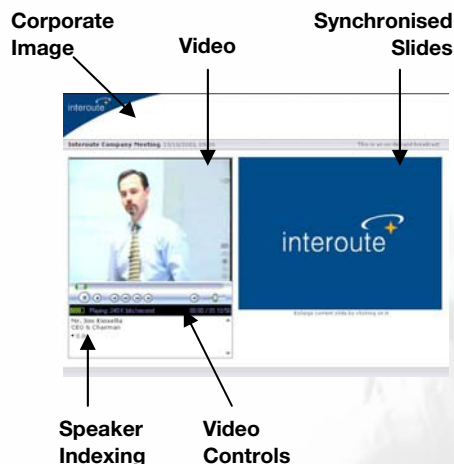


## IR Effective

The IR Effective solution has been designed with simplicity and cost-effectiveness in mind – thus enabling your IR events to be available to more people, in more financial centres across the globe. IR Effective has the right mix of functionality and managed services to fit most communication requirements, in both large and medium sized companies.

### About IR Effective

IR Effective combines high-quality video or audio, synchronised slides, speaker indexing, and live viewer statistics.



### Benefits

- Easy, quick and affordable to implement – a fully managed solution
- Measure the ROI of your online event through live online viewer statistics
- Reach a worldwide audience, live or on-demand
- Attract additional investor & analyst interest
- Improve communication transparency (“fair disclosure”) and create consistency and trust amongst investors

### About IR Webcasting

With increased globalisation of financial markets, demand for fair and timely disclosure of financial information, webcasting has proven to be an indispensable communication tool.

Webcasting, being quick and easy to implement, is ideal to increase the reach and impact of your IR event. You will reach a greater number of analysts and investors from key financial centres across the globe.

### Application Areas

- Results Presentations
- Corporate Announcements
- Annual General Meetings
- Capital Market / Analyst Days
- Roadshows

**“ABB is all about the effective design and delivery of energy and automation. A big part of our success is our ability to communicate, quickly, smoothly and globally with all our stakeholders. Virtue's IR Effective takes all the chance out of accomplishing this because we get the full benefit of our webcast, before and after the event. It's an invaluable resource.”**

**ABB Asea Brown Boveri Ltd.**