



ANALYSIS OF FTSE100
ONLINE ANNUAL REPORTING

PURPOSE OF THE ANALYSIS



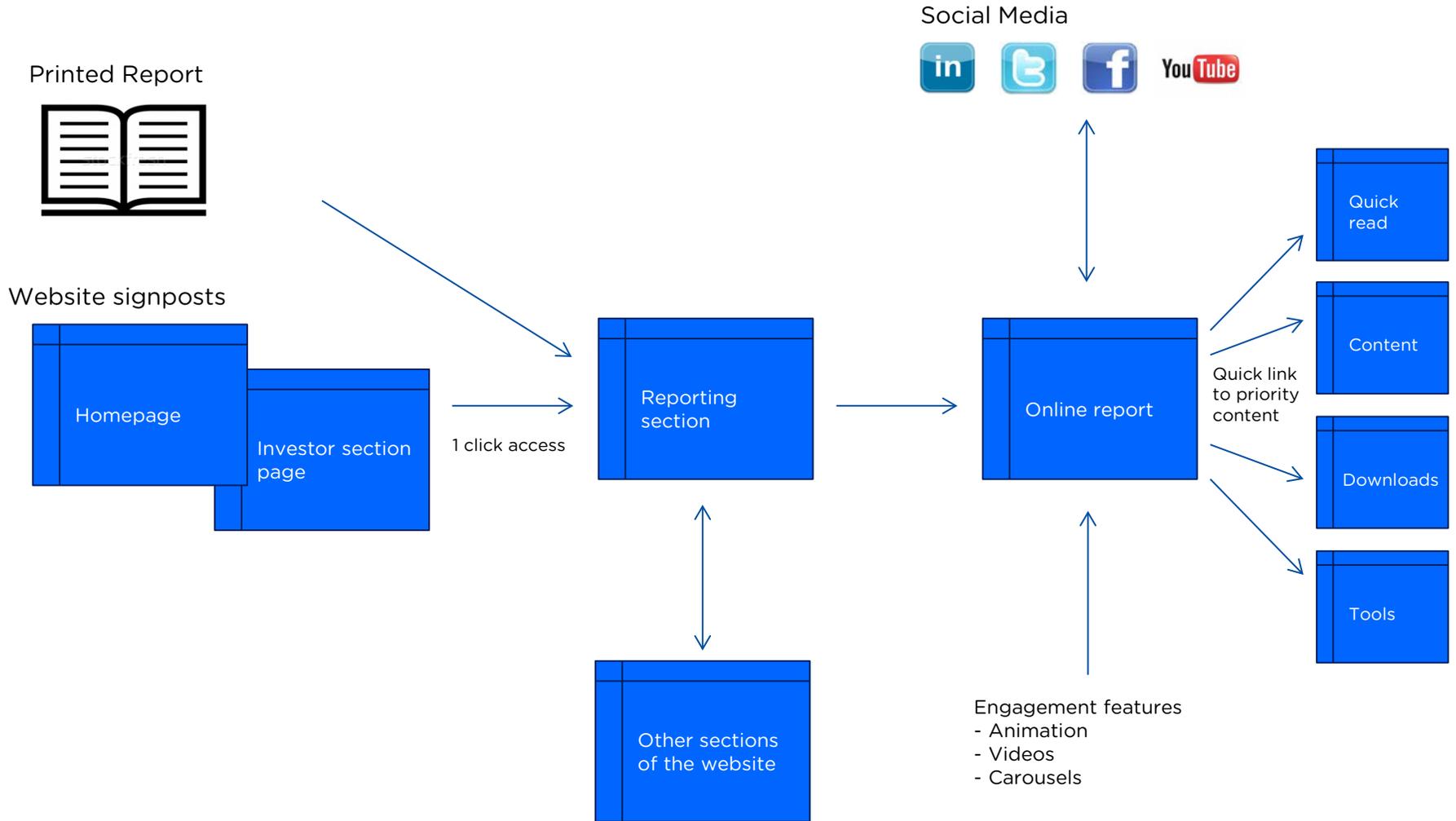
Objectives

- To review the current approach of the FTSE100 to publishing online reports
- To assess the different approach and develop a best practice guide for our clients

Scope

- All the FTSE100 companies as at May 2015
- The analysis covers:
 - signposting the reports
 - where they are located in the website
 - the format the report takes
 - the features associated with the report

