

# Website Best Practices

## YOUR INVESTOR RELATIONS WEBPAGE

The investor relations section of your website is your opportunity to communicate your investment story to stakeholders. This webpage, regardless of industry, can have an impact on the success of your investor relations strategy as it is one of the first places investors visit to get information about your company. Your website must be complete, factual, and up-to-date. Here are some best practices when it comes to what to include on your investor relations webpage.



News releases



Financial and other filings, e.g. financial statements, MD&A, AIF, proxy circular, including a link to SEDAR



Information regarding dividends, redemption



Supplemental investor information, e.g. investor deck, fact sheet, videos, long-form content



Share data including a stock quote



IR contact information



List of conferences and events, e.g. upcoming approved earnings release dates, AGM, investor day



Governance matters, e.g. AGM materials, board of directors



Analyst coverage



Corporate documents are required for TSX listed issuers, e.g. constating documents, board and committee charters, etc.



Frequently asked questions



Sustainability disclosure, e.g. reports, ESG metrics, data tables

Go to the next page for some simple **do's** and **don'ts** when it comes to your investor relations webpage.



DO

### INCLUDE “WHY INVEST”

Outline your value proposition or “Why Invest” on your landing page and put it front and center. Include a click through to an “About Us” section for more information.

### SIMPLIFY NAVIGATION

All materials should be easily accessible with minimal click throughs. Consider using a navigation bar to make it easy to jump to certain sections.

### OPTIMIZE

Your website should be optimized for mobile and SEO. Increase your visibility in search through keyword research and use those keywords in your title tags and meta description.

### DEVELOP AN FAQ

Include a frequently asked questions section in an effort to improve transparency and accessibility. Go beyond general information, e.g. transfer agent and financial year-end, and provide answers to questions you are repeatedly asked by the investment community.

### INVESTOR PRESENTATION ACCESSIBILITY

Your investor presentation should be easy to access, view and download. Keep the most recent presentation on the landing page and archive older versions where you keep your supplemental investor material.



DON'T

### MISLEAD

Any material information on your website cannot be incomplete, incorrect, omit facts, or be out of date. All material information must first be generally disclosed through a press release before it is added to your website.

### INCONSISTENCY

Don't be inconsistent with the way you present information, i.e. highlighting positive information and burying negative information. Include all historical scripts, decks, press releases, etc.

### ANALYST REPORTS

Analyst reports should not be on your website. Instead, include your analyst's name and firm. Do not post any information on your website that is authored by a third party, unless the information was prepared on your behalf, or is general in nature and not specific to you.

### CONTACT FORMS

Investors want to know they are reaching someone. Avoid using forms when providing contact information. Including a name, email, and phone number for the IR contact is preferred.

### COMBINE INVESTOR RELATIONS AND SALES

Keep the sales component of your business separate from the investor relations webpage. This includes separate social media accounts for promoting your product vs. communicating with the investment community.

# For more information

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## Company Services

If you are an issuer listed on Toronto Stock Exchange or TSX Venture Exchange, please contact your designated Head of Company Services or email [issuer.services@tmx.com](mailto:issuer.services@tmx.com) with questions regarding your listing or the products and services available to you.

For more information visit:  
[tsx.com/learning](https://www.tsx.com/learning)

## LEAVING A TRAIL FOR INVESTORS TO FIND YOU

### A six-part series from TSX

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Know the Investment Landscape

PART 2 |

Efficient Shareholder Targeting

PART 3 |

Making The Most Out Of Your Investor Materials

PART 4 |

Website Best Practices

PART 5 |

Highlighting Owned And Earned Content

PART 6 |

Preparing For Investor Meetings



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