

The Annual Report on Annual Reports

What readers -and users- think



The Annual Reports on Annual Reports 1997 (first edition), 2001, 2003, and 2006 (10th anniversary issue).

"Your competition makes a great contribution to the overall goal of more transparency and more efficient markets. I cannot stress how important the Annual Report on Annual Reports and the ReportWatch website are in improving reports. I am always excited to see how we compared to other annual reports."
(The head of investor relations of a large mining group)

"Serious evaluation criteria, emphasis placed on strategy and financials, no national bias."
(A German financial journalist about the Annual Report on Annual Reports)

"Some surveys show that investors spend less than ten minutes reading annual reports. If you want to know on which ones you should spend ten minutes -and a bit longer- then keep the Annual Report on Annual Reports with you!"
(A European financial analyst)

"We are taking part in various annual report and other investor relations competitions, but the one we take more seriously is the Annual Report on Annual Reports for its accuracy, balanced assessment, and a real international exposure."
(A Canadian investor relations officer)

"Since discovering the excellent 'Annual Report on Annual Reports' we have benefited enormously from the evaluation services we commissioned. In addition, the comprehensive yearly survey that contains a wealth of useful information continues to assist us in our quest to improve our reporting. Although we have improved our position, we are conscious of many areas where we should focus our energies..."
(The corporate publications manager at a large South African group)

"Mike Guillaume isn't easy to impress. Each year he and his team survey some of the world's leading companies to compile the 'Annual Report on Annual Reports'. They have an unrivalled view of reporting trends and best -and worst- practice. A place in their top 200 ranking is a real accolade."
(The managing director of a leading London-based communication agency)

"I have received your Report Scan after having read the whole survey. Your detailed analysis on our report has been most insightful and I am sure it will be of great use in preparing next year's report."
(An officer at a Japanese cosmetics firm)

"I am impressed with your thorough research study and appreciate you publishing such a valuable piece... I do applaud. We share the same desire [to produce better online reporting]."
(A U.S. investor web-design firm)

"We have found the customized benchmarking exercise following the publication of your survey as useful - even though sometimes painful!- to our reporting practice as it is with other tools for improving our own products."
(The investor relations officer of a top European electronics blue chip)

"Read up your latest ranking of best reports, ordered some among the top 30, and bought some stock in a number of them because of the long-term indicators found."
(A North American investment portfolio manager)

"Based on the report output as judged in the annual on annuals, with that emphasis placed on financial and investor information, I could sometimes be ready to change up to 20% of my investment portfolio."
(A London-based investment portfolio adviser)

"Aptly named, a watchdog group that tracks report transparency and data availability."
(CFO Asia Magazine about ReportWatch annual rankings on reports)

"The Annual Report on Annual Reports is a real international competition focused on the reports themselves, without those big self-glorifying national celebrations and glitzy awards."
(A German company financial communication specialist)

"The Annual Report on Annual Reports, published by a Europe-based global tracking company, named BMO's 2001 annual report simply the best in the world. One of the stated reasons was that we are "one of those rare companies for which reporting is not just about complying and following the crowd or the way of the world. But also adding value, giving insights, reviewing and highlighting, and describing and explaining." As steward of this indeed rare company, I pledge more of the same."
(The chairman of Bank of Montreal, after his company's report had made No. 1 in the Annual Report on Annual Reports)



The Annual Reports on Annual Reports 1998, 2000, 2004, and 2008.