

Case study: From **Workiva** setup to AI-Optimised reporting

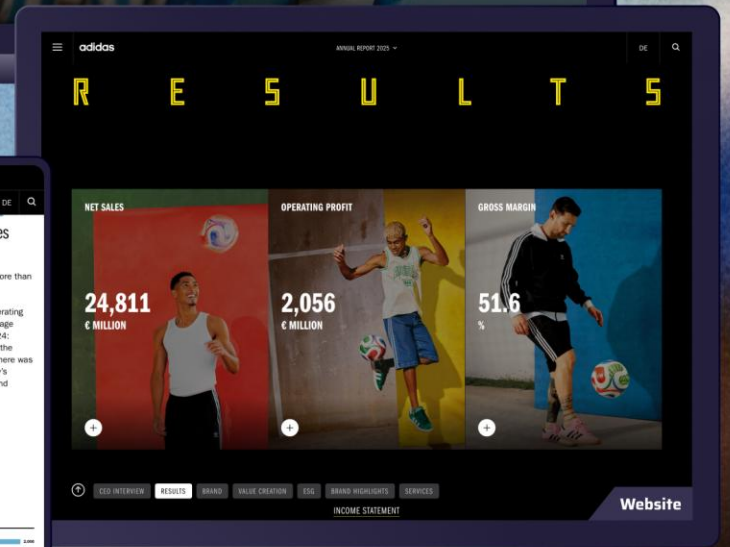
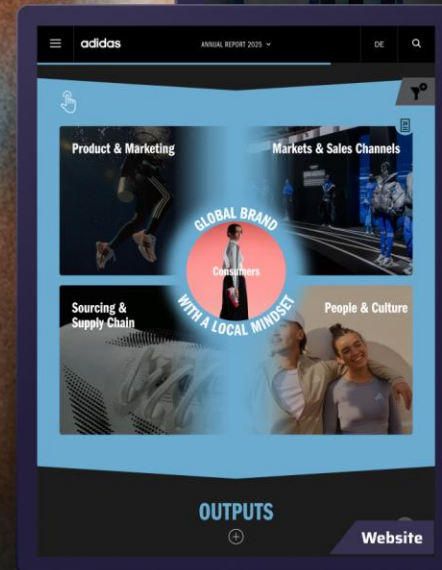
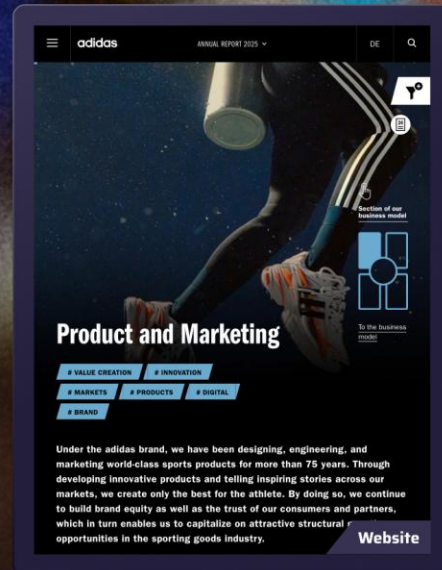
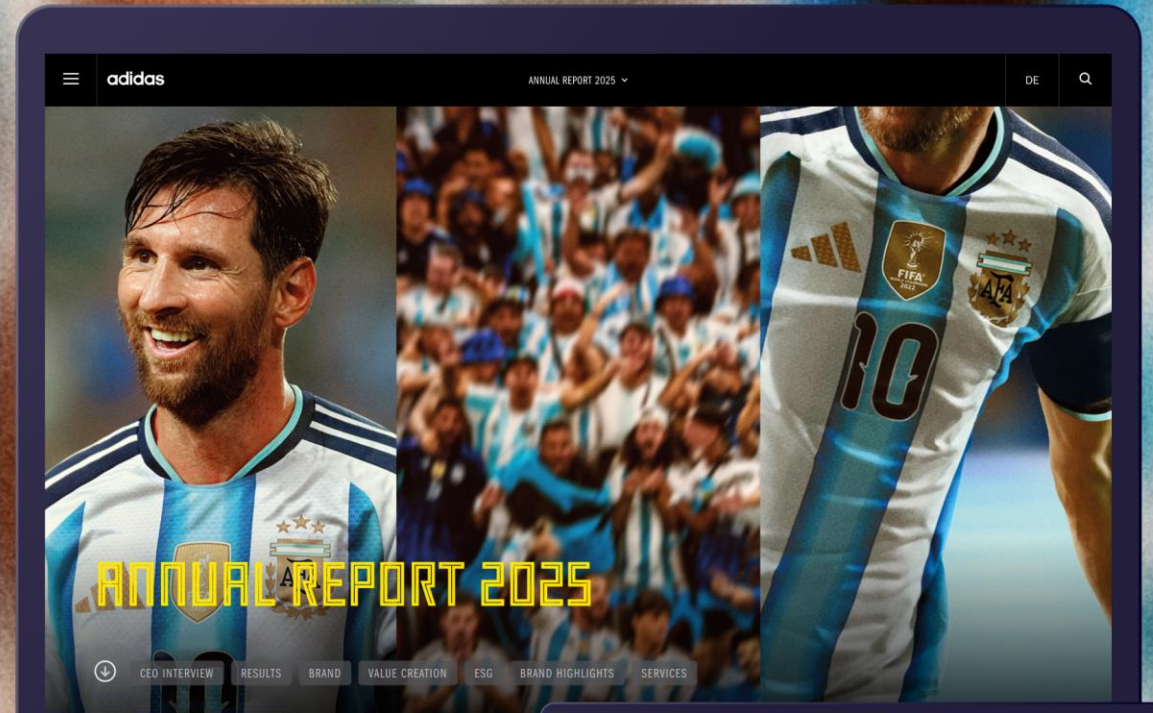
Reporting at adidas and beyond

