

# The 5 key attributes

The 5 key attributes of a good report according to Kaevan Gazdar:

1. Clear message to investors by putting the investment idea across
2. Management vision and strategy
3. Aids for the quick reader (charts, bullet points etc.)
4. High degree of transparency of the information
5. Clear description of company business and operations

Group Investor Relations Kaevan Gazdar is responsible for reporting at the HVB Group (HypoVereinsbank), Germany's second-largest bank, based in Munich (München). That comprises annual, interim and environmental reports.

HVB Group report won four times a prize as the best banking report in Germany, and was named the best German report across the board in 2000 by German "Manager Magazin".

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