

2020年3月19日美通社云享会

# 复工复产：上市公司如何 做好信息披露传播？

分享嘉宾：博然思维集团合伙人 于悦

# 关于博然思维

1000名员工  
150位合伙人  
31年历史  
23个办公室  
全球一体化公司

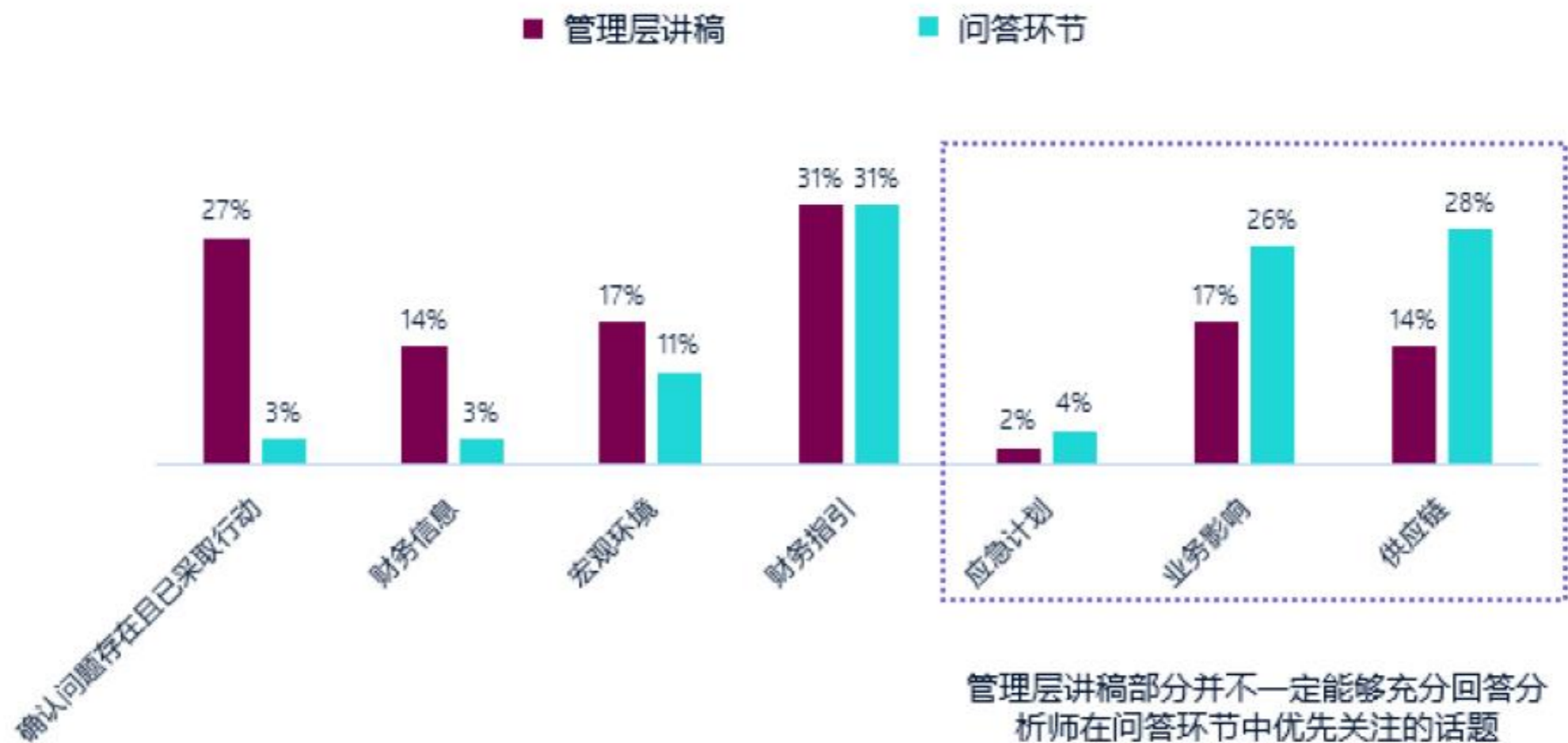
阿布扎比  
北京  
柏林  
布鲁塞尔  
芝加哥  
达拉斯  
迪拜  
法兰克福

