

# Transparency Criteria: IR Websites



Here is the set of 25 criteria that companies can use to make their IR websites more transparent:

1. A search for “Company [This Year’s] Annual Report” on any search engine will lead to the current Annual Report in the top five results.
2. A search for “Company [This Year’s] Proxy Statement” on any search engine will lead to the current Proxy Statement in the top five results.
3. The homepage of the corporate website includes “Investors” or “Investor Relations” with other prominent level one headings.
4. There is an ESG, Sustainability or Corporate Responsibility section clearly identified and accessible from the IR homepage.
5. There is a Company Overview or About section clearly identified and accessible from the IR homepage.
6. The company’s leadership is clearly identified and accessible from the IR homepage.
7. An overview of the board’s composition, which is located in the Corporate Governance or Governance subsection.
8. A subsection within the Investor page is called “SEC Filings” and includes a PDF and HTML version of filings.



9. SEC Filings are searchable by type of filing (such as annual reports, proxies, -Ks).
10. A subsection within the Investor home page is called “Corporate Governance” or “Governance.”
11. The home page of the “Investor” section includes, at a minimum, “Events and Presentations,” “stock Information,” and “contact or FAQ.”
12. The “Events and Presentations” page includes future and past events in chronological order, including archived transcripts or presentations.
13. The “stock information” page includes the company’s ticker and stock quote information.
14. The “contact” page offers an option to send an email to investor relations or a specific contact in Investor Relations.
15. Readers can access the 10-K from the IR home page in two (or fewer) clicks.
16. Readers can access the Proxy from the IR home page in two (or fewer) clicks.
17. There is a dedicated website or landing page for the Annual Meeting that includes all materials needed for the AGM.
18. The IR site offers easy and public access to the annual meeting webcast or transcript.
19. Annual Reports and Proxies from at least the last five years are available on the IR site.



20. Readers can access the Code of Ethics or Code of Business Conduct from the IR home page in two (or fewer) clicks.
21. The company's current bylaws are posted and easily accessed.
22. The IR section offers an option to register for email alerts.
23. The Investor Relations search engine should be quick and accurate.
24. The company website's search engine provides easy access to information related to "ethics," "strategy" and "sustainability."
25. Readers should be able to view and download the company's latest earnings presentation.

