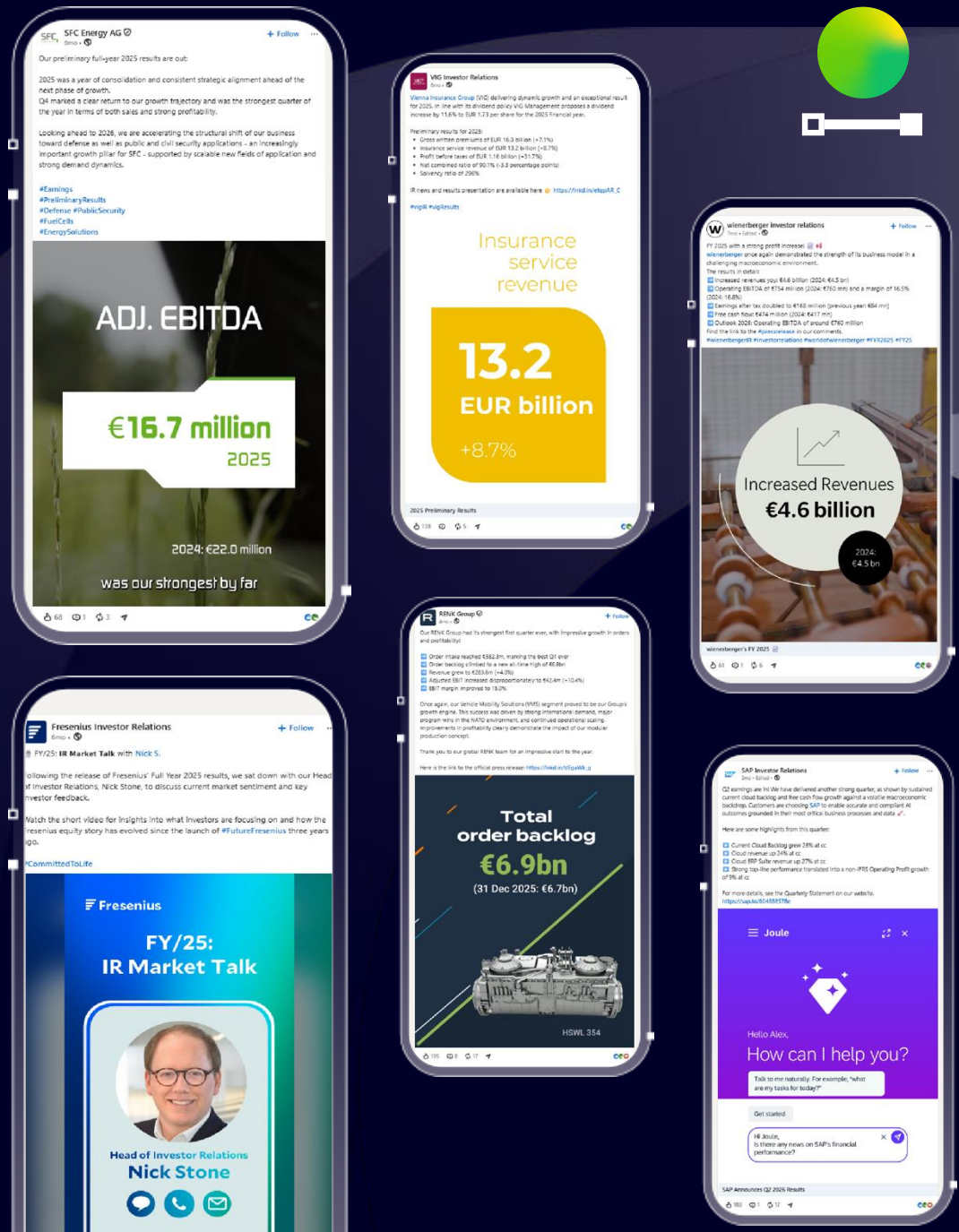
You cannot reach the new generation of stakeholders with the old ways of communication.



Social Media IR

LinkedIn IR channels

2016 . . .

