



# AI's Impact on the Investment Process and Investor Relations

Findings and Insights from  
Corbin Advisors' Inaugural  
Artificial Intelligence Survey

June 2024

OUTPERFORMANCE  
BUILT ON TRUST™



## 2 Executive Summary

## 3 Setting the Stage

## 5 Findings and Insights from Corbin Advisors' Inaugural Artificial Intelligence Survey

## 16 The Big So What™

One of the most prolific topics of 2024 is how and to what extent the investment community and issuers are leveraging artificial intelligence to augment their investment processes and IR functions.

To evaluate emerging perspectives from institutional investors, analysts, and corporates, we surveyed **116 global investment community professionals** about AI in their investment process and **46 investor relations professionals** regarding AI across their company, most notably in the investor relations function.

## Executive Summary

Corbin's AI research encompasses views from **116 global investors and analysts** managing more than **\$8.7 trillion in EAUM** and **46 investor relations professionals** across sectors, market caps, and demographics.

### Key Findings

- While AI adoption is in its infancy, there is interest and early-stage implementation in both investment processes and IR Functions; AI is becoming a topic of interest in investor meetings
- Investment community and corporate issuers have identified clear use cases and benefits to augmenting workflows, including synthesizing earnings and ESG data
- Common challenges dragging on adoption center on novelty, privacy, and complexity
- AI governance protocols are in the early stages, though roughly one-third indicate firm- and company-level restrictions; 20%+ report having customized platforms for internal use
- The intersection between AI and Investor Relations is coming into focus: investor relations professionals are actively upskilling and in conversation with IT departments, while investors and analysts see opportunity for public companies to enhance communication

### The Big So What™



#### **AI-Enhanced Active Decision-Making is Creating a Premium on Human Connectivity:**

Asset managers are adopting a range of AI technologies, but the human element remains pivotal for engendering trust in the investment opportunity and building relationships



**Proactive Adaptation and AI Literacy are Crucial:** Corporates must proactively adapt to the rapidly advancing AI landscape by developing AI literacy



**Customized AI Platforms for Secure, In-House Use in Collaboration with IT and Legal are a Burgeoning Theme:** Working closely with IT and Legal departments, IR professionals can explore the development of "closed loop" AI systems



**Prep for Earnings Calls Leveraging AI is a New Device in the IR Toolkit:** IR teams can use AI tools like ChatGPT to refine management prepared remarks, support Q&A development, and check for alignment and disconnects



#### **The Next Generation of Analysis is on Your Doorstep; Embrace it Responsibly:**

Next-gen analysis tools powered by AI are redefining how corporates approach complex tasks and strategic planning



#### **Investor Inquiries on AI Utilization are Growing:**

As AI is increasingly integrated into investor research and active decision-making as well as corporate operations and investor relations, investor inquiries as to how companies are adopting and leveraging AI technologies are growing



#### **AI Positioning Statements are an Effective Way to Anchor Investors Beyond the Buzz Words and Set the Record Straight:**

AI as a topic on earnings calls has exploded over the past two years – our analysis on company communications identifies seven core elements of best-in-class AI positioning statements

## Setting the Stage

One of the most prolific topics of 2024 is **how and to what extent the investment community and issuers are leveraging artificial intelligence** to augment their investment processes and IR functions.

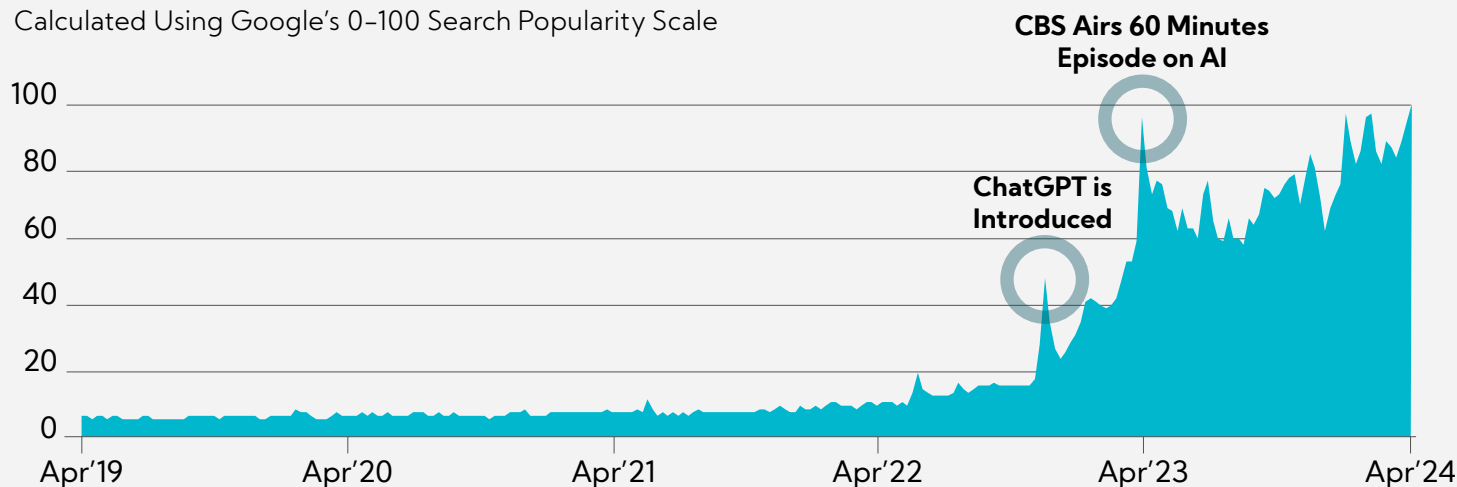
Is this shift akin to a scene from a sci-fi movie, where professionals are ensconced behind screens engaging with sophisticated, seemingly omniscient technological analyses that spit out holographic alpha in real time? Or is the reality significantly less dramatic, more grounded in the realm of accelerating and streamlining existing processes? Where will the balance of AI benefits versus risks settle, and is there a middle ground the industry is working toward of which we should all be aware?

**At Corbin, it's a pressing question.** In fact, across the whole of investor relations, the industry is experiencing a renaissance which has left many thinking the same question: what's *really* going on?

Even when taking a cursory look at the broader trends across the web, AI curiosity continues to captivate the general public's attention, accelerating to a new all-time high in popularity in April 2024 based on Google Search Trends.

