

## 2022 - Best Annual Report

**Categories:** *Small-, Mid-, and Large-cap Listed Companies*

### IR Principles

Please note that for all awards categories, companies need to emphasise how they have successfully addressed the following IR principles:

- Having an equity story and investment case that are clearly communicated across all stakeholders and deliver the company's long-term value creation
- Engaging with investors, analysts and other relevant stakeholders with the depth, transparency, and regularity to enable their fair assessment of the growth and value drivers of the company
- Meeting or exceeding regulatory requirements around disclosure and focusing on greater transparency of information on material risks, challenges, progress and milestones both internally and externally.

### Award Description

Once a year, the Annual Report provides an invaluable opportunity to tell your company's unique investment story and engage with your investors and other stakeholders.

Best practice annual reports clearly articulate how the business differentiates itself and provides a 'shop window' into the company and its culture. Best-in-class annual reports tell a holistic story that clearly demonstrates the effectiveness of both the business model and strategy, whilst evidencing the strength of the leadership team, governance of the business and broader social purpose. The report should also illustrate the business' ability to contribute, or enable others to contribute, to sustainable development. Done well, the annual report can shape your reputation and build confidence with investors.

Overall, judges are looking for evidence of an innovative and effective annual report that plays an integral part in the communication of the strategy and investment proposition of a company. It should provide a sense of the purpose, culture and identity of your organisation. Judges will also be looking for evidence of clear and concise communications, consideration of key stakeholders' needs and how these are met through both your report and the digital expression of it.

Some best practice considerations for the annual report could include, but are not limited to:

A forward-looking, engaging, concise and entity-specific report

Connectivity of information providing a holistic view of the business

Clear links between sustainability, strategy, KPIs, risk and remuneration

An investment proposition that explains the growth drivers that promote long-term value

The report should be fair, balanced and understandable

The report should also highlight a clear road map for transitioning to a sustainable future and any risks associated with delays in doing so

The governance report should illustrate how governance was applied during the year to relevant decisions and topics discussed in the strategic report

## AWARD CRITERIA

### Introduction

Please provide concise but insightful answers to each of the questions below, keeping in mind the IR principles and the individual awards description and considerations, paying particular attention to what the judges are looking for. It would be helpful if you could highlight what you have done differently and, most importantly, any evidence of success.

### Overview

1. What are the key communication objectives for your Annual Report this year and how have they been achieved?

2. How does your Annual Report fit into your wider IR/communications strategy, and how do you ensure your communications are consistent across your printed report and digital channels?

3. How do you use your reporting to meet the communication needs of your audiences, both internally and externally?

### Strategy & Approach

1. How does your Annual Report articulate your organisation's purpose, values and culture, and how you create long-term value, in a concise and holistic way?

2. How does your Annual Report clearly explain your business, and communicate how management is delivering against its strategic objectives?

3. How does your Annual Report demonstrate how you have defined your sustainability/ESG strategy and how this is integrated across the business?

4. How have you used the Annual Report to demonstrate engagement with key stakeholders (for example through your section 172 reporting)?

5. How do you strive to improve your Annual Report and what were the key developments in your latest Annual Report compared with the previous year(s)?

## Outcomes

1. Please evidence how your Annual Report has met your business objectives and supported your investment proposition. This could be supported by quantifiable or anecdotal results or outcomes. For digital, this could include analytics/visitor statistics.



*Alongside your submission, please include a hard copy of your report, a link to your report's PDF and a link to your online Annual Report, if applicable.*

*Please note Small-cap, Mid-cap and Large-cap criteria will be comparable to FTSE 100, 250 and Small-cap/AIM market cap sizes as at 31 March, 2022.*

