

# answir™

## Feature Sheet

Unlike general-purpose artificial intelligence (“AI”) tools, [Answir](#) is designed specifically by an investor relations (“IR”) professional with first-hand knowledge of the corporate function. Answir’s architecture, workflows, responses, and logic are based on experience as an in-house IRO, consultant, buy-side investor and sell-side analyst.

Below are Answir’s top features as benefits for companies (public issuers and large private entities alike) and users (current and prospective investors, research analysts, journalists, regulators, lenders, customers, employees, etc.).

### **COMPANY BENEFITS**

#### **1. Purpose-Built Search Engine**

Answir is a company-specific search and retrieval engine, purpose-built to index mandatory and voluntary disclosures as well as stock data. Employees can use it during meetings, to train new company spokespersons, or simply for their everyday convenience. Answir delivers internal value, regardless of third-party inquiry volume, by serving as a centralized, authorized, and instant information source.

#### **2. Client-Specific Deployment**

Each Answir agent is configured and trained on a bespoke basis, ensuring complete data isolation and eliminating cross-client exposure. Clients retain full ownership of their content and submitted information is never used to train other models or incorporated into public or shared datasets.

#### **3. Ring-Fenced Knowledge Base**

The platform includes a ring-fenced knowledge base which goes beyond standard SEDAR and EDGAR content. It enables companies to also include voluntary disclosures in the model’s information set that are also central to their story, such as presentations, business plans, technical reports, fact sheets, CEO letters, etc.

#### **4. Conversation Logs**

Answir keeps a record of user queries enabling leadership to gain better insight on stakeholder communication. Further, this historical record enables trend analysis, improves the quality and consistency of future responses, and supports better strategic decision-making.

#### **5. Compliance**

Answir is built with the expectations of public company legal, compliance, finance, and governance teams in mind. Unlike solutions built primarily for marketing or customer

engagement, Answir is designed to operate within disclosure-sensitive and highly regulated environments.

## **6. Response Guardrails**

Answir is designed with built-in guardrails that limit responses to approved disclosures and predefined information boundaries. Unlike generic AI tools that may attempt to answer any question presented, Answir helps prevent over-disclosure by escalating inquiries that fall outside approved investor communications or its knowledge base.

## **7. Accuracy**

Answir references only authorized company disclosures, website content, and data sources when responding to inquiries. This approach differentiates Answir from other AI solutions that generate responses based on broad internet data, thereby reducing the risk of speculative, promotional, or non-compliant statements.

## **8. Lead Capture**

Answir requests and stores user contact information and can offer meeting bookings with IR personnel, enabling direct lead capture on a company's website. This creates a new, cost-effective engagement channel without relying on third-party tools or platforms.

## **9. Company Logo, Colour & Agent Name**

Answir allows companies to fully brand their agent to match their corporate identity, including custom logos, colors, and even a personalized agent name. This ensures the agent integrates seamlessly into the company's website, keeping the focus on the organization and its brand rather than on Answir.

## **10. Disclaimer, Welcome Message & Engagement Pop-Up**

Answir allows companies to customize key interactions with users, including the disclaimer, personalized welcome message, and the engagement pop-up. These features help organizations tailor the agent's behavior, appearance, and messaging to their specific needs, enhancing user experience, reinforcing brand voice, and guiding interactions in a way that aligns with corporate objectives.

## **11. Customizable Reading Level, Tone & Escalation Behaviors**

Organizations can tailor Answir's tone to align with their corporate brand, communication style, and with their average investor in mind. They also can define escalation rules for certain types of inquiries.

## **12. Seamless Website Integration**

Answir can be embedded directly into a company's corporate or investor relations website, allowing visitors to engage with the AI assistant from any page. This creates a seamless extension of the company's official communication channel without disrupting the existing web experience.

