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When AI Reads Your Company

Is your investor story discoverable,
consistent and trusted?

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Abstract

Capital-market information is increasingly consumed through an interpretive layer rather than directly from the issuer. Search engines generate summaries; conversational assistants combine web sources; institutional platforms extract tables, transcribe calls, compare peers and flag anomalies; and exchanges are beginning to place machine-generated summaries beside issuer filings. This creates a new disclosure question. It is no longer sufficient for information to be accurate somewhere. The authoritative version must be discoverable, internally consistent, machine-readable enough to be retrieved correctly, and supported by provenance and governance that allow users to verify it.

This white paper develops a practical theory of AI-readable investor disclosure. It explains the information chain through which public-company content becomes an AI-mediated answer; examines failure modes in retrieval, numerical reasoning, long-document processing, multilingual reporting and temporal reconciliation; compares digital reporting architectures in the United States, United Kingdom and European Union, India, Singapore and the Gulf; and proposes an issuer operating model, maturity framework, scenarios, diagnostic scorecard and 90-day action plan. The paper argues that optimisation for AI should not mean writing for machines at the expense of investors. The correct objective is a coherent disclosure system in which human-useful explanation and machine-accessible evidence reinforce each other.

Central proposition

AI does not replace the issuer's investor story. It becomes an intermediary that can either transmit a coherent, evidence-based narrative or amplify fragmentation already present in public disclosure.

Research method and limitations

This paper is a multidisciplinary synthesis rather than an empirical study of a proprietary sample of issuers. It draws on official regulatory and technical sources, peer-reviewed and preprint research on financial question-answering and long-context language models, professional investor-relations agendas, industry surveys and Dickenson's corporate-reporting analysis. Quantitative figures are presented with their source context and limitations. Company-reported product reach is not equated with investor adoption; vendor surveys are treated as directional; benchmark results are time- and model-specific; and regulatory summaries are not legal advice. Because AI systems, crawling policies and product interfaces change rapidly, issuers should validate current behaviour at the time of use.

Executive summary

AI is becoming a distribution layer for investor information. NIRI's 2026 conference described AI as a new intermediary between issuers and investors, while Google reported that AI Overviews reached more than 2.5 billion monthly users by June 2026. ChatGPT search has likewise made conversational, source-linked web answers broadly available. These developments do not prove that a particular investor relies on a particular tool. They do establish that issuer information is now routinely encountered through systems that retrieve, rank, compress and synthesise multiple public sources before a human reads the underlying document [1-4].

The strategic risk is not simply hallucination. It is narrative fragmentation. A Company can publish correct financial statements, a polished annual report, an investor presentation, an earnings transcript, sustainability disclosures, regulatory announcements and an IR website, yet still produce an unstable answer when those sources use different KPI definitions, time periods, qualifiers, business descriptions or language versions. AI reflects that instability back to the market. The practical lesson from investor-relations forums is severe: small inconsistencies are rapidly detected, and internal disclosure discipline becomes external credibility [5-6].

AI-readability has four dimensions. Discoverability asks whether an authoritative source can be found and crawled. Interpretability asks whether its identity, date, period, units, hierarchy, tables and terminology can be parsed. Consistency asks whether public sources reconcile across documents, channels, reporting periods and languages. Trust asks whether the answer can be traced to approved evidence, with ownership, change control and human accountability. A failure in any dimension can distort the investor story even when the source document is technically compliant.

Academic evidence supports caution. FinanceBench found substantial limitations in financial question-answering, including incorrect answers or refusals in 81% of a manually reviewed sample for one GPT-4-Turbo retrieval configuration. FinQA was created because financial reports require reasoning across text and tables, not mere extraction. Research on long contexts finds that models can perform materially worse when relevant evidence lies in the middle of a large input. The implication is not that AI is unusable; it is that issuer disclosure should reduce unnecessary ambiguity and make material evidence easier to identify, reconcile and verify [7-9].

