

Making Reports Pay Off

Report Evaluation and Benchmarking by **e.com**

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Report*Watch*

Tools and services towards better -and greater- reports

e.com (enterprise.com) specializes in report input, assessment and reporting analysis (whether for printed or online tools and vehicles); and in industry comparisons and peer group benchmarking.

150+ listed companies (mainly blue chips) (°); as well as spin-offs and IPOs, analysts and communication agencies have consulted us in for report input and evaluation services these last years.

Spun off from The Enterprise Group in 1999, e.com is now part of U.S.-based Corporate Essentials, Inc., with an operating head office in London, UK. Staff, network partners and panel members are based in the major financial centers of Europe, North America and Asia-Pacific. The company is independent and not affiliated with any bank, government, accounting, auditing or rating Institution or professional organization.

e.com-ReportWatch is the researcher and publisher of the **Annual Report on Annual Reports**. Created in 1996, it is often regarded as the most comprehensive survey and ranking of annual reports worldwide.

The bottom lines:

- ▶ **Mirror company value**
- ▶ **Show investor value**
- ▶ **Enhance report value**
- ▶ **Increase stakeholder value**

(°) As consultants being involved in the reporting input and process, we consider that our clients have the right to confidentiality and therefore do not disclose their names, except on a one-on-one basis.

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Report**Watch**

Report Evaluation Services

- ▶ Report Scan
 - ▶ Annual Report Screening
 - ▶ Online Annual Report Screening
 - ▶ Investor Relations Website Review
 - ▶ Annual Progress Report
 - ▶ Report Match
 - ▶ Peer Group Benchmarking
 - ▶ Report Gap Analysis
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Report Scan

- ▶ How does the company report on 50 key items?
- ▶ Benefit: An overview of pluses and minuses and a score breakdown for all criteria used for the *Annual Report on Annual Reports* ranking
- ▶ Price: **Euro 900 or US\$ 1,200 or £ 800**
 - > The scan is based on a printed or pdf version of the annual report.

Annual Report Screening

- ▶ What are the strengths and weaknesses of the latest published annual report?
- ▶ **Benefit: 50 reporting areas and report items thoroughly screened and scored** (updated evaluation criteria cover financials, segment and operations analysis, investor indicators, strategic direction, risk factors, ratios, message and statements, responsibility, theme, governance, layout, visuals...)
- ▶ **Price: Euro 1,800 or US\$ 2,400 or £ 1,600**
 - > The screening is based on a printed or pdf version of the annual report.
 - > An extra charge of Euro 500 or US\$ 650 or £ 500 is applied to multiple-book reports.

Online Annual Report Screening

- ▶ What are the plus and minus points of the online annual report?
- ▶ **Benefit: 50 website and online report areas reviewed and scored** (homepage, navigation, messages, financials, segment and operations, key figures, share information, strategic direction, risk factors, ratios, reading facilities, governance...)
- ▶ **Price: Euro 2,000 or US\$ 2,600 or £ 1,700**
 - > The screening reviews report content as required and published as well as specific on-screen, html, pdf and other web/online communication features.
 - > An extra charge of Euro 500 or US\$ 650 or £ 500 is applied if other online reports (e.g. CSR et al.) have to be reviewed.

Investor Relations Website Review

- ▶ What are the strengths and weaknesses of the corporate investor relations website?
- ▶ **Benefit: 40 website features and online reporting items thoroughly reviewed and marked**
- ▶ **Price: Euro 1,200 or US\$ 1,500 or £ 1,100**

> The IR website screening is not a review of the online annual report as such, which is here considered as one of the components of the IR website.

Annual Progress Report

- ▶ In which areas have the annuals gone up –or down?
How -and where- can they improve?
- ▶ Benefit: 50 report areas reviewed and marked, with suggested improvements and a “progress area” executive summary
- ▶ Price: **Euro 2,200 or US\$ 2,800 or £ 1,800**
 - > The progress report is based on a printed or pdf version of the annual report.
 - > An extra charge of Euro 500 or US\$ 650 or £ 500 is applied to multiple-book reports.

Report Match

- ▶ How does the report compare with a major competitor's one?
- ▶ **Benefit:** Compares, scores and comments 25 report items and areas
- ▶ **Price: Euro 1,800 or US\$ 2,400 or £ 1,600**

> The competitor is proposed by the customer or suggested by e.com.

Peer Group Benchmarking

- ▶ How does the report compare with industry peers, best practice, or investment alternatives?
- ▶ **Benefit:** Benchmarks and rates how a peer group measures up on comparable report areas and indicators, with an aggregate scoreboard
- ▶ **Price: Euro 700 or US\$ 900 or £ 600 per report benchmarked (5 min.)**

> Reports benchmarked may be made up of a mix of industry rivals, local stock-market peers, international best-practice examples, and any investment alternative. The peer group is jointly defined by the customer and e.com.

Report Gap Analysis

- ▶ What is best practice? And how do selected report items measure up against “best in class”?
- ▶ Benefit: Spots report weak(er) points, tracks and compares with best practice on similar points, and shows how to bridge the gap
- ▶ Price: **Euro 500 or US\$ 650 or £ 450 per report area (5 min.)**
 - > The gap analysis does not compare reports as a whole but selected reporting areas.

Customized Reporting Services

- ▶ e.com also provides customized report services, such as: a draft report structure or review, best practice guidelines (e.g. for IPO or de-merger), IR or CC team HQ meetings and brainstorming, etc.
- ▶ **Price:** Flat rate, contract or hourly price, depending on services
- ▶ **Notes about all reporting evaluation tools:**
 - > Detailed report assessment and benchmarking criteria may be provided on request. Criteria are periodically updated to keep up with reporting trends and standards and stakeholder expectations.
 - > Allow a manageable timescale for workload or report availability reasons.
 - > All evaluation tools may apply to electronic or print format.
 - > An extra charge of Euro 500 or US\$ 650 or £ 450 is applied to multiple-book reports (except for the Scan).
 - > Presentation costs and travel expenses are not included in all above price figures.

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