



# Sonos builds an engaging IR website and optimizes Earnings

## Q4 | SONOS

Built a clean, simple  
and beautiful website that  
connects with investors.

Brought their brand to life  
as a new public company.

Created a seamless  
process for website updates  
and successful webcasts.

## High-End Speakers Brand Goes Public

“No Sleep till Brooklyn” by the Beastie Boys was the first song ever played for the public on the first Sonos speaker prototype in 2004. According to their Director of Corporate Finance, Daniel Welch, “the song represented the countless sleepless nights and determination required to design and build Sonos’ first product the ZP100, from a napkin sketch, to a fully functional home audio system that would change the way audio is experienced in the home.” Fast forward to their first Earnings call in 2018, the song is played at the beginning of their presentation, to signify the team’s relentless drive in bringing the brand to the public markets.

A well established tech company, Sonos is considered to be one of the world’s leading brands for high-end,

chicly designed speakers. Built on a WIFI system that also leverages “smart” capabilities (like voice commands), Sonos is known for “inventing” wireless “multi-room” audio, enabling users to play music anywhere in the home. With a market cap of 1.2 billion and over 1,300 employees, their headquarters are based in Santa Barbara with 10 other offices around the world, including Seattle, Boston, Shanghai, and Beijing.

Welch reports that working with Q4 as an “IR partner” for their website and webcasting has enabled them to build an IR site that dynamically engages investors and shareholders. The website is also easy to manage for timely updates and changes. Additionally, they now have a seamless process in place for conducting successful Earnings webcasts.

## Creating an On-Brand Hub for Investor and Shareholder Communication

When Sonos went public in 2018, they needed an IR site that clearly and effectively communicated all of their key information to the investing public. Also as a highly design-conscious brand, they were looking for a site that visually represented the core tenets of their design philosophy: simplicity and minimalism.

According to Welch: “Like all public company IR teams, our mission was (and continues to be) to provide clear, accurate, and timely information to the market and all of our stakeholders. For Sonos, it was critical to have a clean and simple, easy to navigate IR site that was also beautiful to look at.”

And as a new IPO, they needed a reliable platform for executing their Earnings webcasts. Their biggest challenge was the newness of the whole process. In addition to establishing and learning processes for conducting the call, they had to effectively navigate and sequence the timing for uploading time-sensitive documents to their site.

“We’re constantly communicating corporate news and events through our site, as well as coordinating quarterly Earnings calls,” Welch explains. It was essential for the Sonos IR team to have first-class customer support, to help manage IR site updates and Earnings call content. They began searching for a robust web and webcasting solution.

Rajvir Raheja, Global, Corporate Communications Manager at Sonos sums-up their selection process: “There’s a lot that goes into becoming a public company. We chose to partner with Q4, based on their extensive experience with IR sites and the quality and reliability that their team offered.”

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## Stock Quote

NASDAQ: SONO

**\$10.69**  
▼ **\$-0.16 (-1.48%)**  
As of 4:00 PM EDT February 27, 2019  
Pricing delayed by 20 minutes

Open: **\$10.85**  
High: **\$11.00**  
Low: **\$10.68**  
Volume: **1,439,059**

### Reasons to invest

**The Leading Home Sound System**  
Home audio has been our singular focus for over 16 years, resulting in significant consumer awareness and market share among home audio professionals.  
A 2018 product study by a leading home audio publication of the top 100 custom integrator professionals ranked Sonos as the leading brand in the wireless audio, soundbar and subwoofer categories. Our 84% share in the wireless audio category among these industry professionals significantly outpaces our competitors.

**An Open Platform Empowering Choice**  
Sonos supports approximately 100 streaming services around the world, providing customers with access to music, internet radio, podcasts, and audiobooks, from whichever services they prefer. We're taking this same open approach to voice assistants, giving customers the freedom to choose.

**Highly Engaged Customers**  
After purchasing their first Sonos product, customers spend about 80% more time listening to music. Households with Sonos listen to approximately 70 hours of content every month and nearly half of our households open the Sonos app daily.

**Home sound system expansion drives sustainable financial model**  
Repeat purchases support the sustainability of our financial model. Existing households represented 38% of new product registrations in fiscal 2017. These customers are not replacing products. They are adding to their Sonos systems.

“We are a lean team at Sonos, with many people wearing a variety of hats. Being able to lean on the capabilities and expertise of Q4, has been critical to our IR efforts.”

Daniel Welch, Director of  
Corporate Finance at Sonos



## A True Collaboration from Development through to Launch

Sonos brought in their own design team and agency for what they describe as “a true collaboration” with Q4. Building on Sonos’ strongly branded designs, Q4 guided the team on critical best practices for IR websites, including building out a homepage section for “Reasons to Invest,” to effectively showcase their value proposition and key financials. Q4 also led them through the process of creating robust sections for News and Events, Reports and Filings, Investor Resources, and Corporate Governance.

Together, they joined forces on site structure and content mapping, functionality and development, and optimizing the site for Google Analytics. For Sonos, “information on the IR site needed to be easy to find for investors and analysts alike.” Q4 helped them prioritize and group key content across the site, incorporate quick links for easy access to more information, and leverage prominent call-to-action buttons. According to Raheja, “the Q4 team was there every step of the way to offer their guidance and experience with best practices.”

She says that the Q4 team “remained agile from the onset of the project and throughout the implementation process.” Raheja adds, “they were great at working with our design team and communicating deployment details. We were extremely satisfied with the whole process and the end results.” From development through to the site’s launch, the whole process took between 4-6 weeks.