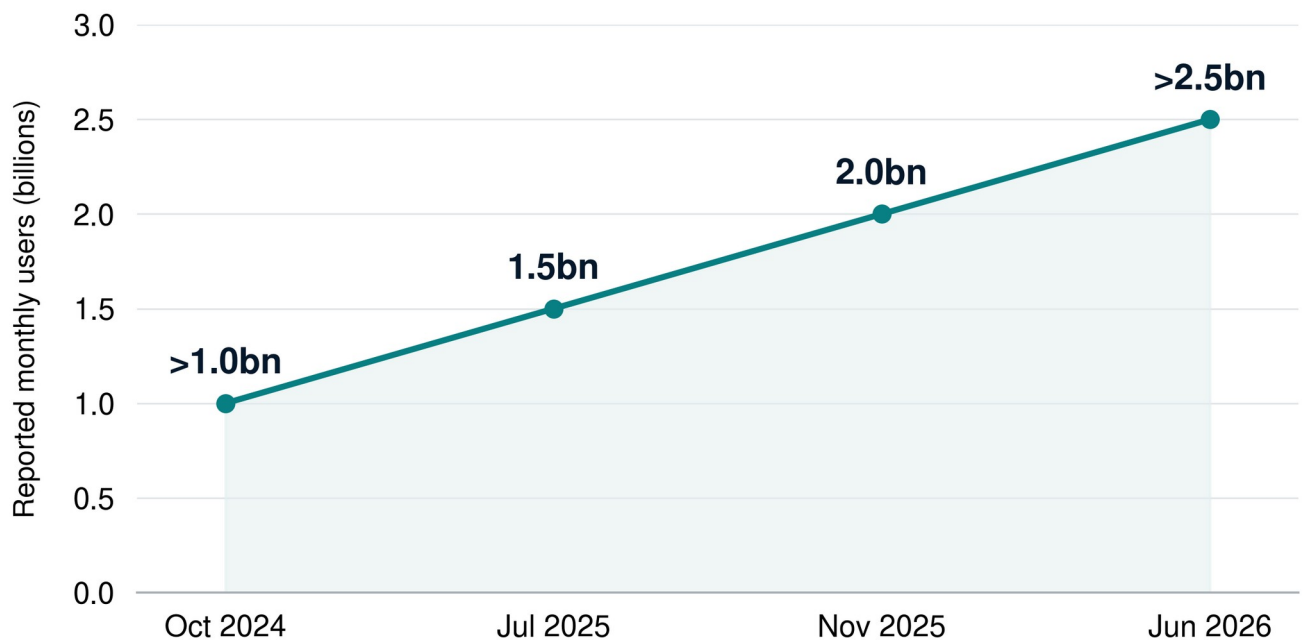
The regulatory direction is already machine-readable and control-oriented. The SEC distributes real-time JSON and XBRL data through EDGAR APIs. EU issuers prepare annual financial reports in XHTML with Inline XBRL tagging under ESEF; the UK National Storage Mechanism now permits interaction with tagged reports and downloads in JSON and CSV. The IFRS Foundation has published accounting and sustainability taxonomies intended to make disclosures searchable, extractable and comparable. India, Singapore and GCC markets are strengthening sustainability, structured filing and disclosure-governance requirements on different timetables. Compliance differs by jurisdiction, but the operating conclusion is common: narrative, numerical and

sustainability information increasingly belongs in one governed disclosure architecture [10-22].

The recommended response is not an isolated 'AI optimisation' project. It is an investor-disclosure transformation. Issuers should establish an authoritative source map; stabilise business descriptions and KPI definitions; design machine-readable IR pages and searchable documents; align annual, interim, earnings, sustainability and website content; govern multilingual parity; retain evidence and approval trails; and test how external systems currently describe the Company. The board remains responsible for the substance of the narrative. AI changes the route by which that narrative reaches the market, not the standard of accountability applied to it.

FIGURE 01

Company-reported reach of Google AI Overviews. These figures indicate consumer-scale distribution, not investor-specific adoption.



Source: Google / Alphabet [2-4]. Company-reported consumer reach, not investor adoption. Thresholds are plotted as approximate values.