### "AI" Google Search Term Interest, 5-Yr

Calculated Using Google's 0-100 Search Popularity Scale

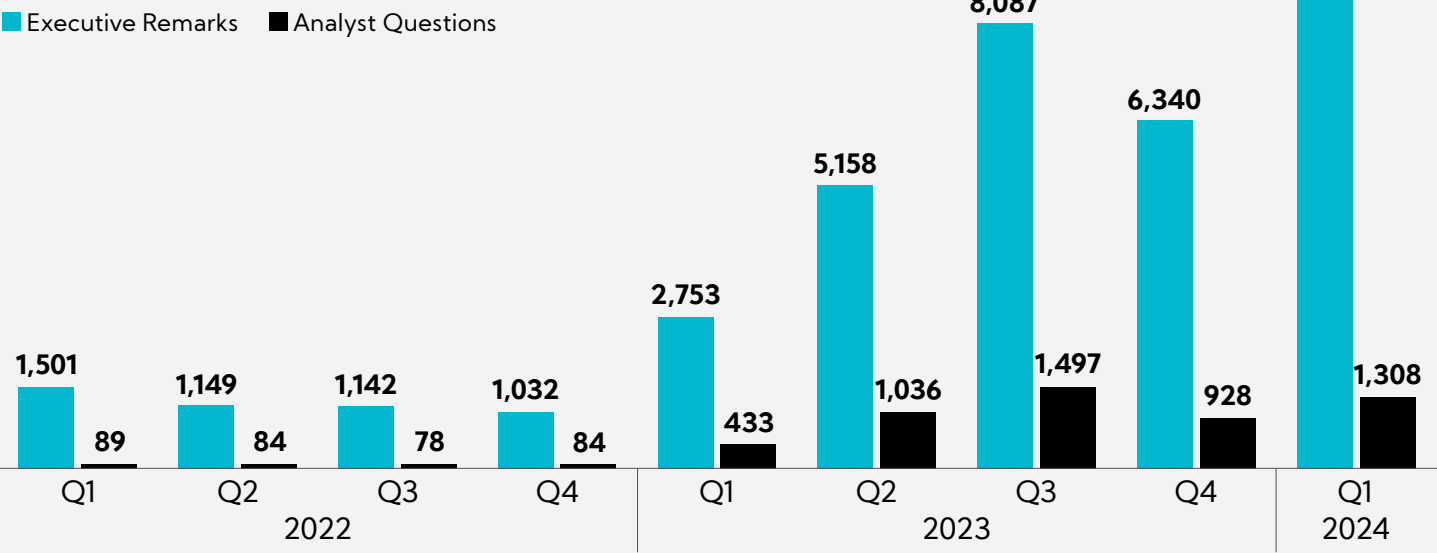


Source: Google Search Trends

AI is as much a **subject of intrigue and speculation** as a matter of **practical application**.

AI on Earnings Calls: Executive Remarks and Analyst Questions

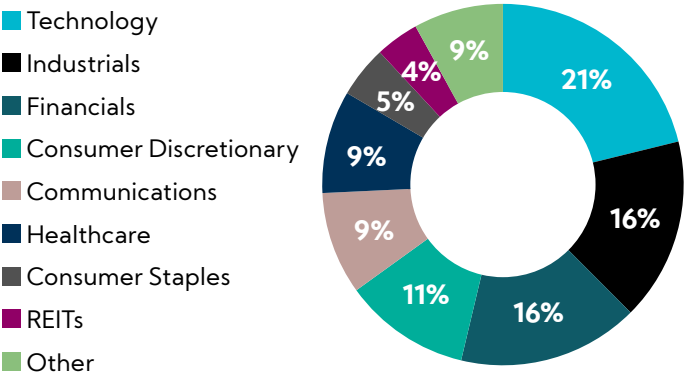
Public Companies >\$1B Market Cap, n=2,101



Among public company earnings calls alone, there has been an explosion of executive airtime as well as analyst attention dedicated to AI over the last two years. Importantly, the attention hasn’t been confined to only the Technology sector – more than three-quarters of executive remarks have originated outside of Technology companies, indicating a clear and broad-based interest toward how the technology is shaping business practices.

Still, separating the wheat from the chaff to discern both *insightful* and *actionable* practices is no easy task. As a thought leader at the nexus of global market trends, we went directly to the sources to ask some of the more critical AI-related questions that are top of mind within the community to cut through the static.

AI Executive Remarks by Sector



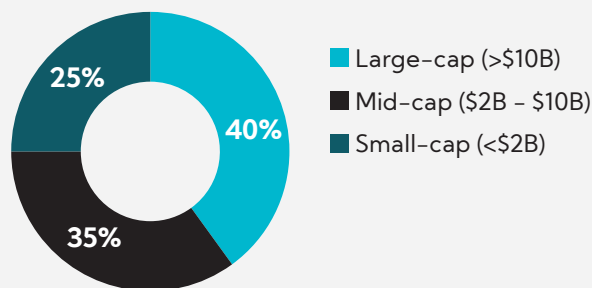
Source: Corbin Advisors

# Findings and Insights from Corbin Advisors' Inaugural Artificial Intelligence Survey

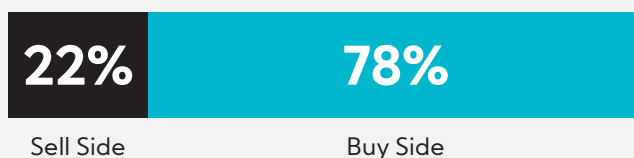
## Methodology and Approach

To evaluate emerging perspectives from institutional investors, analysts, and corporates, we surveyed<sup>1</sup> **116 global investment community professionals** about AI in their investment process and **46 investor relations professionals** regarding AI across their company, most notably in the investor relations function. In aggregate, **buy side participants represent equity assets under management of ~\$8.7T**, and **corporate respondents encompass a variety of market caps and sectors**. Importantly, both groups include a wide breadth of experience levels and age groups.

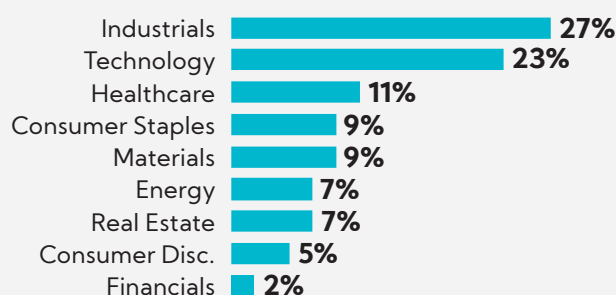
### Issuers by Market Cap



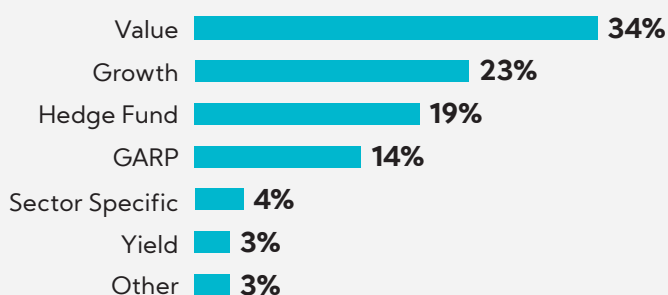
### Investment Community by Type



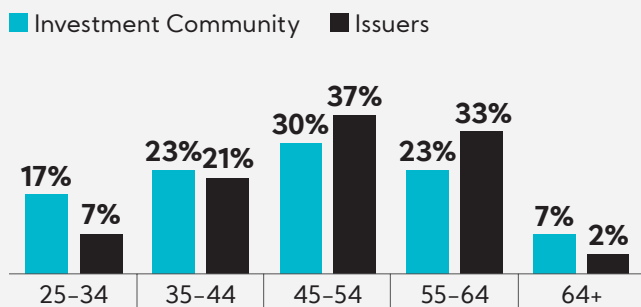
### Issuers by Sector



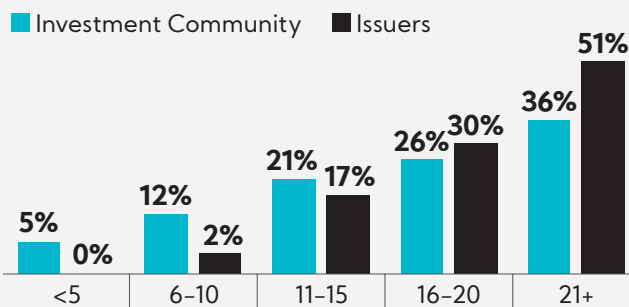
### Investors by Style



### Respondents by Age Group



### Respondents by Experience Level (Years)



Source: Corbin Advisors; <sup>1</sup> Survey Timeframe: August 2023 – March 2024

## Key Findings

1.

