



## Best Annual Report - 2017

### ***Award Description***

For all companies, judges are looking for evidence of an innovative and effective report that plays an integral part in the communication of the strategy and investment case of a company. It should serve as an effective communications tool and provide insight into the company's main objectives and strategies, the principal risks it faces and how they might affect future prospects. It should also give a sense of the culture and identity of your organisation and consider both the print and online report.

***Categories: FTSE100, FTSE250, Small Cap & AIM, and International***

### ***Entry requirement***

*Qualitative assessment 50%*

In 500 words or less, write a statement to tell us about your work referring to the recommended sections below (i.e. background, strategy and approach and results). Ensure that your entry helps to emphasise how you have successfully addressed the following IR principles:

- Having an equity story and investment case that is clearly communicated.
- Helping investors, analysts and others to understand the growth and value drivers of a company, such that there is a fair and orderly market in its shares.

### Background

Describe the market or industry context and where your organisation/client fits in that environment, including reference to your relationships with investors and other key stakeholders, their needs and how you are responding to these.

### Strategy and approach

Explain the strategy behind your approach to your reporting. These could include; your objectives for this year; your external and internal key audiences and how the audiences and their needs shape your communication objectives; and your approach to reporting in order to meet the clear and concise objectives of good reporting.

### Results

Evidence how the end result has met your business objectives and supported your equity and investment story. How did your strategy for reporting influence shareholders and investors views of your organisation? This could be supported by quantifiable or anecdotal results or unexpected outcomes. Results should be relevant to your initial objectives and the context of your industry.

## Quantitative assessment 50%

### What we look for

#### 1. Strategy, management and positioning – 25%

- An innovative and effective report that presents your company's equity story and investment proposition.
- A useful and meaningful reporting which forms an integral part of the overall IR/communications strategy between your company's directors and its shareholders.
- Evidence of 'honesty' and transparency in discussions.

#### 2. Content considerations – 25%

- An engaging and informed narrative which tells 'your company story' and provides clear connections between key content areas and other relevant sources for supporting detail.
- A holistic insight into your company, covering the most strategically important issues and connections within the business, such as clear and understandable business model, clear links between strategy and KPIs, risk and remuneration.

#### 3. Communications strategy, design and tactical delivery – 25%

- A concise communications conveying the key messages clearly, both in print and online channels
- A design which enhances the company's messaging and gives a sense of the culture and values of your company.
- Highlight any delivery channels (outside of the printed report and PDF) that are used to communicate with your audiences, and why these are appropriate. This should cover any digital solutions used, featuring strongly the online version and the approach taken from a content, user experience and accessibility perspective.
- An overview of how the report has been promoted. This could include an explanation of the communication channels used – both internally and externally.

#### 4. Meeting of disclosure requirements – 25%

- A report which not only meets all of the relevant regulatory requirements around disclosure, but which also embraces the 'spirit of the law'.
- A report should specifically:
  - Provide context for the related financial statements.
  - Provide an analysis of the entity's past performance.
  - Provide insight into the company's business model, main objectives and strategies, and the principal risks it faces and how they might affect future prospects.
  - Be fair, balanced and understandable.
  - Be concise.
  - Be forward-looking.
  - Include entity-specific information.
  - Link to related information in different parts of the report.