VIG
VIENNA INSURANCE GROUP

2022

DHL

BayWa

2023

VOLKSWAGEN GROUP

SAP

grenke

2024

W

GFT
TECHNOLOGIES

2025

LUFTHANSA GROUP

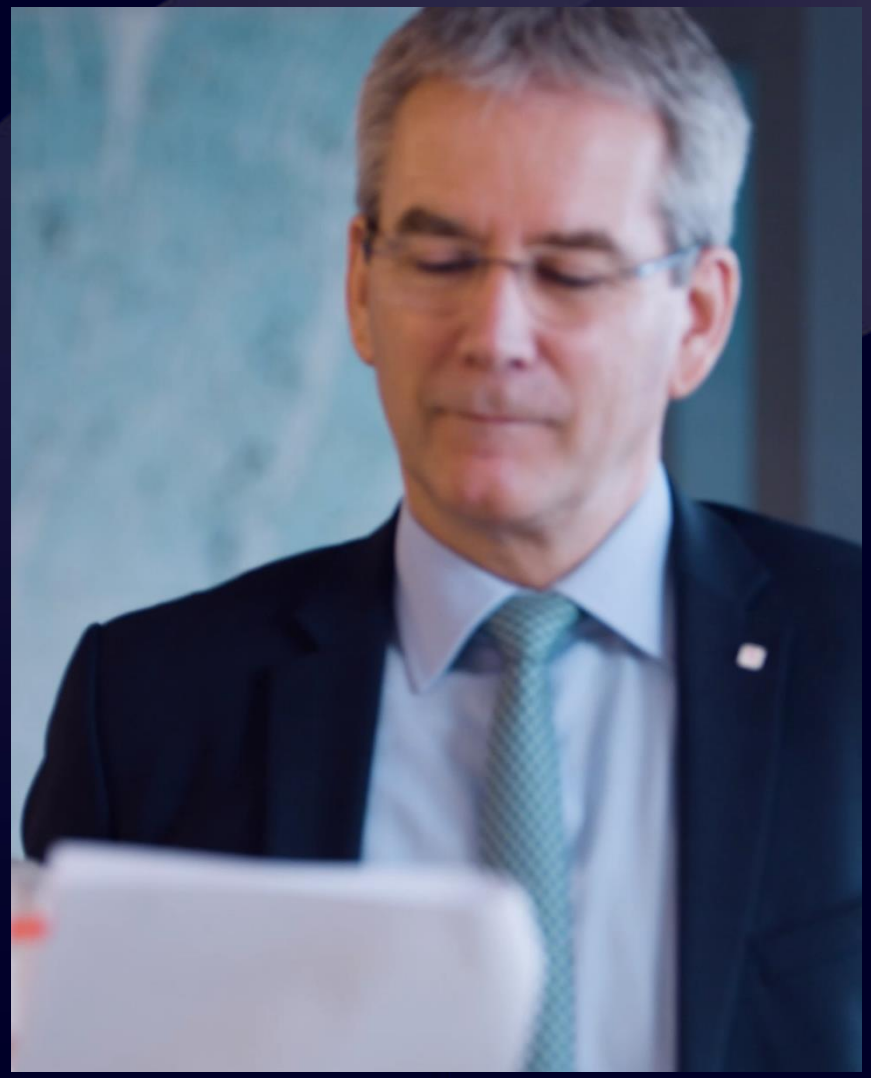
2026

#ASKHARTWIG

Was ist Ihr Fazit zum Geschäf
2025?
That's why I am happy to address
your questions today.

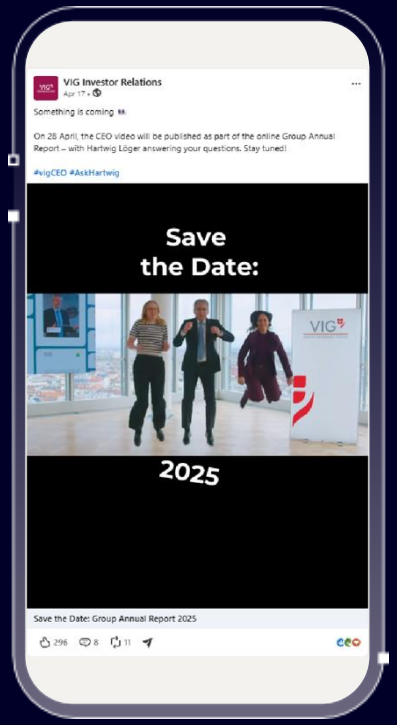
The answers:
Online Group
Annual Report 2025
annual-report.vig/2025