## The Sonos Brand is Brought to Life and Optimized for Earnings

Sonos successfully created a site that is extremely clean and simple, but still a rich and engaging hub for their growing IR content. Their contemporary, design-conscious brand was also effectively brought to life, with striking photos and product shots on every page, and videos (featuring strong soundtracks) smartly integrated across the website. As an IPO, their newly launched site has become a crucial foundation for presenting their investment story and making a robust and unique first impression with the Street.

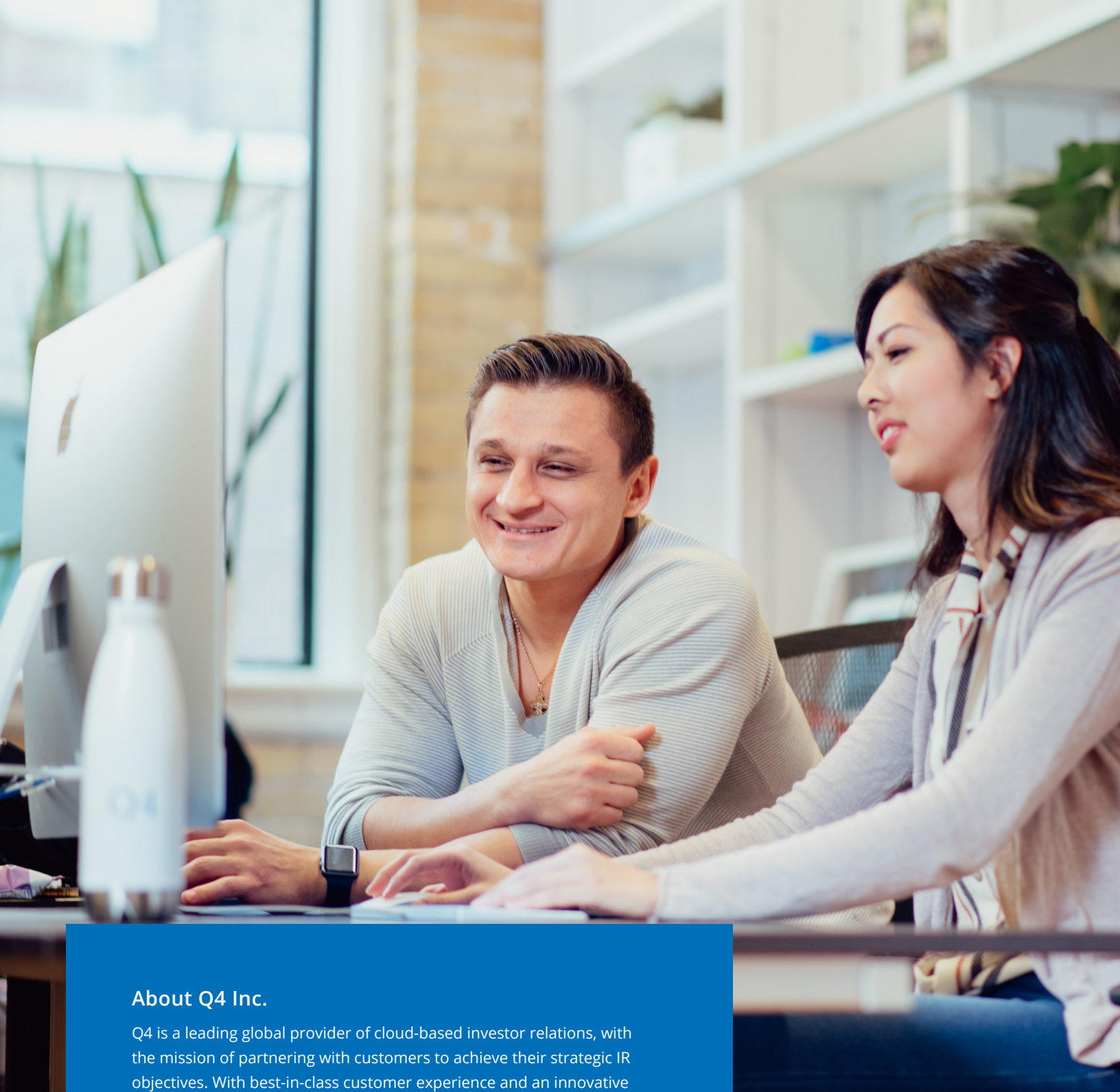
The next step was executing their first Earnings webcasts. Welch describes the process as “simple and clear.” He worked closely with his Client Success Lead, both for the call itself, as well as to update and sync their website for the big event. According to him, “the Q4 team expertly helped us navigate our first Earnings call with ease.”

In addition to syncing their site for major events like Earnings, Q4’s support team actively helps Sonos manage day-to-day updates and content uploads. The CMS (content management system) platform itself has also enabled them to automate regular updates, including stock quotes, historical prices, and news releases. Welch explains, “Since the IR website is one of the most critical sources of information for investors, it’s been essential to work with a vendor like Q4 who can help us scale, as the needs of our website evolve.”

He believes that the new site not only benefits their IR team now, but will grow with Sonos as a public company: “Our IR site plays such a critical role for us. And we will be leveraging it increasingly, as Sonos participates in a growing number of investor conferences, and as we develop as a company.”

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Daniel Welch, Director of Corporate Finance at Sonos



## About Q4 Inc.

Q4 is a leading global provider of cloud-based investor relations, with the mission of partnering with customers to achieve their strategic IR objectives. With best-in-class customer experience and an innovative suite of IR technology, Q4 is a trusted partner to over 1,200 of the world's largest brands. Our comprehensive portfolio of IR communications and intelligence solutions, supported by an industry-leading customer experience model, we empower our customers to build impactful and strategic IR programs. Q4 has offices in New York, Toronto, Copenhagen, and London. To learn more, visit: [www.q4inc.com](http://www.q4inc.com).

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