

2010 SURVEY OF ONLINE CORPORATE REPORTING

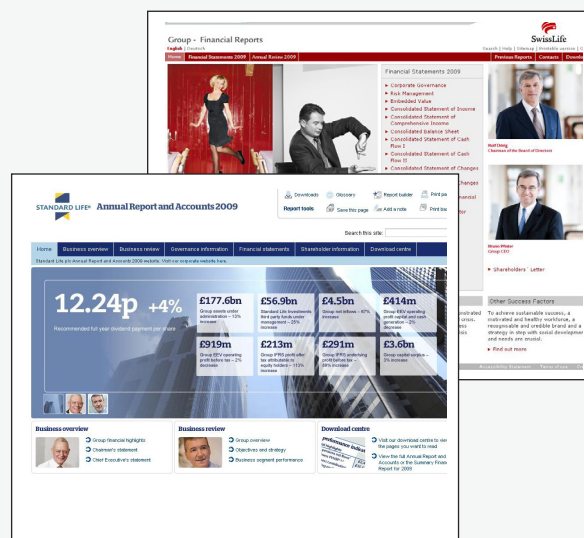
Investis recently conducted a Europe-wide survey into online corporate reporting practices and trends. We believe that this is the biggest survey of its kind and is the most authoritative overview of the current state of the market available.

We covered 468 European companies from all of the major indices, including those of the UK, Germany, Italy, Finland, Switzerland and Austria.

CRITERIA

We looked at 45 different criteria and examined issues such as:

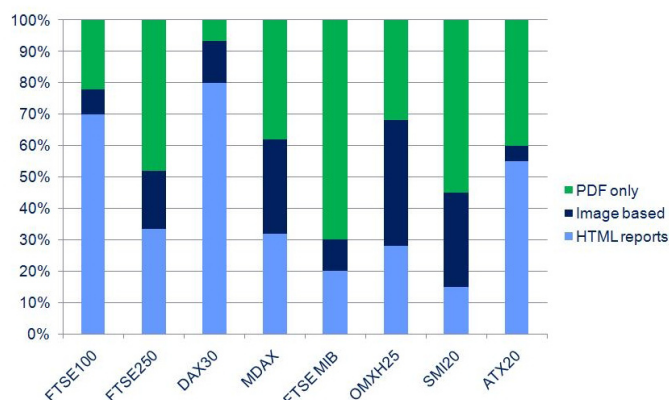
- Format (PDF vs. Image reports vs. HTML)
- Functionality (user experience / engagement)
- Findability (ease of access to key figures / navigation)
- Consistency (design / descriptions on corporate website and online report)



KEY FINDINGS

- The number of Image-based reports has notably declined
- 40% of companies now produce full HTML reports
- HTML adoption is strongest in Germany and weakest in Switzerland
- There is marked growth in the sophistication of functionality employed in online reports
- Most company reports are still print-led: the opportunities the web offers to improve access and interaction with key figures are still being ignored
- 34% of companies showed material differences between their online report and their corporate website
- Lack of consistency is a growing challenge for corporate communicators

The formats



WANT TO KNOW MORE?

If you'd like to know more about the survey, how we think the market will develop and how your reporting compares to your peers, please speak to your Account Director to arrange a meeting or contact us on the details below:

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