

2021

INVESTOR
RELATIONS
SURVEY

Gladstone Place Partners and the National Investor Relations Institute conducted a survey of NIRI's member investor relations officers on three key topics: M&A, ESG and Activism

IROs Expect M&A but Few Blockbusters

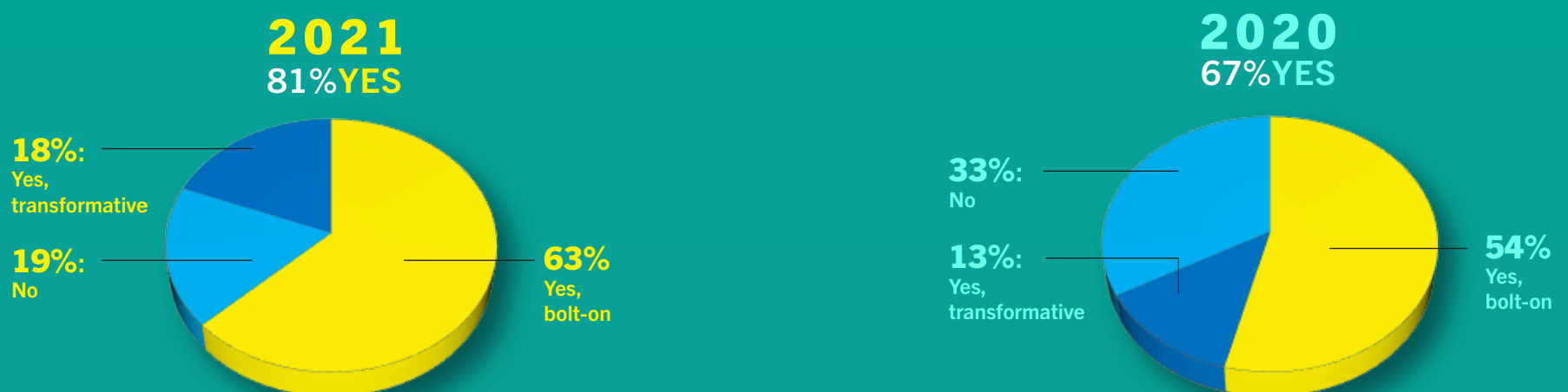
Nearly two-thirds of IROs expect bolt-on deals for 2021

IROs split on whether the Biden administration will toughen antitrust

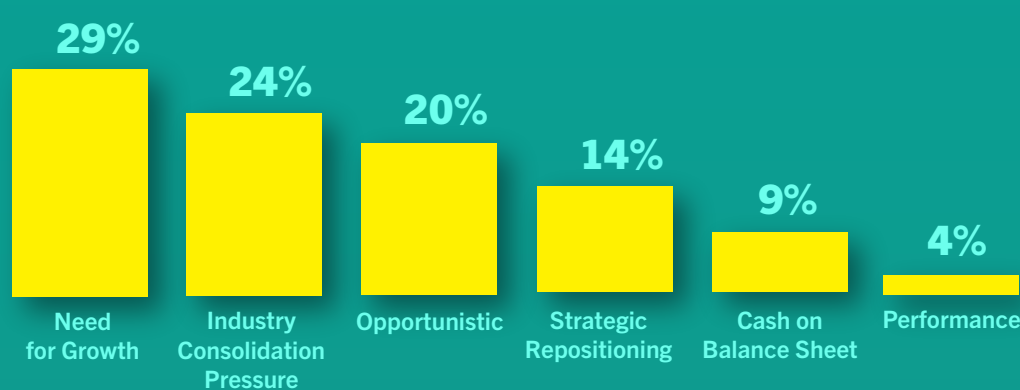
IROs expect more disclosure on racial and gender make up of board and employees

2021 M&A Trends: Disruption by a Thousand Bolt-on Acquisitions

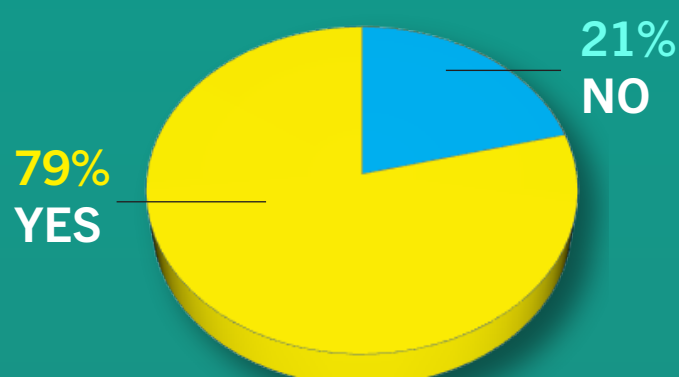
Q: Does your company anticipate exploring M&A opportunities this year?



