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MEDIA RELEASE

AIRA and Extel collaborate to strengthen AIRA Awards with independent market sentiment

The Australasian Investor Relations Association, AIRA, and Extel have signed a Memorandum of Understanding to support the delivery of the AIRA Best Practice Investor Relations Awards. Under the agreement, Extel will provide awards research data and rankings to AIRA to support the objective and transparent recognition of investor relations best practice across Australasian listed entities.

The collaboration brings together AIRA's established Awards Methodology and Criteria with Extel's independent market research and benchmarking data. AIRA conducts the annual Best Practice Awards recognising excellence in investor relations practice across Australian and New Zealand listed entities, while Extel conducts independent market research among buy-side and sell-side analysts and fund managers and maintains benchmarking data relevant to investor relations performance.

Under the Memorandum of Understanding, award winners will be determined using Extel's most recent research data, aligned with AIRA's published Awards Methodology and Criteria and relevant index eligibility lists. The agreement also establishes clear operational and governance arrangements for determining award winners and supporting the annual awards process.

AIRA Chief Executive Officer Ian Matheson said the agreement marked an important step in strengthening the transparency and credibility of the AIRA Awards.

"This collaboration with Extel supports our commitment to recognising excellence in investor relations through a rigorous, transparent and credible process. By combining AIRA's established methodology with Extel's independent research data, we are reinforcing the integrity of the Awards and the value they provide to companies, practitioners and the broader market."

Media Release



David Enticknap, CEO of Extel, said "Extel has been a proud supporter of the AIRA Annual Conference & Awards for many years, and we are delighted to take that relationship to the next level. We bring established experience in awards assessment to this collaboration, having developed similar partnerships with IR societies across Spain, Germany, the Netherlands, the UK and the Middle East - so we know how to identify the best IR talent a market has to offer. Our independent, robust research and benchmarking data provides valuable insight into investor relations performance, and we are proud to contribute to a process that recognises best practice across Australasia."

To access the research methodology and voting criteria, please visit [About the Best Practice Awards](#) and [About the Sell-Side Awards](#).

For more information about the AIRA's Best Practice Investor Relations Awards, contact the AIRA Secretariat on 02 9872 9100 or email administration@australasianir.com.au.

Best regards,
Ian Matheson
Chief Executive Officer
Australasian Investor Relations Association

About AIRA

The Australasian Investor Relations Association (AIRA) was established in 2001 to advance the awareness of and best practice in investor relations in Australia and New Zealand and thereby improve the relationship between listed entities and the investment community. The Association's 160 corporate members now represent over A\$1.2 trillion of market capitalisation, over 80% of the total market capitalisation of companies listed on ASX.

About EXTEL

For more than 50 years, Extel has been a trusted leader in proprietary research and rankings for the global investment community. Providing independent, data-driven feedback on sell-side, buy-side and corporate performance, Extel is the premier choice for validating qualitative market intelligence and identifying best practice across the financial ecosystem.