Case Study adidas

Representing the brand spirit and using smart features

See it live

Business Model



A cityscape with a prominent skyscraper and a large brick building in the foreground. The text is overlaid on a dark blue diagonal shape.

We are the
**leading reporting
powerhouse**



nexxar is the leading global agency for corporate reporting. We work for many of the largest publicly listed companies across Europe, Japan, and the US.

Our vision is clear: to create the best reports. We specialise in the concept and design of reports in both HTML and PDF formats, as well as in the reporting process – this includes the use of disclosure management systems, such as Workiva or Lucanet, and our Single Source of Truth approach for all report formats.

2003

20+ years of experience in corporate reporting

65+

Reporting specialists (employees' headcount)

1,500+

Corporate Reports published since 2003

#1

Reporting agency (DAX40 & ATX20)




10%

European top 100 clients (share of clients in STOXX Europe 100)

100+

Papers and studies published on reporting topics

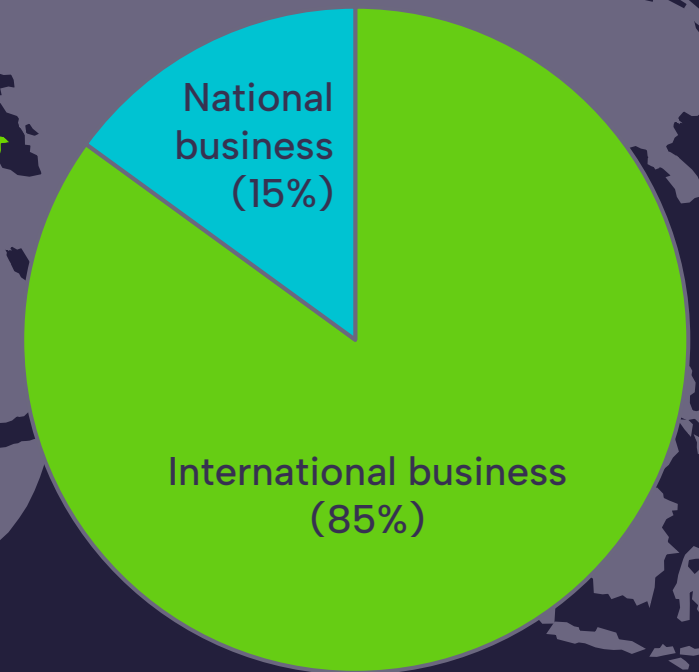
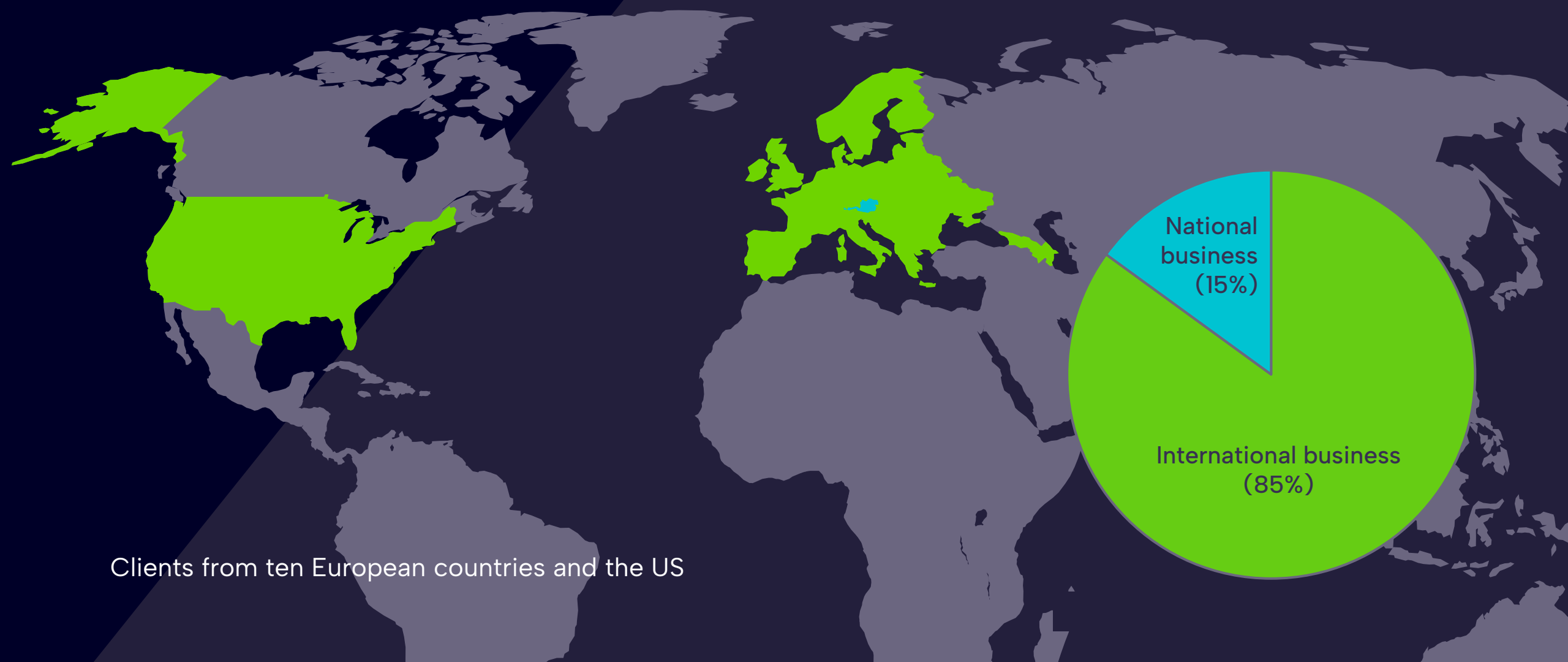
Reporting awards:

 4x	 14x	 10x	 5x	 5x	 13x	 5x	 5x	 7x
--	---	---	--	--	---	--	--	--



International reporting champion

Global client base



Clients from ten European countries and the US



Externally certified for data security

Highest priority on data security

Protecting sensitive corporate data and their availability is our top priority – that’s why we rely on the highest security standards and cutting-edge technologies.

Our staff receive ongoing training in data, IT security and regulations and are, of course, all bound by strict confidentiality.

As one of the very few agencies, nexxar is externally certified with ISO 27001 (since 2024) and TISAX (since 2025).



nexxar is the leading agency for digital corporate reporting worldwide and the only Workiva CCAP Enhanced Tier partner in Germany, combining design, process and implementation.



#1

Reporting agency
(in DAX 40 & ATX 20)

1,500+

Corporate Reports
published since 2003

35+

Workiva certified designers
and project managers

5+

Years of experience
within the platform

Our clients

adidas

BASF
We create chemistry



Beiersdorf

bechtle



Fresenius

■ GEBERIT

HUGO BOSS

Johnson & Johnson

KION

METRO

OMV

PFISTERER



ProSiebenSat.1
Media SE



Telefónica

VIG
VIENNA INSURANCE GROUP

voestalpine

ONE STEP AHEAD.