Q: What do you see as the main driver for acquisitions in your industry in 2021?



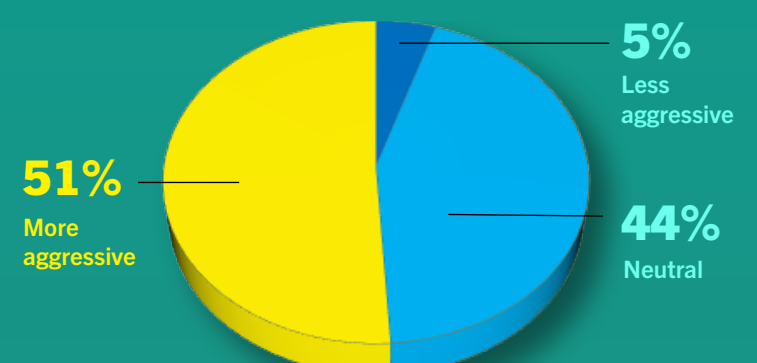
Q: Do you believe that there will be consolidation in your industry?



Almost 80% of companies are expecting industry consolidation in 2021

Consolidation is strongly expected in Financial Services, Industrials and Healthcare

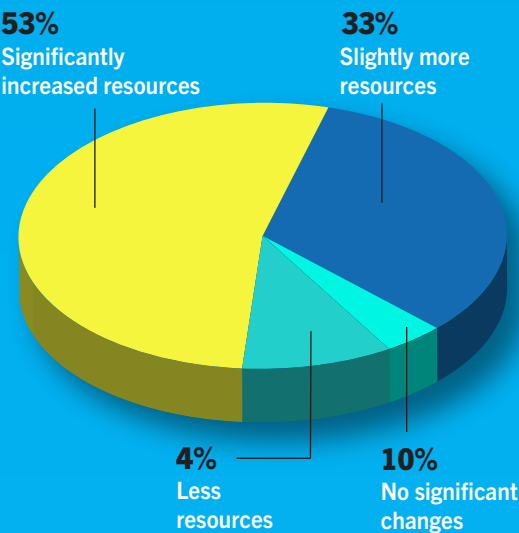
Q: How do you think the Biden administration's approach to antitrust would be compared to the prior administration?



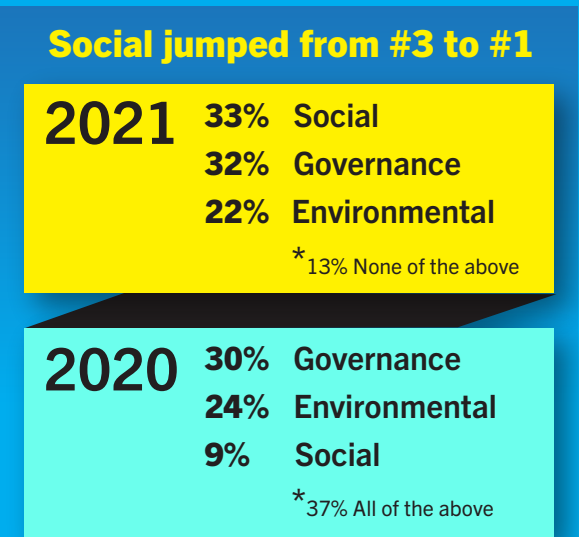
2021 ESG Trends: All Aboard?

Companies are taking significant action on ESG in 2021...

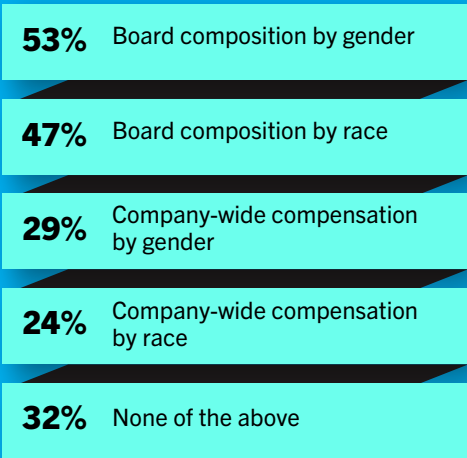
Q: Has your company’s approach to ESG changed?