CREATING AN EFFECTIVE ONLINE REPORT





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ANALYSIS OF FTSE100 ONLINE REPORTING

SIGNPOSTING THE REPORT

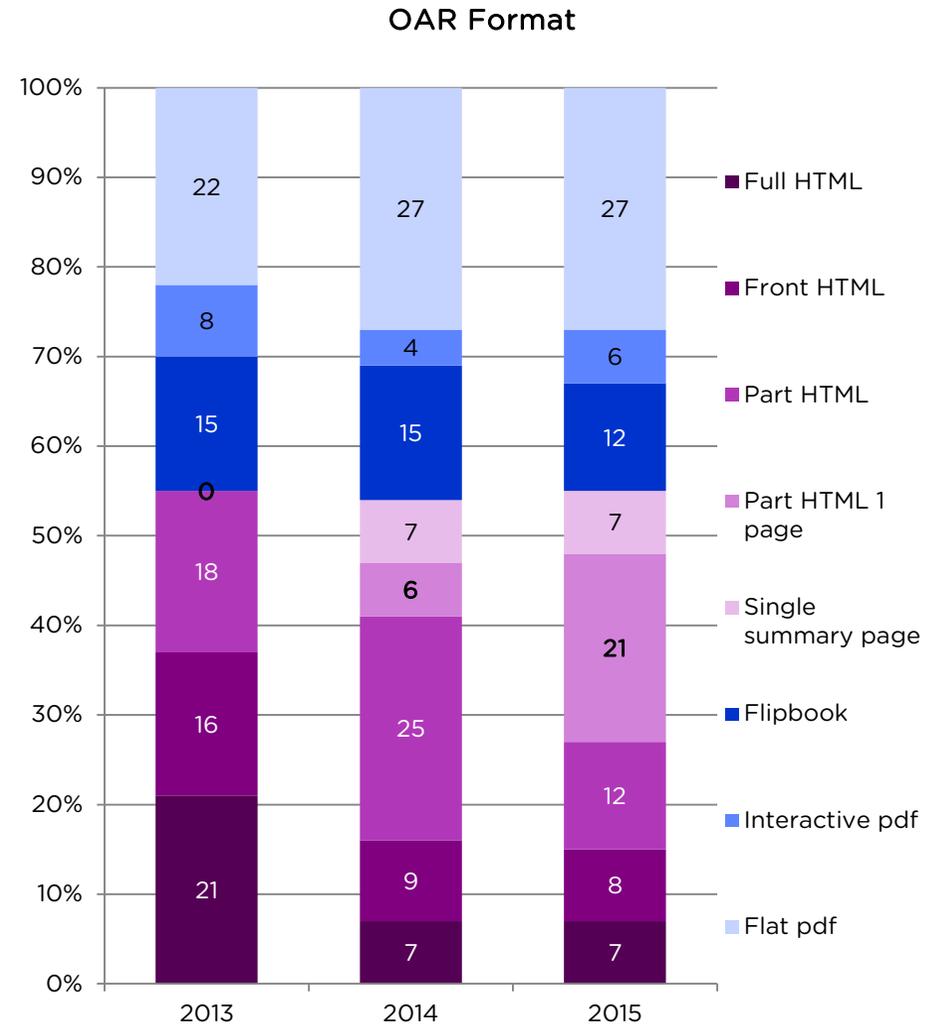


- We assessed how well companies signpost their report on the homepage and the IR sections of the website
- 69% of companies have a link on their homepage straight to the Annual Report (versus 52% last year)
 - This may be an image based link or a text link
- 82% have a link on the IR section page (down from 76% last year)
- Our analysis of traffic to the report shows that most of the visits to the online report is within 1 month of publication
- Where there is good signposting of the report, between 30% and 50% of traffic from within the website to the online report is straight from the homepage; and about 10% from the investor section page
- It is surprising therefore that more companies don't have these direct links