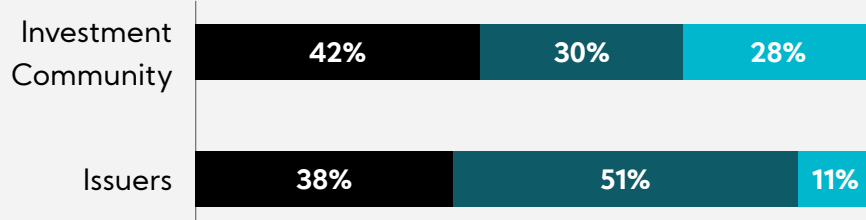
**While AI Adoption is in Its Infancy, There is Interest and Early-Stage Implementation in Both Investment Processes and IR Functions; AI is Becoming a Topic of Interest in Investor Meetings**

Corbin Advisors' **Artificial Intelligence Survey** finds that while AI adoption is in its infancy, there is interest and early-stage implementation in both investment processes and IR functions. Notably, 58% and 62% of surveyed investment community professionals and corporate issuers, respectively, report they are *already using or evaluating* AI in their investment/research process or IR function, and overall sentiment throughout our survey suggests a strong interest in exploring practical applications. However, meaningful proportions of both groups – 42% and 38%, respectively – note they are *not* leveraging AI technology at this time.

That said, 38% of corporates note investors are asking about AI during meetings, with queries ranging from AI's influence in contributing toward market opportunities and new product development to how teams are leveraging the technology to drive operational efficiencies.

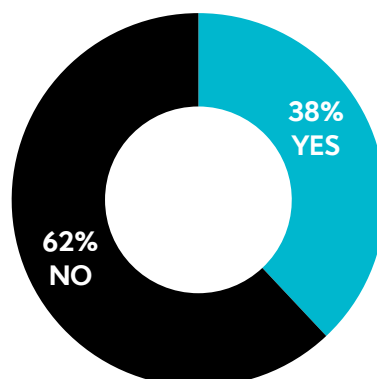
### AI as a Tool in the Investment/Research Process or IR Function

■ Not Using ■ Evaluating ■ Using



**58%** of institutional investors and analysts are *evaluating or already using* AI in their investment and research process

### Issuers: Those Receiving Investor Questions Regarding AI During Meetings



Source: Corbin Advisors



However, despite the material and growing interest exhibited by the investment community, the level of *credence* being given to AI as part of their investment process is minimal at this time. Of the 58% of institutional investors and analysts who are *evaluating or already using* AI in their investment and research process, half place a low significance on the tools being utilized today, while just 10% place *high significance*.<sup>2</sup>

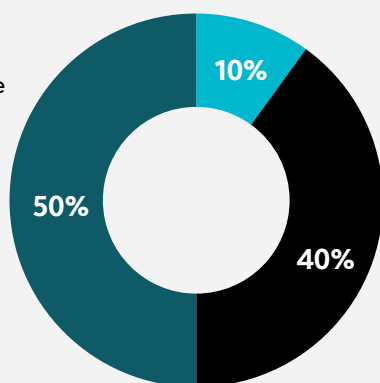
Still, more than half, 53%, report that AI has impacted their active decision-making process *in some way*, suggesting the groundwork is being paved for the potential to refine and enhance the process to a greater extent in the future.

In this regard, it is not surprising that the color commentary provided by both groups about the state of AI today also varies widely. Opinions range from enthusiastic endorsements, with one investor commenting AI is “better than my analysts”, to more measured acknowledgments such as, “it is helping around the margins.”

That said, what is clear is that the investment community and issuers who have begun integrating AI into their processes and functions are discovering varying degrees of utility and value. Another clear finding is if you aren’t proactively assessing the feasibility of AI, and at least preparing to be a fast follower as an issuer, it can serve as a negative differentiator in the eyes of investors.

### Investment Community: Significance of AI in the Investment and Research Process

■ High Significance  
■ Average Significance  
■ Low Significance



### Investment Community: Use of AI in Investment Activities Impacting the Active Decision-Making Process



Source: Corbin Advisors

<sup>2</sup> Notably, this finding is in line with our ESG adoption data from 2010, when just 20% said ESG was important to utilize in their active investment decisions.



## Investment Community

*"We try to separate the work. We have people here who use AI in various ways but the traditional work of a fundamental analyst is less reliant on that."*

**Buy Side, \$1.9T EAUM**

*"We use AI extremely minimally to evaluate companies, so not zero but close to zero."*

**Buy Side, \$328B EAUM**

*"AI has helped form a full mosaic, but it has not been the end reason for making an investment and it has not been a hurdle on making an investment."*

**Buy Side, \$7B EAUM**

*"Somewhere in the organization, there is a venture happening to figure out how or when we can use AI, so we are not closed-minded. We do not have any security concerns. Using AI for our business in a robust way would require a significant amount of money and investment we either do not have or are not sure we will get a good return on."*

**Buy Side, \$1.2B EAUM**

*"AI has improved my efficiency and accuracy."*

**Buy Side, \$843M EAUM**

*"The technology is not in a realm where we find it useful to our process yet."*

**Buy Side, \$517M EAUM**

*"AI has impacted my investment decisions in the sense I am able to get to an answer quicker."*

**Buy Side, \$352M EAUM**

*"We use AI to diligence underlying collateral, especially patents and other intangible assets."*

**Sell Side**

## Issuers

*"AI has been good for creating efficiencies by doing work to free team members up to focus on higher-level strategic items."*

**Large-cap, Healthcare**

*"Investors are asking about 1) the market opportunity, 2) its incorporation into products, and 3) its incorporation into internal processes."*

**Large-cap, Technology**

*"Investors are asking about if there are plans to incorporate AI both internally and through product development."*

**Large-cap, Technology**

*"I have not seen anyone publish a roadmap or even try to solicit me with a roadmap of how to deploy AI."*

**Mid-cap, Energy**

*"AI is a priority to explore. However, it must [be] done within the right parameters (maintaining confidential information) and in compliance with company policies."*

**Mid-cap, Technology**

*"We have not officially started exploring AI in IR, but it is on the roadmap for FY'24."*