Q: What element of ESG is more important to your company? *

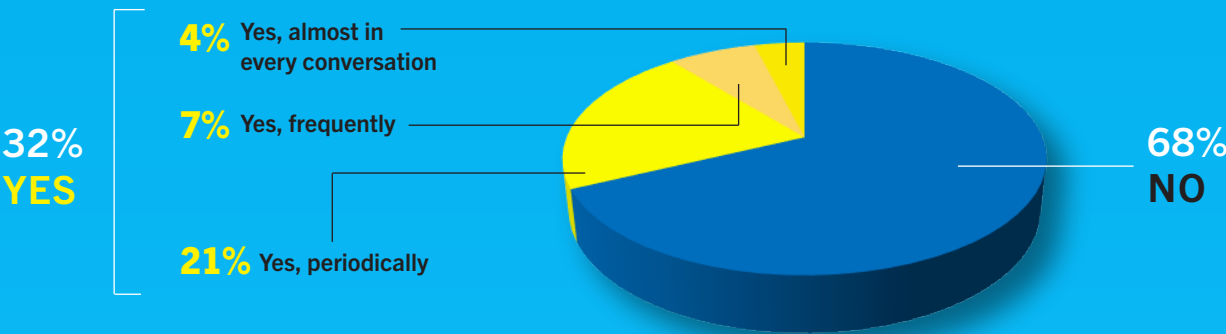


Q: In what areas does your company plan to disclose more information in 2021?

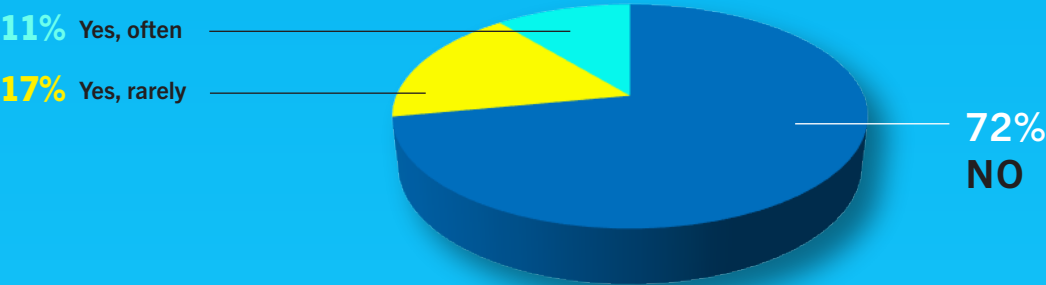


...But investors have not jumped on the train

Q: In response to the Black Lives Matter movement and the broader discussion around diversity in board rooms, have shareholders pressured your company to increase its board’s diversity?



Q: Have any investors cited ESG as a main driver for their decision to sell your stock?



28% of companies said investors sold stock due to ESG concerns

2021 Perceived Activism Risks

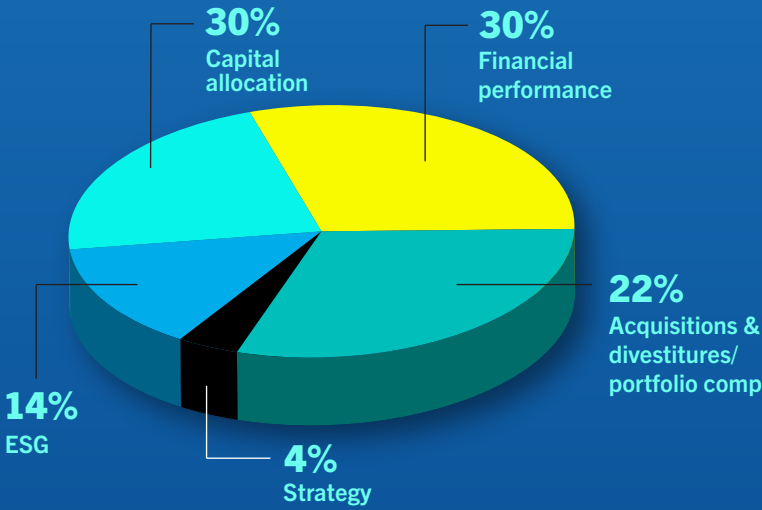
Q: Where do you see the greatest risk for your company?

[Rank 1-6: 1= most concerned, 6= least concerned]



Performance is still the top concern, but crisis is now #2

Q: If an activist investor launched an attack on your company tomorrow, what would be your company’s most vulnerable area?



Gladstone Place Partners is a strategic and financial communications firm serving clients in the U.S. and across the globe. GPP’s communications advisory work focuses on the following areas: Mergers and Acquisitions, Initial Public Offerings, Activist Hedge Fund Engagement and Defense, Corporate Transitions, Crisis, Leadership Transitions and Strategic Positioning.



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