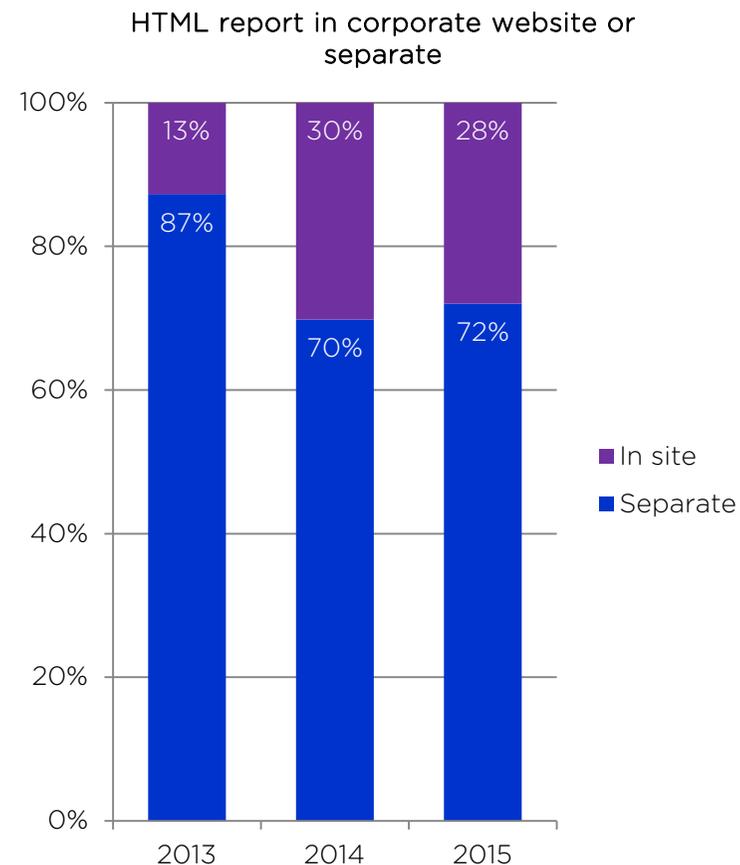
REPORTING FORMAT



- We analysed the different formats of online reports
- The % of companies providing HTML reports remains largely unchanged at 55% v 54% last year
- However within the HTML reports, the trend towards more interactive single page summaries continues – up from 6 to 21 this year
- These one pagers have grown at the expense of the multi-page, part HTML reports which are down from 25 to 12
- Full HTML remains unchanged at 7; and full front end HTML down from 9 to 8
- The split of flat pdf v flipbooks and interactive pdfs remains largely unchanged



- There has been minimal change in companies putting their HTML reports within the website or as a separate microsite.
- 72% of companies who had HTML report created a separate website, 28% have included it within the website
- Generally those companies providing full, front-end or the single interactive page do so in separate microsities