**Mid-cap, Technology**

## 2.

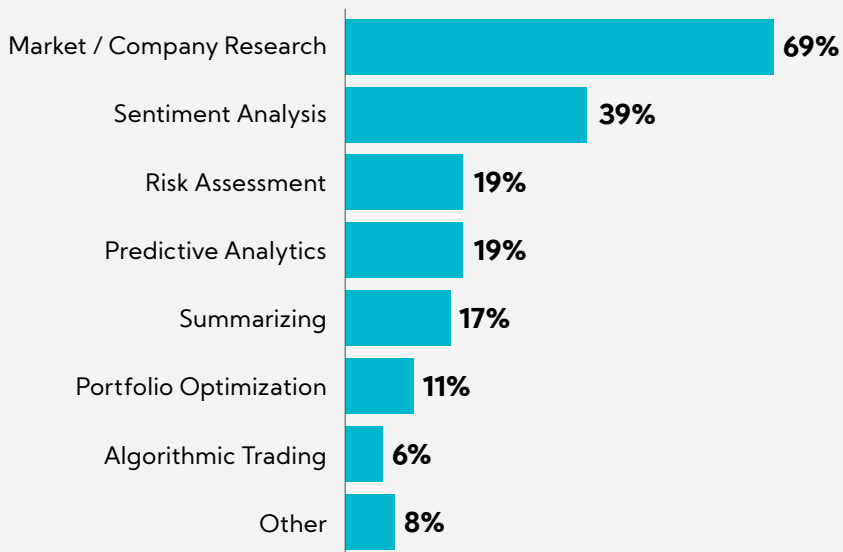
## Investment Community and Corporate Issuers Have Identified Clear Use Cases and Benefits to Augmenting Workflows, Including Synthesizing Earnings and Esg Data

In terms of AI use cases, the majority of the investment community, 69%, point to *using or evaluating* machine learning or natural language processing for *market and company research* (e.g., for evaluating vast amounts of data), though *sentiment analysis* (e.g., for evaluating tone and messaging at scale), *predictive analytics* (e.g., for forecasting future performance and recommending actions), and *risk assessment* (e.g., for measuring upside and downside considerations at scale) all garner meaningful concentrations.

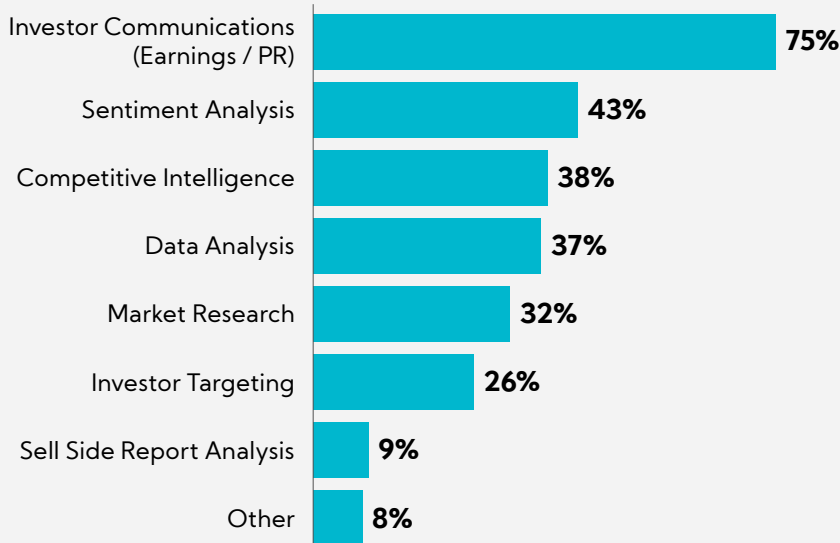
As for issuers, three-quarters point to *investor communications* – specifically earnings scripts and press releases – as leading examples. Next, 43%, cite *sentiment analysis*, while *competitive intelligence*, *data analysis*, and *market research* each garnered support in the 30%+ range.

**69%** of the investment community point to *using or evaluating* machine learning or natural language processing for market and company research

### Investment Community: Leading AI Use Cases within the Investment Process



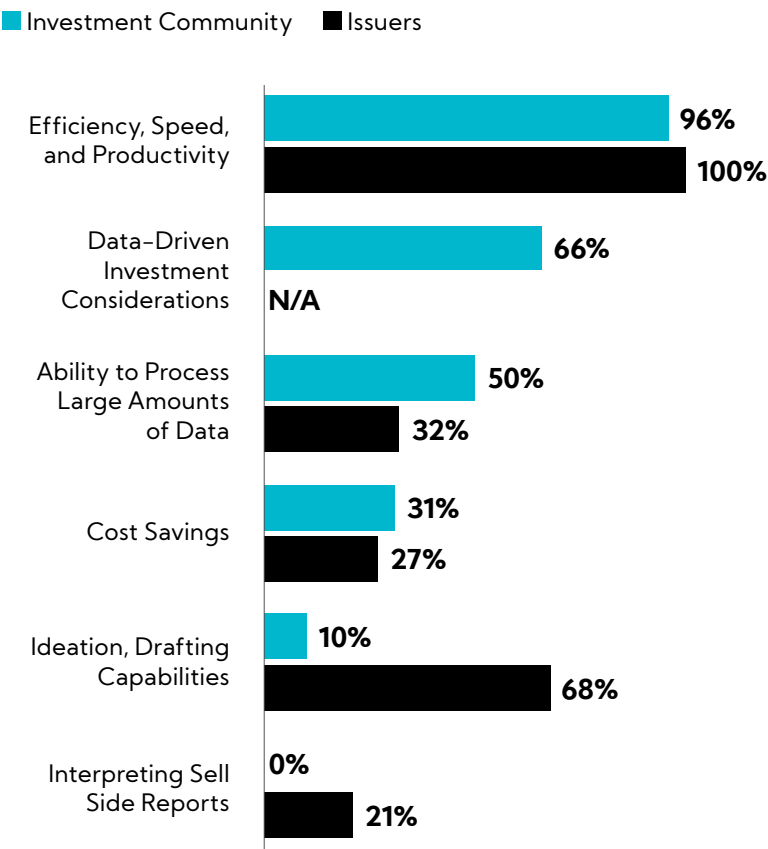
### Issuers: Leading AI Use Cases within the IR Function



Source: Corbin Advisors

In terms of overarching benefits, both groups nearly universally highlight efficiency, speed, and productivity. From there, the two groups are divergent – 68% of corporates point to ideation and drafting capabilities, while virtually the same proportion of investors and analysts cite data-driven investment considerations as top advantages. Nevertheless, meaningful percentages note the ability to process large amounts of data and cost savings. One-offs include improved communication, acquisition benchmarking, and investor targeting.

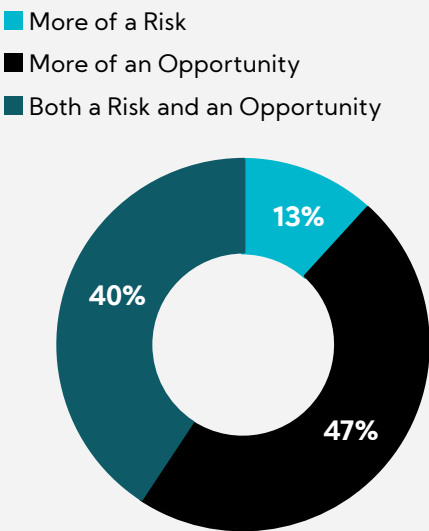
Top Overarching Benefits of AI



Further, with our latest research indicating over 90% of investors place at least some importance on ESG when making active investment decisions, both as a risk mitigating exercise and material business opportunity, we polled the investment community on the intersection of AI and ESG.

