

Institutional Investors – Dependent on Mobile

The mobile industry is not only exploding – it's rapidly eclipsing the long-lived monolith that was the desktop computer. This trend rings true for the investor relations industry too. To gauge IR professionals' thoughts and tendencies with regards to mobile as an integral part of their work, theIRapp™ conducted a survey of more than 200 institutional investment professionals in the first quarter of this year.

As this infographic shows, investors overwhelmingly rely on their mobile device for their work over their desktop computer. These results show the significance of mobile devices to today's institutional investment professionals. The numbers also bring the importance of having a mobile IR strategy into the spotlight. Mobile devices – and as an extension, the mobile IR app – are becoming the new investment communication standard.

The survey demonstrated that when it comes to their work, 83% rely on their mobile devices rather than the desktop. The survey also revealed the following:

- 47% of investors said that the device type most conducive to obtaining information is an Apple device (iPhone, iPad or iPad Mini)
- 21% said the Blackberry was sufficient
- 7% rely on Android devices

With regard to devices provided to investors by their employers, 92% of those surveyed said they were provided with a mobile device by their employer. Of those:

- 40% are Blackberry devices
- 22% are Apple devices (iPhone, iPad or iPad Mini)
- 2% are Android

Depending on the type of device provided by their employer, 68% also purchased additional devices to leverage the power of iOS and Android devices to do their work. Of the respondents, 41% carry and use 2 devices (including the one provided by the employer) and 26% carry and use 3 devices (including the one provided by the employer).



www.theIRapp.com



Investor Mobile Usage

200

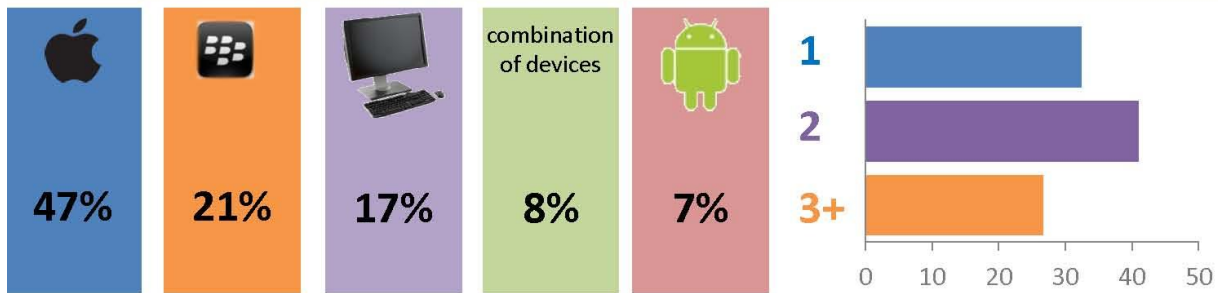
Institutional Investors Surveyed



83% rely on mobile when it comes to work

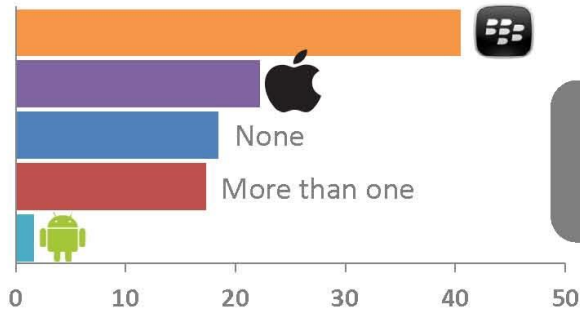
For purposes of your work, which device type do you find more conducive to obtaining information?

How many total devices do you own/use?

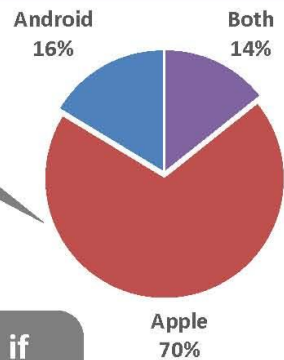


What type of mobile device does your employer provide you?

If your employer provides you with a BlackBerry, do you also own an Apple or Android mobile device?



84% own Apple



If you use a BlackBerry, are you planning to upgrade to new Z10 operating system?

46% unsure if they will upgrade to BlackBerry Z10

YES: 22% **? 46%**
NO: 32% **Waiting to see how it performs**