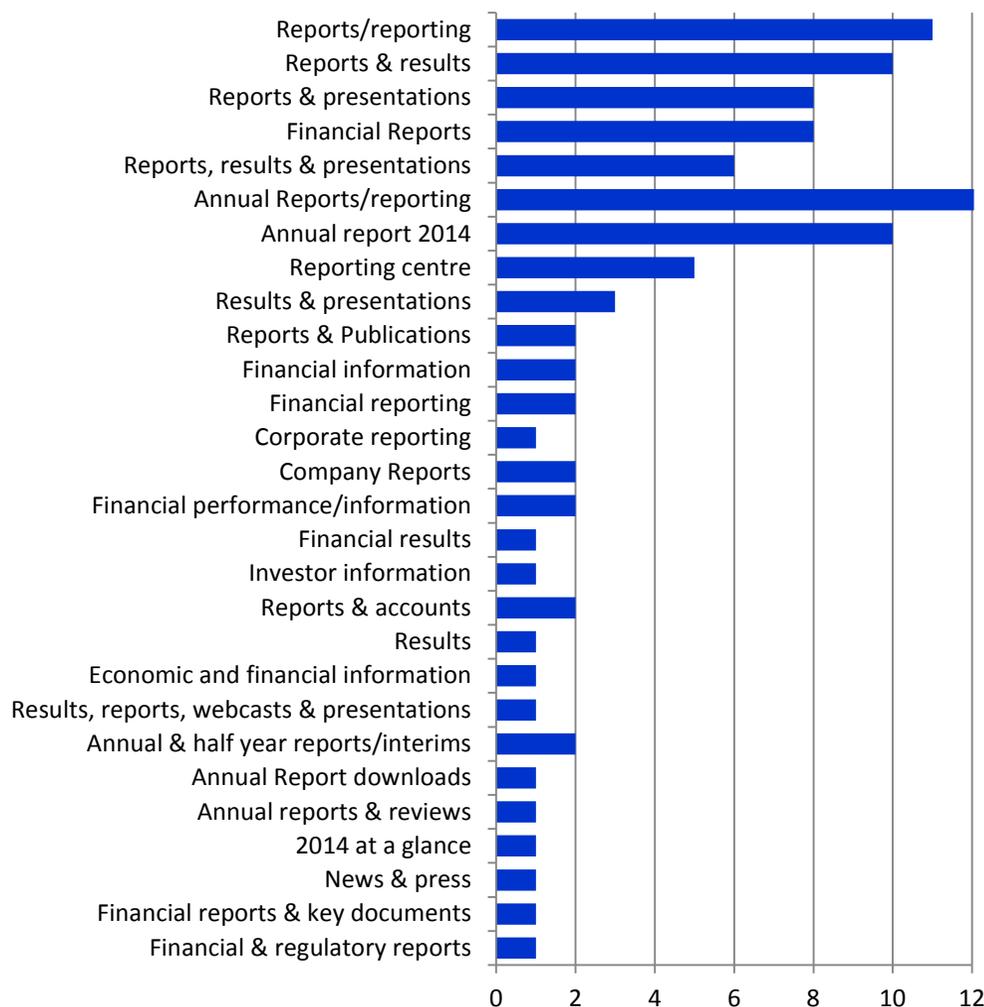


LOCATION OF THE REPORT IN IR SECTION



- There is a wide variety in the terms used in the IR navigation that includes the online report
- However 50 companies now have a main navigation in the IR section dedicated to annual reports
- The trend continues towards putting results, reports and presentations in one section for easy access
- In terms of nomenclature:
 - Annual reports/reporting and Reports/reporting, are the most popular
 - Terms continue to be used that give no idea the report could be found in it, for example:
 - News & press
 - Investor information