Given consolidating and evaluating ESG information remains a challenge, with countries exhibiting various levels of disclosure requirements and adoption overall, a majority, 47%, categorize AI as more of an opportunity for ESG data collection and analysis.

Investment Community:  
AI and Its Relationship to  
ESG Data Collection and Analysis



Source: Corbin Advisors  
<sup>3</sup> Please reach out to a Corbin Advisors representative or [click here](#), to receive a copy of our latest Global ESG Survey Findings and Insights

### 3.

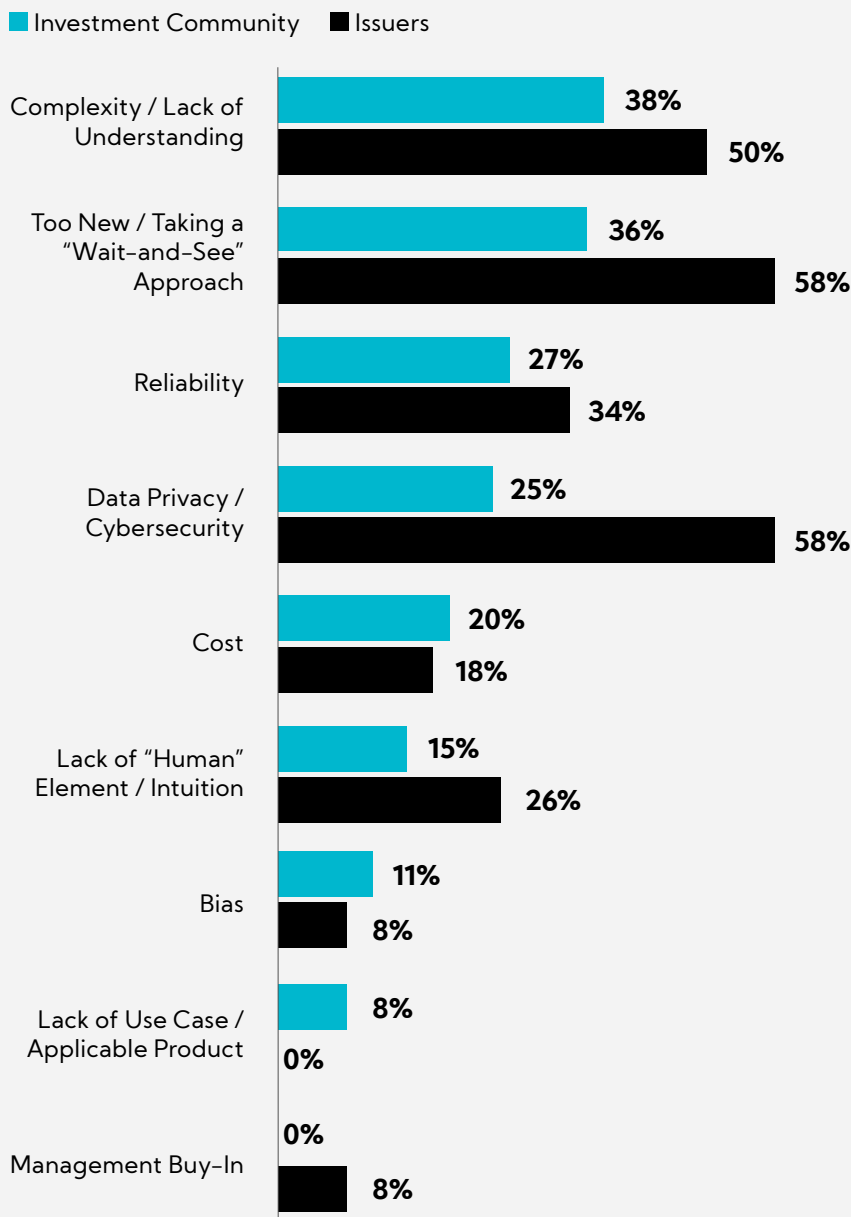
#### Common Challenges Dragging on Adoption Identified – Namely Novelty, Privacy, and Complexity

While the integration of AI into investor and corporate workflows has clearly demonstrated benefits, with the common implication that tools will improve from here, several caveats regarding the use of the technology are identified by both groups, with corporates being somewhat more guarded in their approach thus far.

At the top of the list, many note they are taking a “wait-and-see” approach toward AI as the technology develops, cited by 58% and 36% of corporates and the investment community, respectively. Moreover, *data privacy* and *cybersecurity concerns*, such as the potential risk of leaking corporate material non-public information (MNPI) or proprietary investment process methodology, also ranks among the leading concerns. Ultimately, though, *complexity and lack of understanding* is cited by half of issuers and over one-third of buy-side contributors as a hurdle, emphasizing the necessity for ongoing education and technological improvements to ensure AI’s effective and secure integration into business processes.

Other prominent concerns across both constituencies include *reliability* (a well-documented concern in the media, as systems will often “hallucinate” results and report them back to the user as fact or with little citations), *lack of human intuition*, *cost*, and, for some, *bias*.

#### Main Challenges and Hurdles to AI Adoption



## Investment Community

*"Cybersecurity concerns and the technology itself are keeping me away from AI. The technology needs to advance a little more, but it has some potential."*

**Buy Side, \$455B EAUM**

*"At some level, I do not believe it will ever work. I can imagine certain kinds of investing that might be able to replicate it. AI can do a lot of things but I am not sure it will ever predict the future, so I am skeptical on that one."*

**Buy Side, \$74B EAUM**

*"I do not trust it and do not know how to use it. I am stuck in my old-fashioned ways. I fear it might become apparent to people at a certain point that something has changed in the tone or the quality of my work that would indicate I am not doing the work myself anymore. The language may be different or somehow it may not be as insightful."*

**Sell Side**

*"One concern is there is a learning curve, though it can make me more efficient once I get used to the technology and utilizing it. Another concern is because of not knowing it, it makes it difficult to hand over anything core to our business and reputation to an intelligence that may not be 100% accurate and proven at this stage."*

**Sell Side**

## Issuers

*"I am concerned about confidential information slipping into the public domain."*

**Large-cap, Industrials**

*"It still requires a human interaction and human review."*

**Large-cap, REIT**

*"Risk of MNPI exposure is too high until the security elements are worked out. I am also concerned with over relying [on the technology] and there is not enough information on it yet."*

**Mid-cap, Industrials**

*"I am still just researching. Reliability, difficulty in programming, and incorrect information are still major hurdles."*

**Mid-cap, Industrials**

*"What I'm most concerned about is confidentiality and sharing of material non-public information."*

