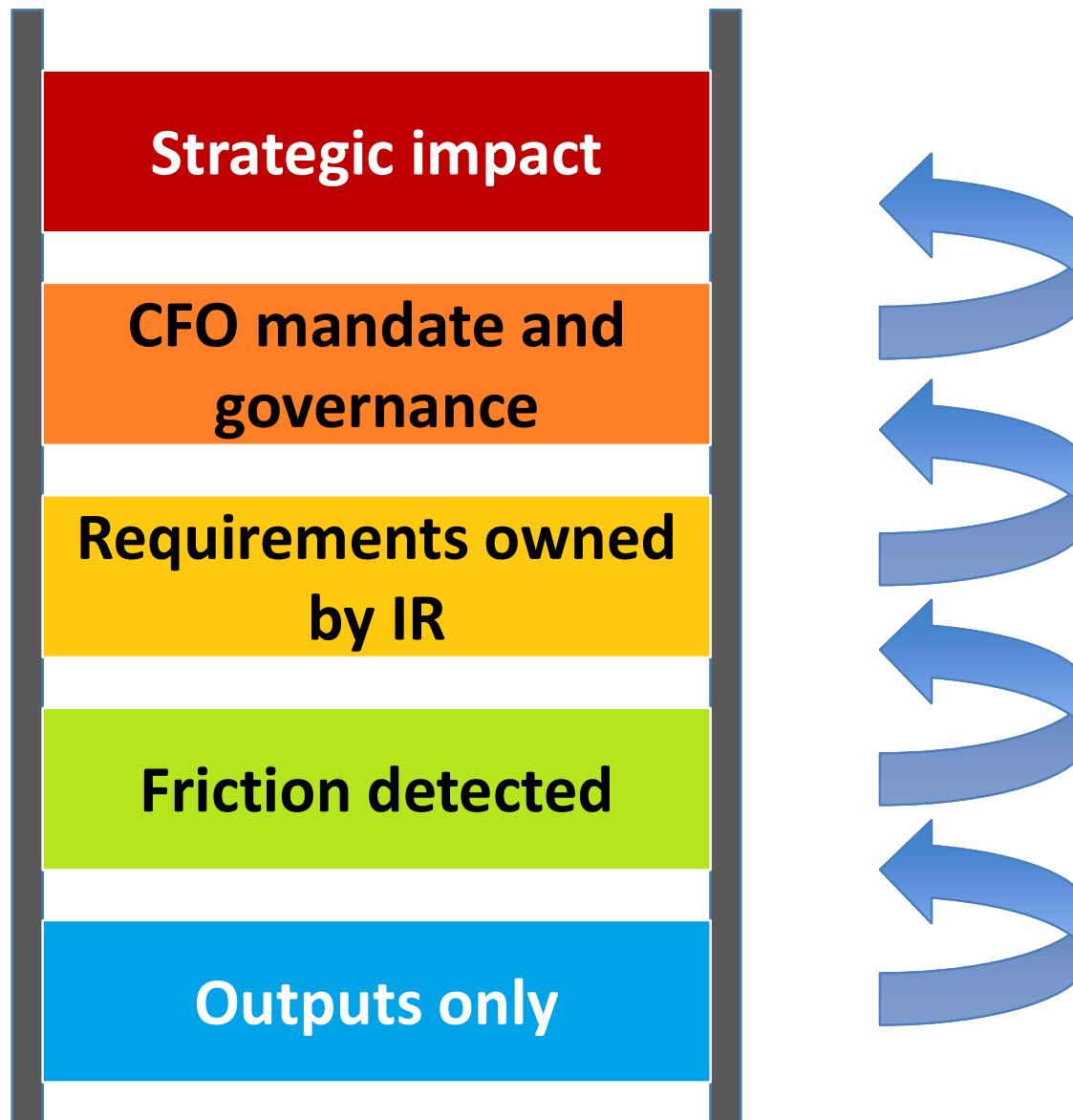


# From Reactive IR to Strategic IR



IR leads requirements but enterprise functions deliver execution

# Investor Information Stack: Operating Model

## IR:

Information Stack -  
definitions, evidence,  
what matters

## Finance/FP&A:

Numbers – source  
systems, financial  
close, controls

## IT:

Plumbing - storage,  
audit trail,  
permissions

## CFO:

Mandate – trade-offs  
and sign-offs

**Clarity of ownership reduces disclosure risk.**