VOLKSWAGEN

AKTIENGESELLSCHAFT

WACKER



Workiva approach





Our approach

One source for PDF & digital report



Our Workiva experience





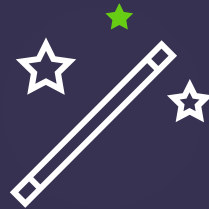
Our approach

Everything is on the Workiva platform



Implementation

We help you set up and structure in your **Wdesk** environment – tailored to your content, reporting needs and internal workflows.



Design

We create branded templates and implement layouts directly in **Workiva**. PDF and online are fully aligned.



Project management

From kickoff to go-live: We coordinate roles, timelines and review cycles – ensuring smooth collaboration and timely delivery.



Online reporting

We connect **Workiva** to our online reporting system via an automated API for seamless online publication.



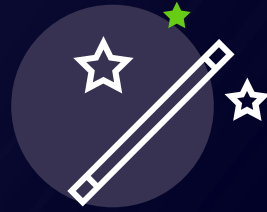
Our approach

How we work in Workiva



Management in Workiva

35+ people in our team are Workiva-certified – including your dedicated project manager. We know the platform is powerful and aim to make full use of its capabilities for collaboration and project management. We are also highly experienced in managing translation workflows (incl. XLIFF) in Wdesk. From kickoff to go-live: We coordinate roles, timelines and review cycles – ensuring smooth collaboration and timely delivery.



Efficient design in Workiva

Workiva offers many layout possibilities, but it should not be treated like InDesign: everything may be possible in layout, but not everything is practical or efficient. At nexsar, we create high-quality layouts and style guides in Wdesk that remain efficient and easy to use for content owners. Always with a clear focus on both: visual quality and efficiency.



Digital report from Workiva

nexsar is the “driving force in connecting Workiva with digital reporting” – as Workiva put it. Years ago, we developed our own software solution to generate highly accessible and AI-optimized HTML directly from Workiva, covering both content and tables (using the Workiva API). We can provide this structured and accessible HTML output to your web agency – or, alternatively, implement the full annual report ourselves as a dedicated microsite.



Our approach

How we ensure consistency

Value formatting

Format Options

Value Format Style
Currency

Value format styles are created and maintained in style guides.

Shown In
Default (Ones)

Currency Options

Currency
€ (EUR)

Decimals
0

Advanced Options

Show leading zero

Show thousands separator (,.)

2024
angepasst ^a
61.444
-46.225
15.219

2024
restated ^a
61,444
-46,225
15,219

1 Gesamtergebnisrechnung

		Erläuterungen im Anhang		2023	2022
1 Millionen €		(14)		329	-391
Ergebnis nach Steuern					
1 Neubewertung leistungsorientierter Versorgungspläne ^b		(10)		-674	3.758
Latente Steuern auf die Neubewertung leistungsorientierter Versorgungspläne		(10)		100	-1.256
At Equity bilanzierte Beteiligungen – Anteil an den nicht reklassifizierbaren Gewinn / Verlusten (nach Steuern)		(10)		-196	83
1 Reklassifizierbare Gewinne / Verluste		(12)		-798	1.209
Gesamtergebnis		(17)		-1.172	3.403
davon auf Aktionäre der BASF SE entfallend				-1.252	3.161
auf nicht beherrschende Anteile entfallend				80	242

2 Table headline
– Style "H5-TabGra"
– Empty row height after: 8
– Bottom stroke: 1, #004a96

3 Header row
– Style "TabBd" and "TabGraUnitSm" for units
– Bottom stroke: 1
– Height: fit
– Alignment: bottom

4 Regular row
– Style "Tab"
– Bottom stroke: 0.5
– Height: fit
– Alignment: bottom

5 Highlight row
– Style "TabBd"
– Bottom stroke: 1
– Height: fit
– Alignment: bottom

6 Indented row
– Style "Table11"
– Alignment: bottom

7 Twice indented row
– Style "Table3_davon Einzug #2"
– Alignment: bottom

8 Footnotes
– System: a, b, c, ...
– Last style "FnTab"
– Style "Fn"
– Link style "FnLink"

9 Highlight column
– Background color: #5ec33

10 Links/URLS
– Style "TabLink" or bold
– "TabLinkBd"
– Alignment: adjustable
– Link and unit (if not the top left cell) columns don't have a spacing column on their left side.