**Mid-cap, Technology**

## 4.

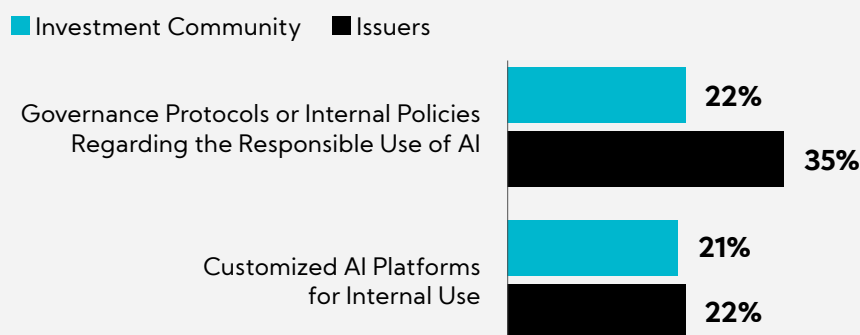
**AI Governance Protocols are in the Early Stages, though Roughly One-Third Indicate Firm- and Company-Level Restrictions; Still, 20%+ Report Having Customized Platforms for Internal Use**

Amid the backdrop of cautiousness and enthusiasm, and the varied pace of adoption across different sectors and investment firms, our research indicates that a foundational proportion across both groups are leaning into this nascent phase and rolling out governance protocols and internal policies regarding the safe and effective use of AI.

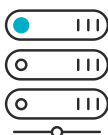
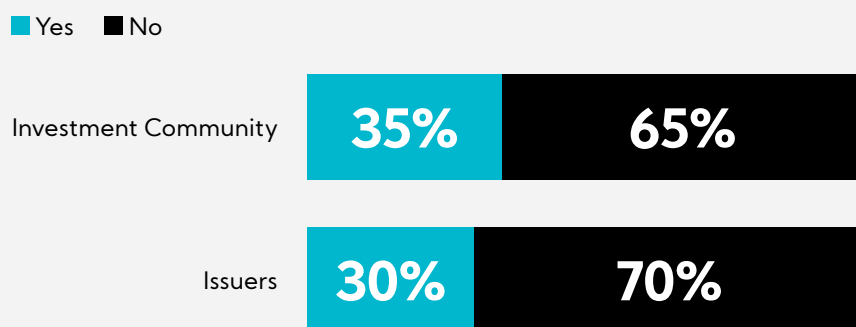
Specifically, 35% of corporates surveyed assert they have established internal policies regarding the responsible use of AI, while 22% of investors and analysts say the same. In fact, just over 20% of both constituencies note they have taken adoption one step further – utilizing customized platforms for internal use. Said another way, in-house resources customize AI tools to fit specific investment strategies and company requirements through a combination of blending publicly available AI resources (like ChatGPT) with proprietary data, policies, and large language models (LLMs). Several note they are evaluating “closed loop” systems or “testing beds” for employees to utilize when handling proprietary information.

On the other hand, 35% of the investment community and 30% of corporates do cite some degree of firm-level restriction surrounding AI platform usage, with limitations ranging from AI being “completely disallowed” to constraints on inputting proprietary documents.

### AI Governance and Platforms for Internal Use



### Company- and Firm-Level AI Restrictions



Both corporates and the investment community place a clear emphasis on [OpenAI’s ChatGPT](#), though widely recognized tools such as [Microsoft’s Copilot](#), [BloombergGPT](#), [AlphaSense](#), [Anthropic’s Claude](#), and, to a lesser extent, [Google’s Gemini](#), are cited.

## Investment Community

*"It's completely disallowed. They're terrified proprietary information will be released."*

**Buy Side, \$342B**

*"No direct connections to ChatGPT, limitations on loading internal documents."*

**Buy Side, \$328B**

*"Things like ChatGPT, while I use it to play around with, are banned from being used inside our firewalls, so that says volumes about what my parent company thinks of letting AI in the door. I am sure they will eventually."*

**Buy Side, \$74B**

*"My firm does not have a specific policy on leveraging AI platforms internally, but it is being discussed."*

**Buy Side, \$5B**

*"We need prior authorization for utilization to produce any work product. [AI] is restricted to those we allow, and no firm / investor / investment-level information can be shared."*

**Buy Side, \$576M**

*"AI policies are currently under evaluation."*

**Buy Side, \$23M**

## Issuers

*"We are not supposed to use public tools for work-related items. We're evaluating closed loop corporate solutions."*

**Large-cap, Healthcare**

*"Our company is piloting enterprise versions of Microsoft AI software. In the meantime, public AI engines are blocked to reduce confidentiality risk."*

**Large-cap, Industrials**

*"Employees are not allowed to use open-source tools. That said, IT has set up a generative AI testing bed for employees."*

**Large-cap, Technology**

*"We have types of use outlined. There is a permission tree."*

**Mid-cap, Technology**

*"We are limited to use case-specific restrictions."*

**Mid-cap, Technology**

*"Risk of MNPI exposure is too high until the security elements are worked out."*

**Small-cap, Industrials**



## 5.

**The Intersection Between AI and IR is Coming into Focus: IR Professionals are Actively Upskilling and in Conversation with IT Departments, While the Investment Community Sees Opportunity for Public Companies to Enhance Communication**

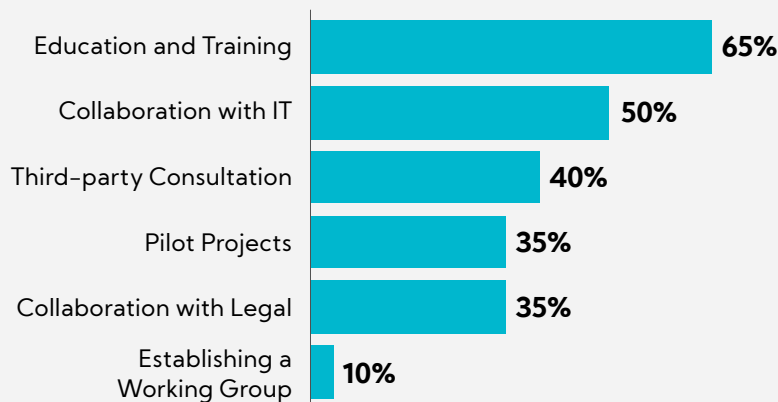
In terms of preparing for AI adoption in IR functions, 65% of professionals point to *education and training* as the primary step. Notably, half assert they are *collaborating with their IT department*, recognizing that the successful implementation of AI in IR often hinges on a seamless integration with existing technological infrastructure and company-level security protocols.

Other prominent steps include *third-party consultation* (40%), *pilot projects* (35%), and *collaboration with Legal* (35%).