香港  
约翰内斯堡  
伦敦  
米兰  
孟买  
慕尼黑  
纽约  
巴黎

旧金山  
圣保罗  
上海  
新加坡  
斯德哥尔摩  
维也纳  
华盛顿特区

# COVID-19：国际资本市场的新趋势与关注点

# 资本市场的关注要点



\* 通过 Sentieo 平台取得相关数据

# 有效应对：提升与国际资本 市场的沟通

博然思维2020调查报告：  
投资者对于新媒体渠道的应用

# Goals

- Understand investor use of digital media sources
- Track and compare investor usage of digital media against previous survey waves
- Develop investor engagement strategy based on results found

## Methodology



### Audience

- Buy-side investors (52%)\*
- Sell-side analysts (48%)\*



### Sample Size

- Total: n=422
- China (including investors in Hong Kong) sample: n=46



### Mode & Field Dates

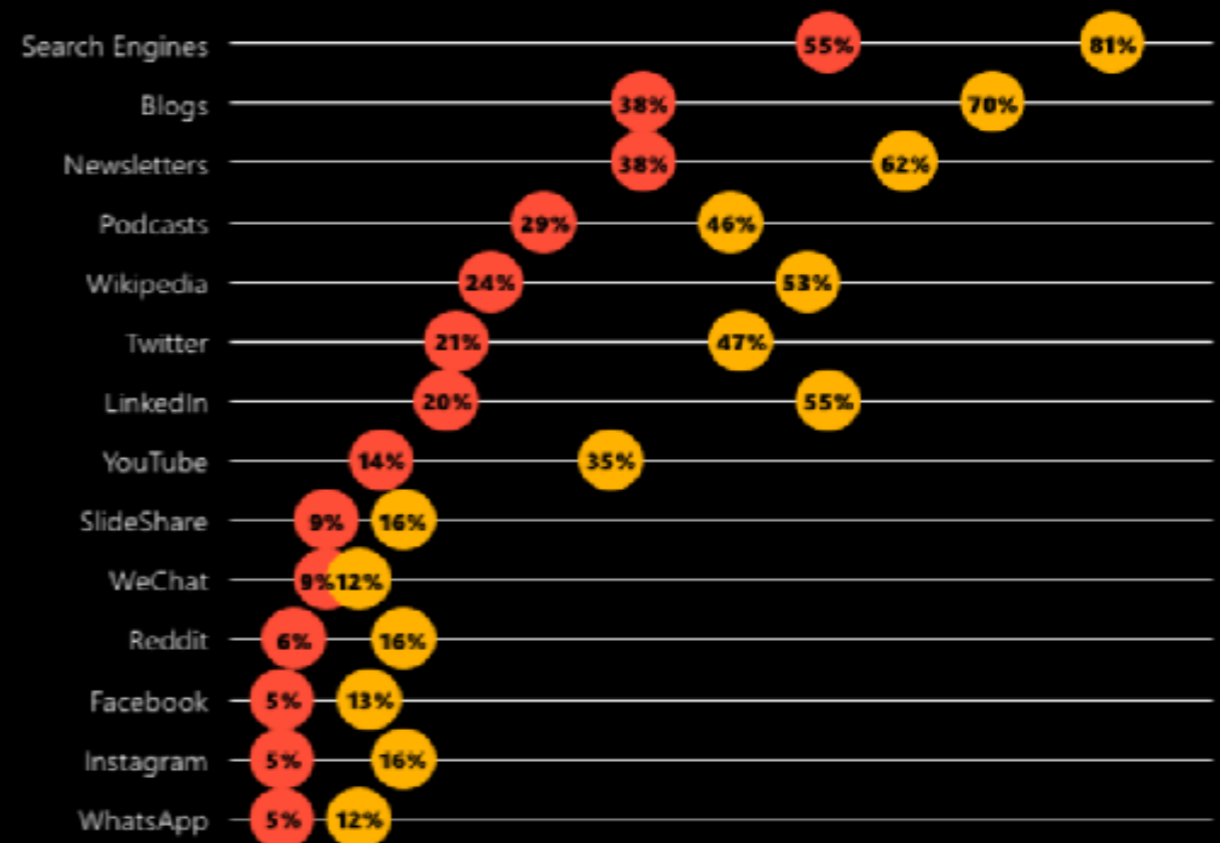
- Mode: Online survey
- Field Dates: Oct. 24 – Nov. 8, 2019



### Global Distribution

- North America: 40%\*
- Continental Europe: 26%\*
- UK: 14%\*
- Asia: 20%\*

Search engines, blogs, newsletters, and podcasts are **the leading sources** investors use to make their final investment decision



**Key** ■ Investigated an issue ■ Made an investment decision or recommendation

Survey of 422 buy-side investors and sell-side analysts. Survey conducted from October 24th through November 8th, 2019.

