held at a gala dinner at the Hilton hotel in London, attended by hundreds of investor relations professionals from across Europe. Picking up the grand prix, Magdalena Moll, head of IR at BASF, thanked her team for its 'great work' and pledged to keep up the high standard of investor relations at the company.

Other big winners on the night included Ingo Alphéus of German power company RWE, who bagged the award for best investor relations officer at a large-cap company. The award was a fitting tribute to Alphéus, who was promoted to chairman of the management board in April this year after spending 10 years as RWE's head of IR.

'Ingo Alphéus deserves to be

nominated and to win the award,' said one respondent to the perception study. 'This is his final year in the job and for 10 years he has been an excellent head of IR.'

Nestlé took home four awards on the night, for best use of technology, best corporate governance and disclosure policy, best investor relations in Switzerland and best IR by a food and beverages company.

The work done by the IR team at Cadbury during its takeover by Kraft was also recognized, with the confectionery company winning best IR during a corporate transaction. The former head of IR at Cadbury, John Dawson, was in attendance to pick up the award. 'I think we got the best outcome, despite the fact we didn't manage to keep Cadbury as an independent company,' he told the audience.

German chemicals company Laxness won the grand prix for best overall IR by a small or mid-cap company, while Irish recruitment specialist Cpl took home best overall IR for companies on a small-cap exchange. 'With CEO Anne Heraty at the helm, the messages from Cpl are always clear,' said one of the study respondents.

The research underpinning the awards was conducted by Mary Maude Research, an independent research company. The target group for the survey consisted of sell-side



Magdalena Moll, BASF

analysts, buy-side analysts and portfolio managers.

Mary Maude Research held telephone interviews with all of the respondents, lasting between 10 and 20 minutes. Participants were quizzed on their job title and responsibilities, current issues affecting the investor relations industry, and which companies they thought should win the awards. The full results, as well as verbatim comments from the respondents, are available in *IR magazine's Investor Perception Study, Europe 2010*.

Read the full account of the Europe Awards in our feature starting on page 25. Video interviews with some of the winners are also available to view on IR TV – see www.insideinvestorrelations.com for more details. ■