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Trifast receives commendation at The Investor Relations Society awards

BEST  **society**
PRACTICE
AWARDS 2021
SHORTLISTED

This week, the IR Society held its annual Investor Relations Society Best Practice Awards dinner, hosted by Suzi Rufell and attended by nearly 400 professionals and companies.

Now in its 21st year, the Best Practice Awards are open to all companies that wish to demonstrate their commitment to leading investor communications. This year's event held at the Grand Connaught Rooms, London recognised those companies that are leading the way in IR best practice and stakeholder engagement which underpins reputation, trust and integrity in the equity markets.

During the evening, a total of 11 awards were given to companies and professionals in their field and these acknowledged their outstanding work in investor relations, whilst in two categories two entries were 'highly commended'.

Trifast was therefore delighted to be one of those 'highly commended' for its 2021 Annual Report in the SmallCap sector where the panel acknowledged that as a Company, we have made considerable progress in our communications programmes, commenting: "In a hotly contested category, judges would also like to highly commend Trifast for an honest and clearly laid out report."

Mark Belton, CEO at Trifast commented: "Well done to everyone involved - it's great to be specifically recognised against a host of good competition."

"The Trifast Annual Report is a 'shop window' into the business and our strong global culture. It also gives us an invaluable opportunity to profile the business to colleagues around the

world, as well as existing and potential investors and customers – it clearly demonstrates what we are doing and how we are looking to achieve our aspirations and growth, governance and broader social purpose."

"Once again, my congratulations go to the TR team for their involvement and contribution in delivering this important marketing tool, and Lyons Bennett our corporate communications agency for their contribution to its production."

The judging panel made up of experienced professionals was led by Paul Lee, Head of Stewardship & Sustainable Investment Strategy at Redington. Commenting after the event, he said: "It was a pleasure to again chair the panel for these awards, and a privilege to work with my distinguished and diligent fellow judges. We happily had some great entries to sift through and were able to identify some very worthy winners among them. It is great to see IROs rising to the challenges that we have all faced in the last year, of needing to find new methods of communication and new ways to bring messages to life."

Laura Hayter, CEO of the IR Society, added: "This event celebrates one of the Society's key reasons for existing – to promote best practice in investor relations and I would like to thank all those who put their work forward for an award. Those companies shortlisted for the 2021 awards have all shown how to adhere to and deliver best practice principles, and the quality of their entries, from the largest to the smaller companies, was extremely high. Each year we are delighted by the calibre of our nominees, with this one being no exception. Many congratulations to all of our winners, who demonstrated best in class investor relations in their respective categories."