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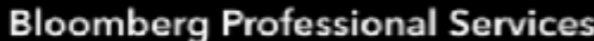


# Seeking Alpha is the most frequently cited blog source used by investors

Seeking Alpha<sup>α</sup> 34%

ALPHAVILLE 7%

 **VIC** 5%  
Value Investors Club

 ZeroHedge  Bloomberg Professional Services 4%

**FACTSET** 2%  Citron RESEARCH  MORNINGSTAR® 1%

Bronte Capital  **STRATECHERY** > 1%  
The sometimes eccentric views of John Hempton

**X%** = Percentage of investors who use Blogs citing that specific source

Survey of 422 buy-side investors and sell-side analysts. Survey conducted from October 24th through November 8th, 2019.



Audiences Likely to Use Blogs to Make an **Investment Decision**

**59%** CIO (Chief Investment Officer)

**58%** Investors in the US

**51%** Buy-Side Investors

**42%** Investors in Germany


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# Podcasts are most popular with American investors and executives



**7%**

**4%**



Audiences Likely to Use Podcasts to Make an **Investment Decision**

**37%** Investors in the US

**36%** Investors Aged 30 - 39






**3%**

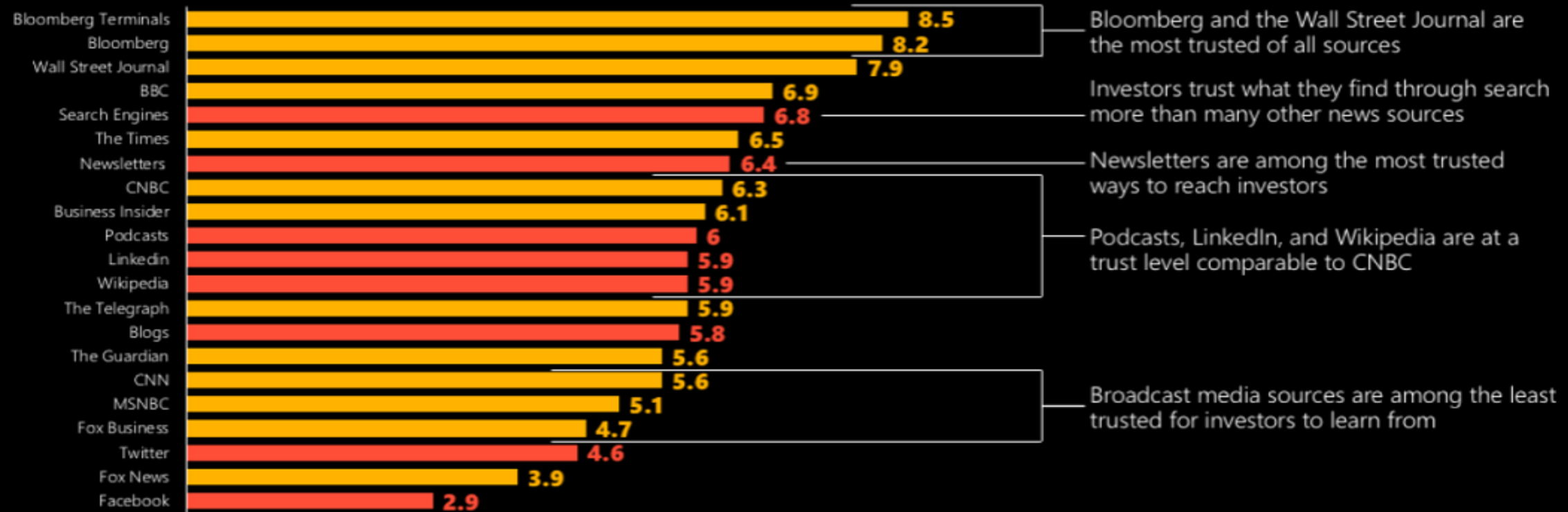
**22%** of investors cited a source that no other investor mentioned.

**X%** = Percentage of investors who use Podcasts citing that specific source

Survey of 422 buy-side investors and sell-side analysts. Survey conducted from October 24th through November 8th, 2019.