Naming of primary Report navigation



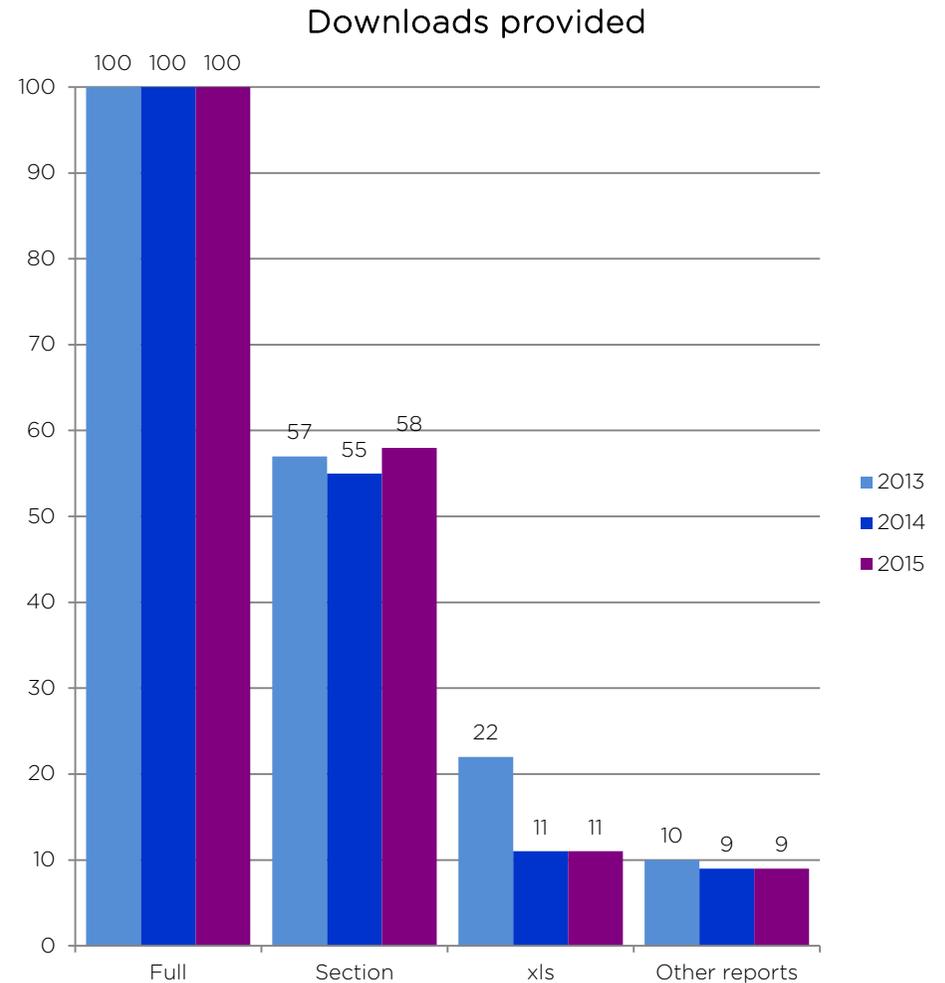


- The reporting content accessed the most is similar for all clients and should be prioritised on the homepage
 - Overview
 - Strategy
 - KPI's
 - Business model
 - Downloads
 - Chief Executive's Review
 - Chairman's Report
- Our analysis shows that animations and videos double dwell time on the online reports
 - 19 companies now include video within the online report
 - 10 include a form of animation

DOWNLOADS AVAILABLE



- Downloads are a key user requirement in online reporting
- All companies provide a full report download
- 58 provide separate downloads for the different sections
- Only 11 now provide excel downloads of the accounts and statements - a big reduction from 22 two years ago
- 9 companies also provide downloads of other related reports, such as CSR, on the same page

