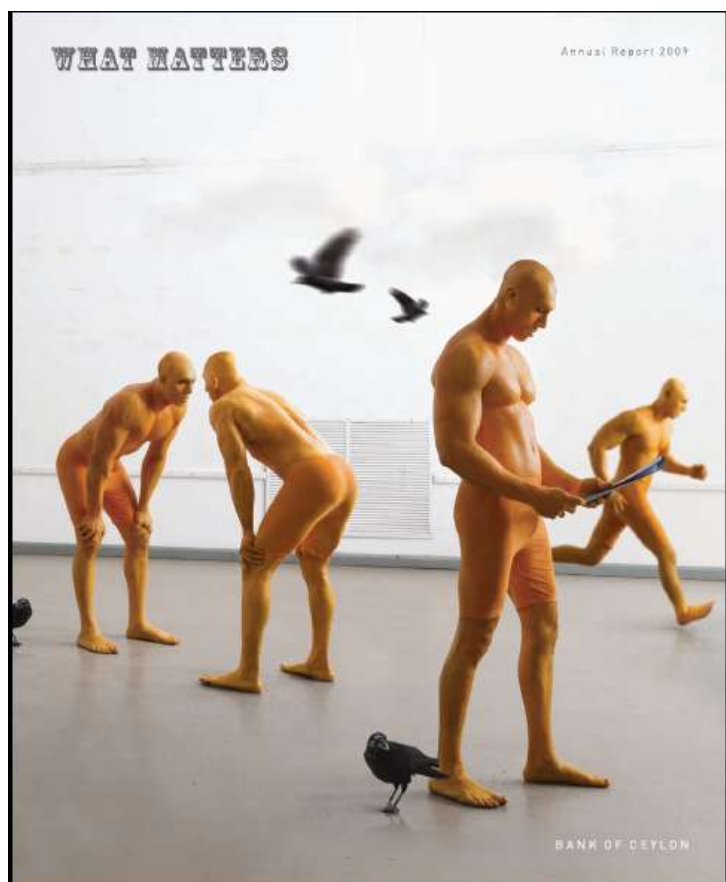


Sri Lanka is still about tea and also has interesting annual reports

By Reg Pauffley

I was recently in Colombo, the capital of Sri Lanka, a country still much known for its tea production –who has not heard about or drunk Ceylon tea? There I discovered some really interesting work on annual reports being produced by a company called Smart Media. One of the most striking aspects of their work is that a number of annual reports have the Sustainability Report included as an integral part of the report. I feel that this is very effective and is something that more companies around the world should consider in the future.

I've selected three reports for you to take a look at, the first is the **Bank of Ceylon**. I feel this report is probably the most creative in its approach and overall communication theme, which is based on 'What Matters' (*'the flow of local events make us realise that it is no longer enough for us to go with the flow. New vistas need new answers...answers that must spring from deep analysis of self and revisited fundamentals.'*)





It's a comprehensive report which is well written and adopts a very adventurous visual style. Wacky design, but exciting.

(you can download the report via this link but it's a big file so be patient or the attached file contains the first 30 or so pages:
<http://www.boc.lk/bochome1/Annual%20Report%202009/BOC%20AR%202009.pdf>)

The next report is for a company called **DPL, (Dipped Products Ltd)**, which is one of the world's leading suppliers of natural and synthetic latex based domestic, industrial and medical gloves. I've included this report because the overall theme is a review of the Value Drivers, and the question, 'where does true value lie?' is answered throughout the narrative section.



It makes compelling reading.

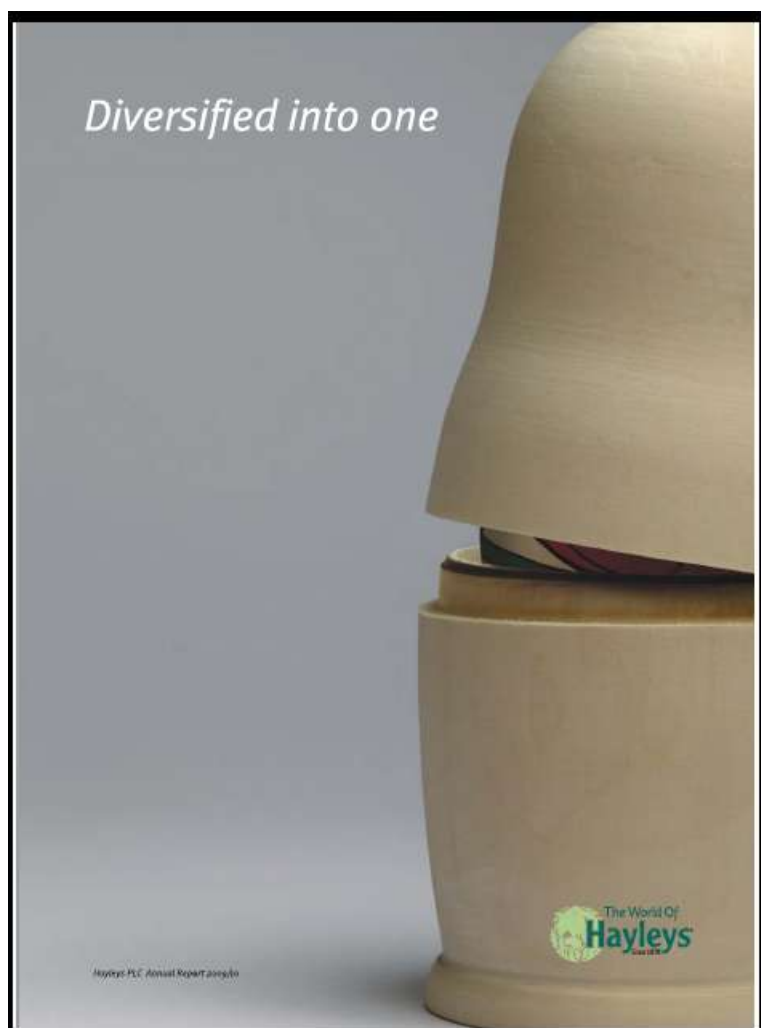
(you can download the report via this link:

<http://www.dplgroup.com/Financial%20Reports/2009-2010/Dipped%20Products%20%PLC%20Annual%20Report%202009-10pdf>)

The third report is for **Hayleys Plc**, which is today one of the largest Sri Lankan multinationals. It is a publicly quoted company with a portfolio of globally competitive core businesses - Global Markets & Manufacturing, Agriculture & Agri Business, Transportation & Infrastructure and Consumer Products & Leisure.

It's a well presented report that clearly sets out the group's core story, what it does, what it's achieved and how it will go forward. I especially like the Portfolio Highlights in pictures, numbers and the words section. This is also another good example of a report with an integral Sustainability Report, which in this case runs from page 34 to 79.

A solid, well executed piece of communication.



(you can download the report via this link:
<http://www.hayleys.com/annual-reports/2009-2010/annual-report.pdf>)

You thought Sri Lanka was just about tea (some reports show you it's more than this)? Think twice. Some of the annual reports created and produced on the island may be inspiring for many.

Let me know what you think about these and beyond at reg.p@creativeconsortia.com.

Read also my web pages and comments on corporate reporting: <http://whosdoingwhatincorporatereporting.com/>