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# Digital sources are among the most trusted means for investors to get their information



**Key** ■ Traditional Media ■ Digital Media    0 = least trustworthy 10 = most trustworthy

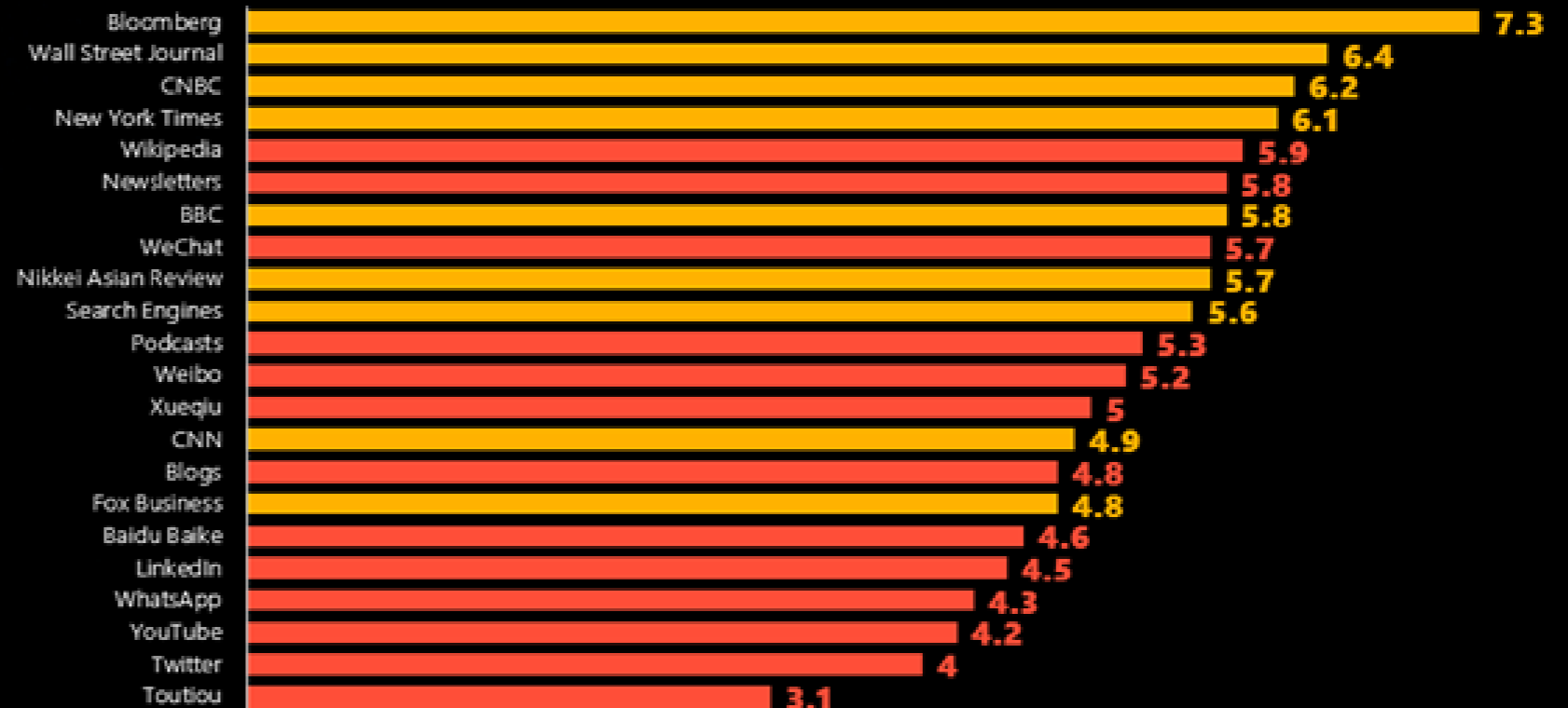
Survey of 422 buy-side investors and sell-side analysts. Survey conducted from October 24th through November 8th, 2019.