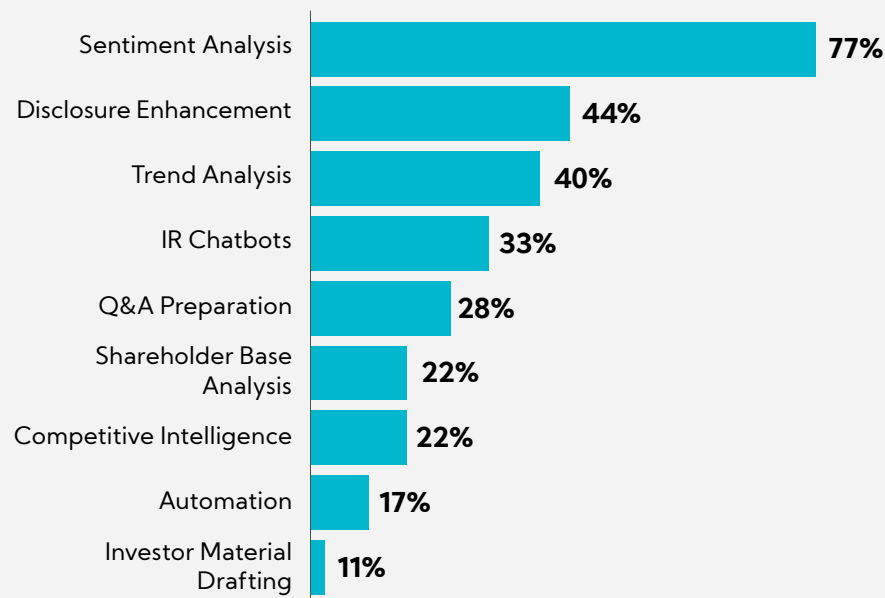
**77%** of the investment community believe *sentiment analysis* is the leading application of AI for issuers

In terms of what the investment community sees as opportunities for public companies, 77% believe *sentiment analysis* is the leading application of AI for issuers to improve the overall quality of shareholder communications, followed by *enhancing the robustness of disclosure* (44%), *conducting trend analysis* (40%), and *implementing IR chatbots* (33%), the latter of which can be used to automate and carefully facilitate some of the more “routine” communications between a company and its analysts and investors, such as questions around dividend policies, earnings timing, quiet periods, etc.

### Issuers: Steps Being Taken to Prepare for the Increasing Role of AI in IR



### Investment Community: Leading Opportunities for Public Companies to Leverage AI to Improve Shareholder Communications

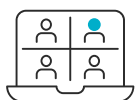




## AI adoption **for corporates and the investment community** is still in its infancy.

However, practical use cases that can be applied to an issuer's next earnings call, for example, are not only bubbling to the surface, but actively being evaluated and put into practice today. Moreover, new opportunities ripe for adoption are being imagined daily. For IR professionals, the expectations are increasing, and it is incumbent upon us all to stay up to speed on novel ways to responsibly leverage AI technology, making way for more meaningful interactions with The Street.

Key considerations for corporates and IR professionals from Corbin's inaugural **Artificial Intelligence Survey** include:



### **AI-Enhanced Active Decision-Making Is Creating a Premium on Human Connectivity**

While AI is influencing investment approaches by increasing efficiency, the core of active investment decision-making – trust – remains sacrosanct. Improving the speed and efficiency of investment processes and decisions has always been paramount for institutional investment professionals, but not at the expense of making bad decisions or violating internal compliance. Asset managers are adopting a range of AI technologies like machine learning, predictive analytics, and natural language processing, but the human element, namely meeting directly with management, remains pivotal for engendering trust in the investment opportunity and building relationships.



### Proactive Adaptation and AI Literacy are Crucial

Corporates must proactively adapt to the rapidly advancing AI landscape by developing AI literacy. This entails a twofold approach: understanding the nuances of AI-driven institutional investor strategies as they evolve and second, and using this knowledge to inform and evolve investor relations practices and communication.

For example, are there specific pieces of information that institutional investors are prioritizing through AI analysis, such as disclosure items, ESG factors, or market trends that are influencing their active investment decisions? Stay apprised of how AI tools commonly used by the buy side portray your company, its news flow, sentiment, and fundamentals, and seek to explicitly communicate, clarify, and emphasize that information on the corporate website.

- **Implement comprehensive training** for management and investor relations teams to enhance their understanding of AI tools and methodologies.
- **Engage directly with investors** to understand how they use AI in their active decision-making process. Use this feedback to align corporate communications and disclosures with investor priorities. For example, include webcast transcripts on the IR website versus audio-only to enable easier access to critical information, and/or consider incorporating written FAQs.
- **Conduct regular audits** on how AI tools are interpreting and representing your company's financial health, ESG initiatives, and market position. Use these insights to correct any misrepresentations or unintended perceptions. For example, after feeding your prepared remarks into a secure system such as ChatGPT, what does the system believe are the key takeaways and questions investors may have? How do those differ from your own conception?
- **Tailor communication strategies** to emphasize your company's strengths and address potential areas of concern that AI may flag. This could involve more detailed and explicit discussions of strategy, operations, and risk management in earnings calls, investor presentations, and industry conferences.



### Customized AI Platforms for Secure, In-House Use in Collaboration with IT and Legal are a Burgeoning Theme

Considering the concerns around data privacy and the handling of MNPI, corporates should investigate the possibility of developing or subscribing to customized AI platforms that offer enhanced security features for in-house use. Such platforms can be tailored to the specific needs and workflows of IR teams, incorporating features like competitive intelligence and sentiment analysis within a secure environment.

As previously noted, roughly 20% of corporates and the investment community surveyed have explored such solutions, and we expect that percentage to grow. Working closely with IT and Legal departments, IR professionals can explore the development of 'closed-loop' AI systems that securely process and are, in part, trained by both internal and external data to generate relevant insights.



## Prep for Earnings Calls Leveraging AI is a New Device in the IR Toolkit

IR teams can use AI tools like ChatGPT to refine management prepared remarks, support Q&A development, and check for alignment and disconnects in a secure environment.

- **Use Case:** In a secure environment, upload prior company and competitor earnings transcripts, sell side preview notes, minutes from recent investor meetings, and the draft earnings script and prompt the system to anticipate the types of analyst questions that will be asked, as well as proposed answers based on the data provided.
- **Use Case:** In a secure environment, upload key earnings materials and prompt the system to test different versions for clarity, impact, and/or discrepancies.

**You**

LYFT prepared remarks.pdf

Lyft-Q4-2023-Earnings-Supplemental-...

Latest Lyft Press Release.pdf

Are there any typos or inconsistencies in messaging or financials between these documents for Lyft's Q4'23 earnings? Pay close attention to differences in numbers and/or language. Go line by line and determine any disparities. I want you to act as a buy-sider and determine what, if anything, may cause outsized attention.

**ChatGPT**

I have thoroughly examined the three documents related to Lyft's Q4 2023 earnings report:

- Lyft Latest Press Release.docx
- LYFT prepared remarks.pdf
- Lyft-Q4-2023-Earnings-Supplemental-Data.pdf

Here are the detailed findings focusing on any disparities in numbers, language, or messaging that may cause outsized attention:

- **Financial Figures and Forecasts:** The documents consistently provide financial figures such as gross bookings, revenue, and adjusted EBITDA. Key performance indicators (KPIs) like rides and active riders are also reported uniformly across the documents.
- **Adjusted EBITDA Forecast Discrepancy:** A significant discrepancy was found with the FY'24 Adjusted EBITDA margin expansion—50 basis points in one document versus 500 basis points mentioned in another—and warrants close attention. Upon further review and comparison with the updated documents, it's crucial to ensure that all references to the EBITDA margin expansion are accurately represented and consistent across all materials.