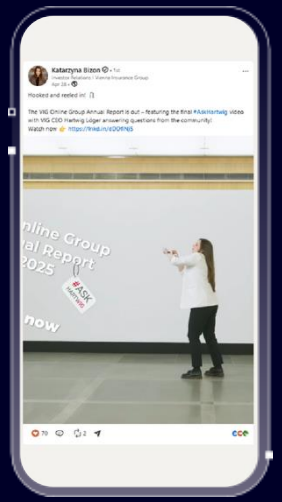
#ASK
HARTWIG

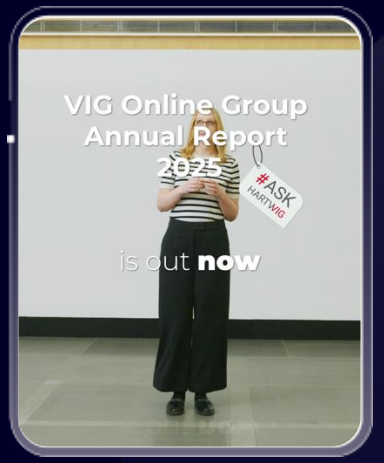


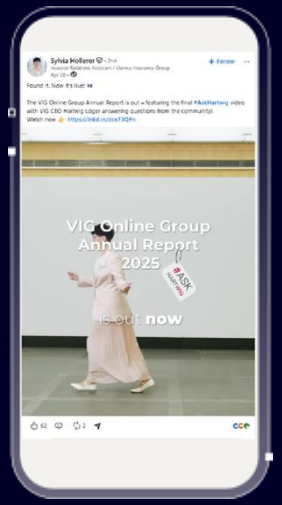
#ASKHARTWIG

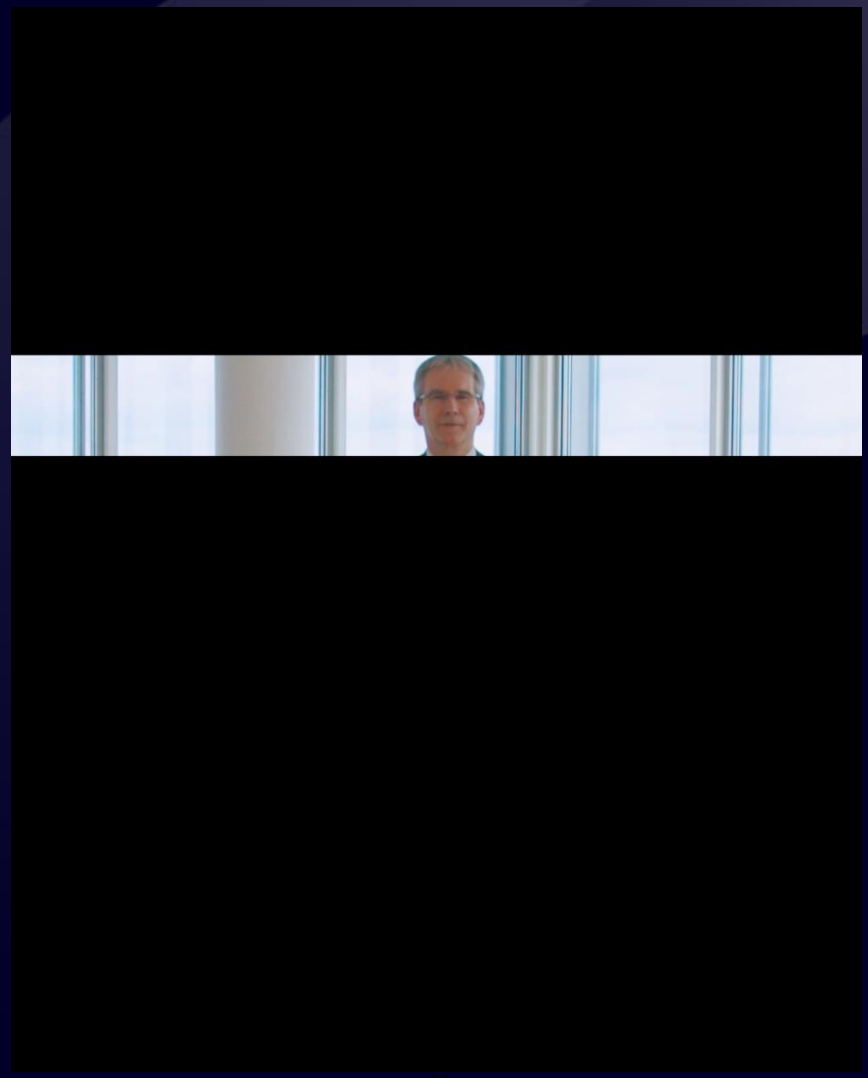
Social Media Hooks











#ASKHARTWIG

Performance

Total Reach

- **IR Channel (LinkedIn):** 74,000
- **IR Team (LinkedIn):** 7,000
- **Finfluencer (Insta/Sunrise App):** 112,000+

Total 193,000+ impressions

Paradots

More examples for Social Media IR?