

Interactive annual reports – most looked at pages

Most Visited Pages
1) Income Statement
2) Highlights
3) Letter to Shareholders
4) Business Unit Report
5) Notes to the Financial Statements
6) Balance Sheet
7) Corporate Governance
8) Auditors Report
9) Shareholder Information
10) Cash Flow Statement
Source: Investis; March 2003

The above pages were the most looked at pages across a sample of interactive annual reports Investis built for companies last year in Germany, Switzerland, France and the UK. More than a combined 100,000 users visited these reports over the past 12 months.

Preferences for some types of annual report pages will differ between companies depending on the key corporate issue during the previous or current reporting year but the clear pattern demonstrated above does emerge across all reports.

“This data can help companies understand what type of information investors are looking for in terms of planning communications strategies for the following year,” said Rupert Spiegelberg, Investis’ European Director. “It also provides an excellent starting point for designing next year’s print report.”

These results demonstrate that the Income Statement, not the Balance Sheet or Cash Flow Statement is still the most sought-after financial reporting tool and significant value is also given to good summary pages (Highlights) and statements on strategy (Letter to Shareholders).

Corporate Governance and Auditors Reports sections did not appear in the top ten pages the previous year but it is little surprise they have risen up the table thanks to the intense focus on this issue last year.

Investis background

Investis is Europe’s leading specialist in helping companies use the Internet for investor relations and corporate communications, with more than 200 clients in 8 countries including 20% of the EUROTOP 300 and 40% of the FTSE 100.

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