11 Number columns
– Alignment: right

Johanna Koellner
Today, 2:51 PM

The footnote reference is missing in this table.

Reply or mention others with @

Document Cell

History

Create Milestone

Create Blackline

Springer-Nature_AR26 blackline

Review-26-05-05

Review-26-05-06

Only include sections with changes

Advanced Cancel Create

Contents

At a Glance

1 Combined Management's Report

Overview – About This Report and Management's Report

1.1 Fundamentals of the Group

1.2 BASF Group's Business Year

1.3 Forecast

1.4 Disclosures on BASF SE in Accordance with German Commercial Code (HGB)

1.5 Corporate Governance

1.6 (Consolidated) Sustainability Statement

2 Consolidated Financial Statements

Statement of Income

Statement of Income and Expense

Balance Sheet

Statement of Cash Flows

Statement of Changes in Equity

Notes

Table Configuration

Sections to include

Entire Document

Build table from document headings

Heading 1

Heading 2

Heading 3

Table Styles

Table item	Style
Heading 1	Contents 1
Heading 2	Contents 2
Heading 3	Contents 3

Table Options

Table Title

Column 1

Column 2

Implementation

- Set up document properties (language-specific formatting, page margins)
- Implement all the textual and numeric content
- Initial linking of numbers in the documents

Design

- Create an extended style guide covering all elements (headlines, tables, lists,...)
- Develop a skeleton which depicts all relevant design elements

Project management

- Communicate via comments and tasks in Wdesk
- Use blacklines to identify changes between two versions.
- Use AI to ensure language consistency

Linked content

- Introduce automatic tables of contents or automatic page references



How we create digital reports

Digital reports from Workiva

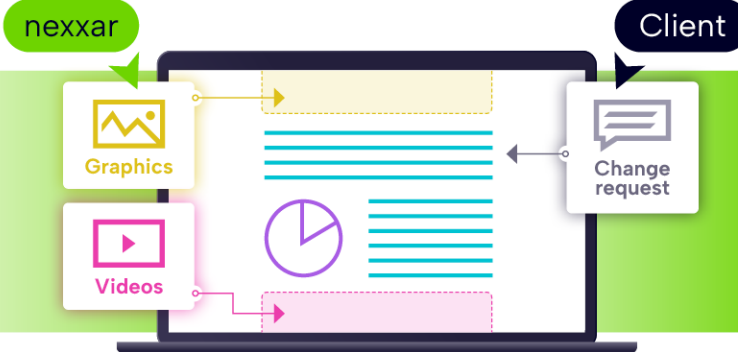


Online from DMS



Input from DMS

Content created by the customer in his DMS. Images and videos can also be created by nexsar.



CMS for report version with enriched media

The raw data is implemented by nexsar. Change requests via ticket system.



Congruent report in several formats

Communication is centered around online version. PDF is created in your DMS.

Our approach

Creative process

Quality focus / Hands-on efficiency

Discovery & strategy

Translate strategy into visual concept

Develop the visual system

Apply to different channels

Clarify and define (measurable) goals, understand audience, key messages, and design requirements (e.g. branding). Set up creative ambition for a targeted design refresh and define all output channels.

Identify key messages and visuals, priority sections and content patterns that make the report more engaging, and digitally readable.

Refine layout principles, imagery, color use, infographics and modular design elements for consistent use across PDF and digital outputs.

Apply the concept to selected pages of the annual report and all digital formats (e.g. social media), gather feedback and turn the approved direction into production-ready guidelines.

Client value



References & projects





Cases

PDF from Workiva

As Workiva Enhanced Design Partner, we support many of our clients with high-end PDF reports 100% on the Workiva platform.

