

# RESEARCH REVIEW

The latest data on hot topics from Rivel's Research Database

February 2021



## SHIFTING GUIDANCE HORIZONS IN 2021

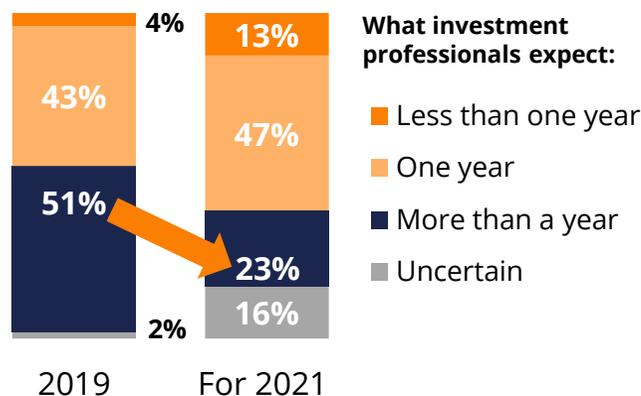
The pandemic wreaked havoc on conventional expectations for forward-looking guidance. Investment professionals on both sides of the Atlantic understood the unfathomable impacts of COVID-19 on performance and extended “passes” to issuers who decided to suspend guidance given the unprecedented uncertainty.

This kind of empathy is fading in 2021. Fully 84% of these analysts and portfolio managers expect issuers who pulled guidance in 2020 to have reinstated it by mid-2021.

To be sure, a measure of indulgence remains as many are giving some leeway so that issuers guide prudently so that they don't underdeliver. Investors are differentiating between the types of guidance they require in 2021. They understand that it still may be too soon for explicit guidance on financial metrics and are much more likely to tolerate companies that fall back to annual or even quarterly guidance on this kind of data (see top chart at right). Far fewer call

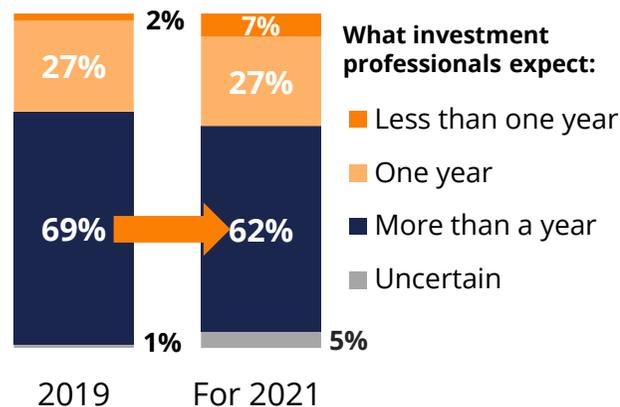
### Preferred **Financial** Guidance in 2021

(Among the North American and European Investment Community)



### Preferred **Non-financial** Guidance in 2021

(Among the North American and European Investment Community)



for financial guidance that extends out for more than a single year than in the pre-pandemic days of 2019.

But, a different story is unfolding for *non-financial* guidance. Our research in North America and Europe demonstrates that investment professionals' thirst for longer-term insight and disclosure on strategic plans and operational goals persists unabated (bottom chart at left). Investors are just as likely as they were in 2019 to stress the importance of having more than a single year's vantage point/guidance when it comes to this kind of insight. Companies cannot afford to not give context on their future plans that helps investors grasp a bit more of management's vision for the future and a chance to see a bit better around oncoming corners.

### Rivel Intelligence

This data has been selected from Rivel Intelligence, the only resource of its kind, pairing the perspective of the global buy-side with that of IROs globally in the discussion of what is “best-in-class IR”.

Rivel is the leading investor perception provider globally. Our services create greater alignment between the board, C-Suite, IR and the investment community. We capture qualitative feedback and create quantitative measurements, providing actionable insights to mitigate risk and improve valuation.

#### Contact:

Claire Lavery  
Executive Director,  
Europe and Asia

+44 (0) 20 3356 2791  
clavery@rivel.com  
www.rivel.com