### Example: Lyft (Technology, \$8.2B) Q4'23 Earnings:

A tangible, real-life example of where this could have been implemented is the 2024 [Lyft](#) earnings gaff, in which the press release included an extra zero indicating a "500 bps" EBITDA margin expansion rather than the intended "50 bps", causing the stock to surge and then dramatically reverse course after restatements were made. After uploading the press release, earnings script, presentation, and supplementals, a simple prompt in a secure system as demonstrated below would have likely saved the company from a public relations crisis.



## The Next Generation of Analysis is on Your Doorstep; Embrace it Responsibly

Next-gen analysis tools powered by AI are redefining how corporates approach complex tasks and strategic planning. These tools, including the likes of ChatGPT, offer an unparalleled ability to process vast amounts of data, identify trends, and provide actionable insights in a fraction of the time required for traditional analysis.

- **Use Case:** Quickly and effectively analyzing the latest [SEC rules](#) surrounding emissions disclosure. Reviewing an 887-page regulatory document is a daunting task by any standard, but with an AI tool, one could start by comparing the regulation's requirements against their company's existing sustainability report, prompting the system to identify alignment and gaps, as well as suggest areas of focus to ensure compliance and strategic positioning. While certainly not a substitute for formal compliance reviews by Legal, this process saves a significant amount of time in terms of determining external positioning and anticipating potential investor inquiries. It also enables a proactive response to potential challenges and can be a good way to spark internal discussion and accelerate action.



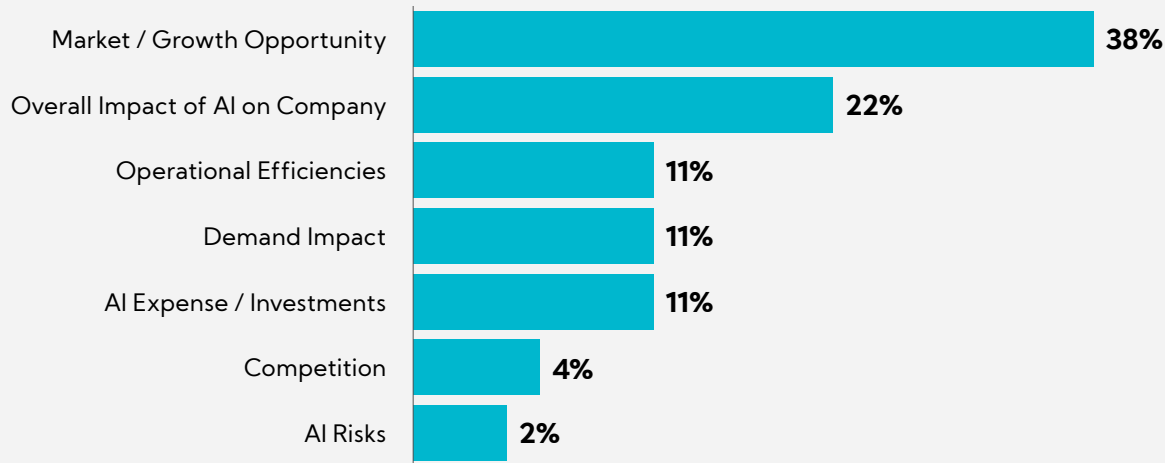
### Investor Inquiries on AI Utilization are Growing

As AI is increasingly integrated into institutional investor research and active decision-making as well as corporate operations and investor relations, investor inquiries as to how companies are adopting and leveraging AI technologies are growing. It's becoming clear that being unaware or not utilizing AI at some level, including IR, may soon be viewed as a disadvantage by the investment community. Therefore, it's crucial for companies to proactively explore, adopt, and communicate their use of AI technologies. This not only prepares you for inevitable investor questions but also serves as a forcing function to align internally on how your company is handling this transition.

To discern the most pressing questions brought forth from the investment community, we researched analyst questions regarding AI on earnings calls for over 30 companies across all sectors and market caps. Our comprehensive analysis revealed the majority of queries centered around how the technology would impact the company's TAM and/or growth opportunity, followed by what executives believe will be the implications toward the overall business, such as industry shifts, new product development, and deployment roadmap.

### Analyst Questions Regarding AI on Earnings Calls

Public Companies >\$1B Market Cap





## AI Positioning Statements are an Effective Way to Anchor Investors Beyond the Buzz Words and Set the Record Straight<sup>4</sup>

As mentioned, AI as a topic on earnings calls has exploded over the past two years and many companies were quick to insert “AI” and derivative terms into prepared remarks, with more than three-quarters of executive remarks originating outside of the Technology sector.

Our analysis on company communications across sectors and market caps identifies seven core elements of best-in-class AI positioning statements:

1

• **Industry Impacts: What does the incorporation of AI mean for the industry?**

Articulate how or whether AI adoption is reshaping your industry landscape, including highlighting specific areas where the technology is driving innovation, efficiency, new commercial categories, customer stickiness, research initiatives, etc.

2

• **Investment: What is the extent and focus of AI-related spending?**

Clarify your investment strategy, including incremental R&D spend related to AI, acquisition or partnerships criteria, and potential impacts on internal resource allocation.

3

• **Competitive Positioning: How is the company’s market position strengthened by AI?**

Explain how the company’s unique resources, expertise, customer profile, or market presence give it an edge in leveraging AI for competitive advantage.

4

• **Customer Impact: How does AI improve customer experience and value?**

Discuss how the use of AI directly benefits customers, whether through improved products, accuracy, personalized services, and/or enhanced customer interactions.

5

• **Talent and Culture: How is the company cultivating an AI-savvy culture and workforce?**

Explain the steps being taken to build AI capabilities within the workforce, including training programs, hiring strategies, and fostering a culture of continuous learning and adaptation. Are associates empowered to use the technology? If they are, what controls are in place to mitigate downside risk?

6

• **Operational Efficiency: How is AI optimizing internal processes and operations?**

Detail the improvements in operational efficiency, cost savings, and/or productivity gains derived or anticipated from AI implementations.

7

• **The AI “North Star”: What is the company’s long-term vision for AI in its operations and offerings?**

Think through how AI aligns with the company’s broader goals and how it will shape future products, services, and/or market approaches. While less tangible, this helps wrap the preceding points into one cohesive message.

<sup>4</sup> For best-in-class examples [click here](#) to contact us.



We've thought deeply about artificial intelligence — both present applications as well as impending impacts — on the investor relations industry. AI is experiencing a renaissance, and as many benefits as there are, the technology brings its own set of challenges.

These factors must be navigated in lockstep with technological implementation to ensure safeguarding your company's interests and security, and we will continue to serve as a trusted, independent source of truth as we navigate the shifting capital markets landscape.

## About Corbin Advisors

Corbin Advisors is a strategic consultancy accelerating value realization globally. We engage deeply with our clients to assess, architect, activate, and accelerate value realization, delivering research-based insights and execution excellence through a cultivated and caring team of experts with deep sector and situational experience, a best practice approach, and an outperformance mindset.



Let Corbin help you cut through the noise and develop a differentiated investment thesis that serves to educate and capture investor mindshare.



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