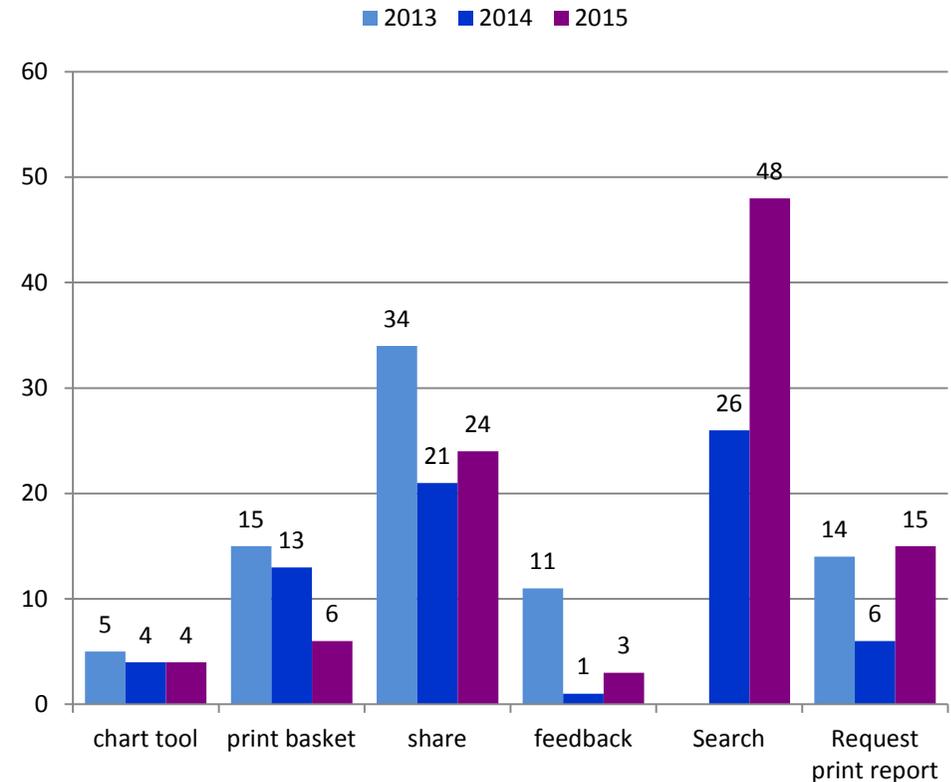


FEATURES AND TOOLS



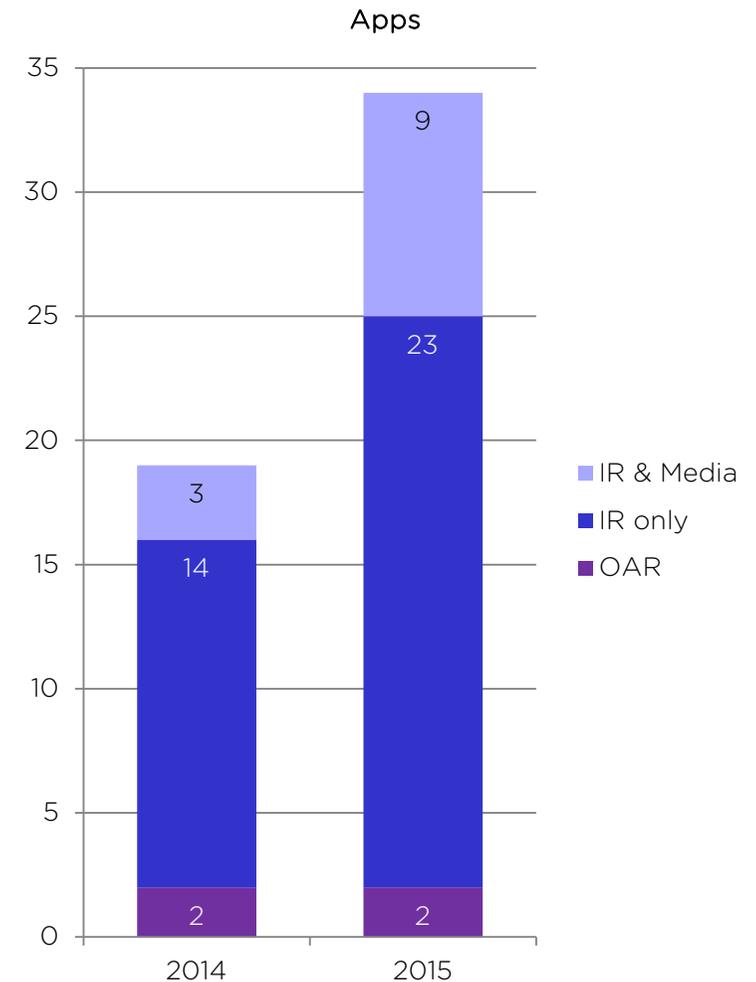
- There have been some changes in the features incorporated within online reports
- Print basket (ability to add pages to a pdf) continues to decline – mainly due to it being a rarely used feature
- Share has slightly increased as companies think more about social media
- Search has grown significantly – driven by reports being within a corporate site which has search
- Surprisingly being able to request a printed report has also grown slightly

Features and tools



Search was not researched in 2013

- The number of Apps has grown in the past year
 - 34 v 19 last year
- In terms of the type of App:
 - Only 2 companies have Apps solely for the Annual Report
 - 23 have Apps for their IR audiences
 - 9 have Apps for IR and the media
- Many companies that have Apps do not have a responsive website, so it is a way of delivering a good experience on mobile





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CONCLUSIONS AND RECOMMENDATIONS



Signposting

- The quality of signposting the report varies greatly.
- *Our view is that companies should have links straight to the Annual report from both the homepage and IR section.*
- *For a month after the report has been published this should be an image as well as a link to increase traffic.*

Navigation

- The terms used in IR navigation varies greatly. There is no right or wrong answer, it depends on the overall IR structure
- *Our view is that whatever navigation term is used it must be clear that the report will be within the section. So Annual reports; results, report & presentations are good examples. News & press and investor information are poor examples*



Format of the report

- A small number of companies are still producing full HTML reports, but the biggest change has been a growth in interactive single page reports, and a corresponding reduction in multi-page part HTML reports
- *Our view is that there is no single answer to the best approach. On the one hand a full HTML report is not recommended due to levels of readership, nor is just a simple flat pdf which does nothing to communicate your messages through digital channels.*
- *So producing some form of HTML report to communicate your performance is recommended. Consider the profile of your audiences and then develop the right solution for them*



Content and interactivity

- Readers of the online report are focused on:
 - Overview
 - Strategy
 - KPI's
 - Business model
 - Downloads
 - Chief Executive's Review
 - Chairman's Report
- Readers also engage with videos and case studies – which are often in the top 3 elements of content viewed
- *Our view: embed interactivity and video if you can to grow engagement and use analytics to track which content is most important to users, and develop your online solution to surface this key content*
- *Interactive elements help bring the site to life – such as page loading, rollovers and make the experience more enjoyable*



Downloads

- All companies provide downloads, but only 55 provide downloads of sections
- *Our view:*
 - *A full pdf has to be provided*
 - *Sections of the report should also be provided for the different audiences*
 - *A single download for the Strategic Report should also be provided*

Features

- The incorporation of features has slightly reduced this year
- *Our view:*
 - *we would advise including a search feature, and given the profile of social media we would also recommend enabling sharing via social media and via email*
 - *Other features such as a Print basket are generally not used so only include these if your analytics tell you it is a well used feature*