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# Investors place a high trust in WeChat relative to other sources



## Investor Trust in Key Sources



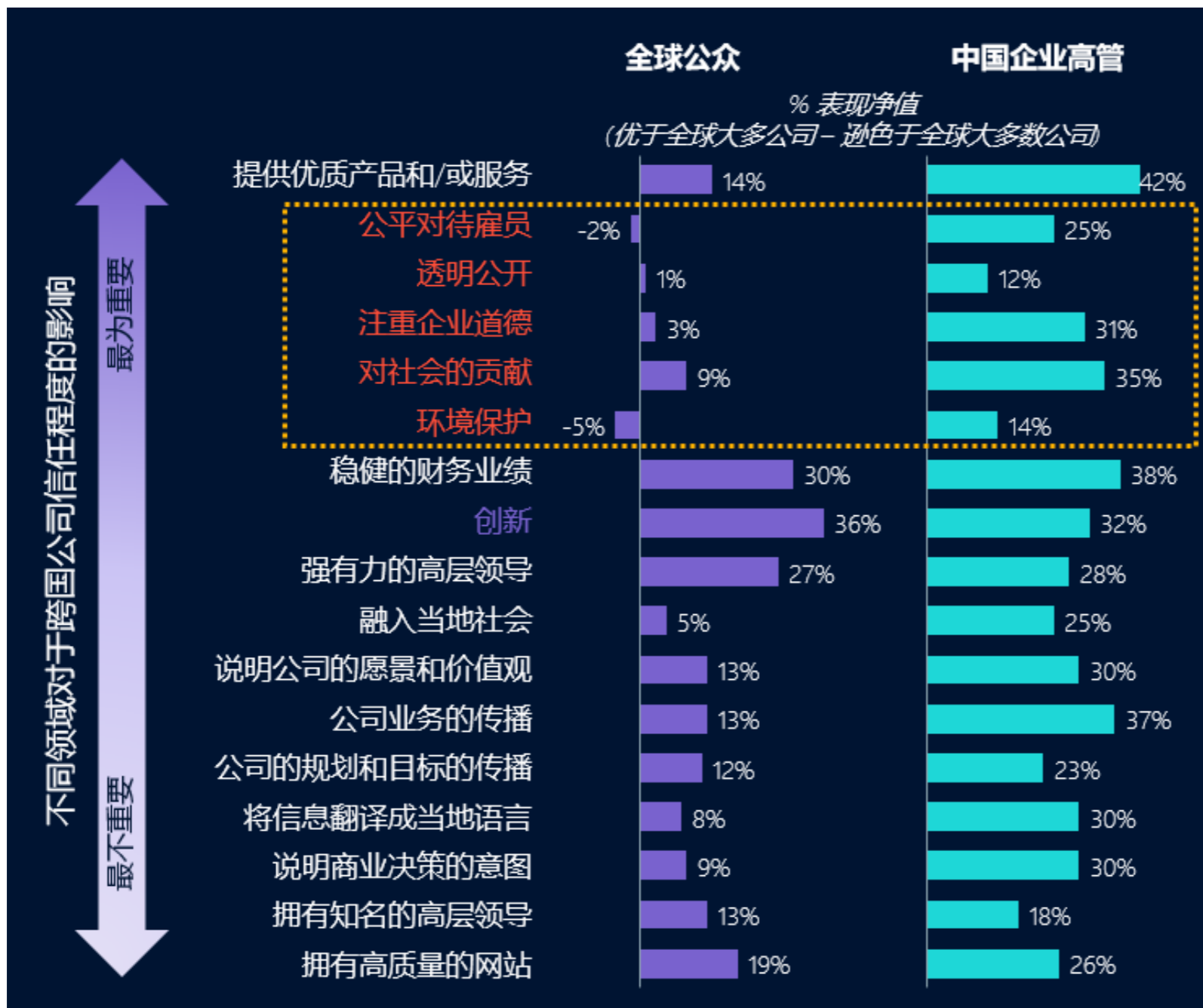
**Key** ■ Traditional Media ■ Digital Media

0 = least trustworthy 10 = most trustworthy

Survey of 46 buy-side investors and sell-side analysts. Survey conducted from October 24th through November 8th, 2019.

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# 长期策略： 如何增加国际资本市场的信任度



## ESG /环境、社会与企业治理的考量因素

来源：博然思维2019《中国企业走出去的新认知》

博然思维集团北京办公室  
北京市建外大街乙12号双子座大厦东塔2605

电话: +86 (10) 5960-8600

邮箱: [yyu@brunswickgroup.com](mailto:yyu@brunswickgroup.com)

网站: [www.brunswickgroup.com](http://www.brunswickgroup.com)

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