### **13. Integrated Analytics & Engagement Metrics**

Answir's customer dashboard provides deeper analytics regarding how investors engage with the AI assistant, including various conversation statistics covering unique users, session duration, keyword frequency, etc. This goes beyond basic usage stats to offer meaningful operational intelligence that helps management and/or IR personnel improve disclosure efforts.

### **14. Automation of FAQs**

Answir automates responses to routine and recurring inquiries, thereby allowing IR personnel to dedicate more time to strategic initiatives and higher-value tasks such as focusing on financial results issuance, top shareholder relationships, research analysts, road shows, AGMs, investor days, and so forth.

### **15. Consistent Messaging**

By solely accessing a ring-fenced knowledge base, Answir ensures consistent messaging across user interactions, which reduces the potential variability of responses provided by IR personnel, management and other authorized company spokespersons.

### **16. Location Insights**

Answir captures user IP addresses and maps inquiry activity by geography, providing IR personnel with a clearer view of where investors and stakeholders are engaging from. This intelligence can highlight concentrations of interest by city or country, helping management better understand market awareness and emerging pockets of demand. These insights can be particularly valuable when planning non-deal roadshows, conference attendance, or targeted outreach campaigns.

### **17. Sentiment Assignment**

Answir uses AI to assess the mood of user conversations, helping companies better understand how stakeholders feel during interactions with the AI assistant and, by extension, toward the company itself. This creates an additional layer of intelligence, allowing IR personnel to identify recurring pain points and detect dissatisfaction early. Sentiment tracking can also help management refine messaging, strengthen disclosure clarity, and enhance the overall stakeholder experience.

### **18. Scalability**

Answir is built to handle fluctuating volumes of investor inquiries, particularly around earnings releases, news announcements, or periods of increased market activity. Unlike extra manual processes and/or variable staffing as demand increases, Answir scales automatically while maintaining consistency and accuracy.

### **19. Multiple Agent Optionality**

Answir allows companies to operate numerous agents from a single account, each tailored to a specific purpose such as IR on its public website, HR support on its intranet, or expedite M&A on a virtual data room. With separate knowledge bases for each agent, organizations can deliver content to different teams or audiences, while scaling to support separate functions without the risk of informational overlap.

## **USER BENEFITS**

### **1. Stock Data Integration**

Answir integrates stock data APIs to incorporate live and historical market data directly into investor responses, providing timely, market-aware context alongside verified company disclosures. Unlike competitors that rely on static or periodically updated content, this API-driven approach fosters more meaningful and realistic conversations.

### **2. Ease of Use**

Answir is designed to enhance stakeholder communication through an intuitive, user-friendly platform that requires minimal technical effort to engage with. Answir's natural language processing and intuitive interface allow both sophisticated investors and first-time users to quickly access clear, understandable information.

### **3. Sources Provided**

Every response provided by Answir includes clickable hyperlinks to the original documents, ensuring full transparency about the source of all information. Companies have the option to display these source links or keep them hidden, depending on their preference.

### **4. 24/7 Availability**

Answir provides round-the-clock access to consistent and accurate investor information, regardless of time zone or market hours. Unlike traditional IR workflows that depend on team availability, Answir ensures continuous access without increasing headcount.

### **5. Multi-Lingual**

To provide better service to as many investors across the western capital markets as possible, Answir can communicate in a growing list of languages. This supports a consistent and clear dialogue, aligned with industry norms and the expectations of investors, analysts, and other user types.

### **6. Faster Response Times**

Answir provides immediate responses to investor inquiries and removes the need for manual follow-ups many to emails, voicemails, social media comments, etc. Faster responses help investors feel informed and supported, strengthening trust and eliminating the frustration that arises from delayed and/or fragmented communications.

### **7. Replaces Manual Search**

Answir eliminates the need for investors to manually navigate lengthy regulatory filings and databases such as SEDAR or EDGAR. Rather than redirecting users to documents or links as other chatbots do, Answir delivers direct, context-rich answers that improve accessibility and efficiency.