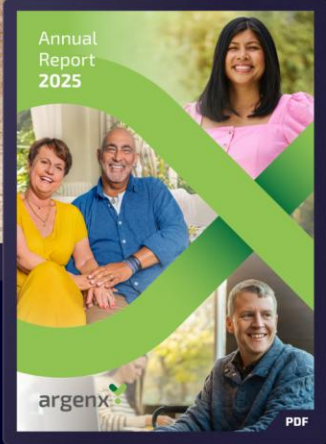
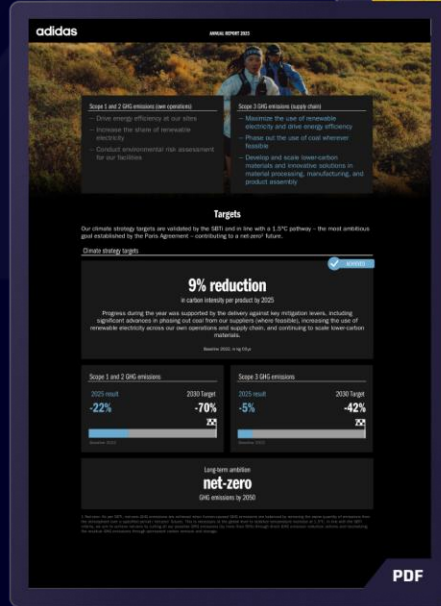
Adidas

Beiersdorf

BioNTech

Telefonica

argenx

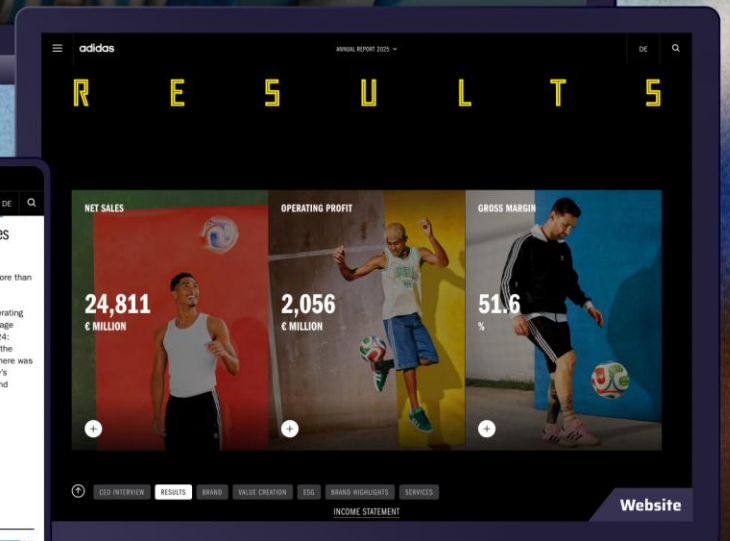
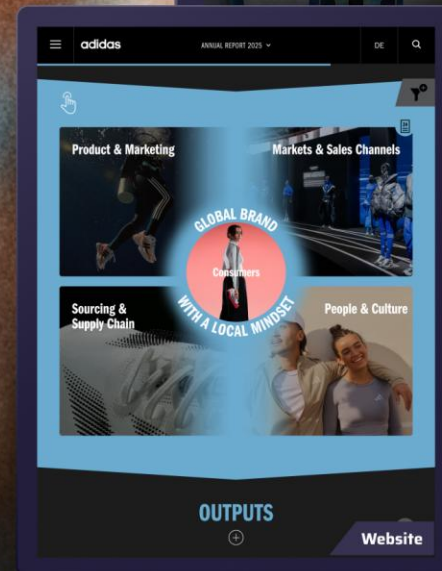
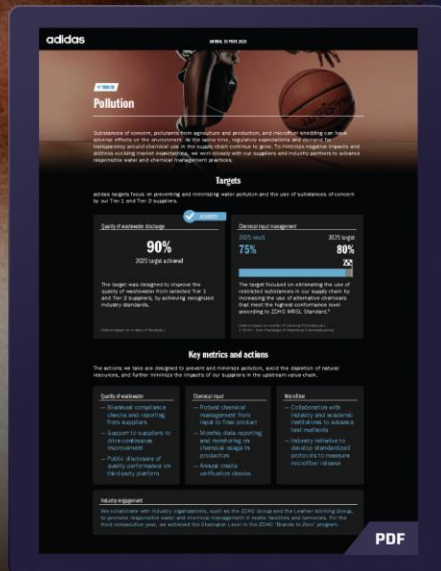
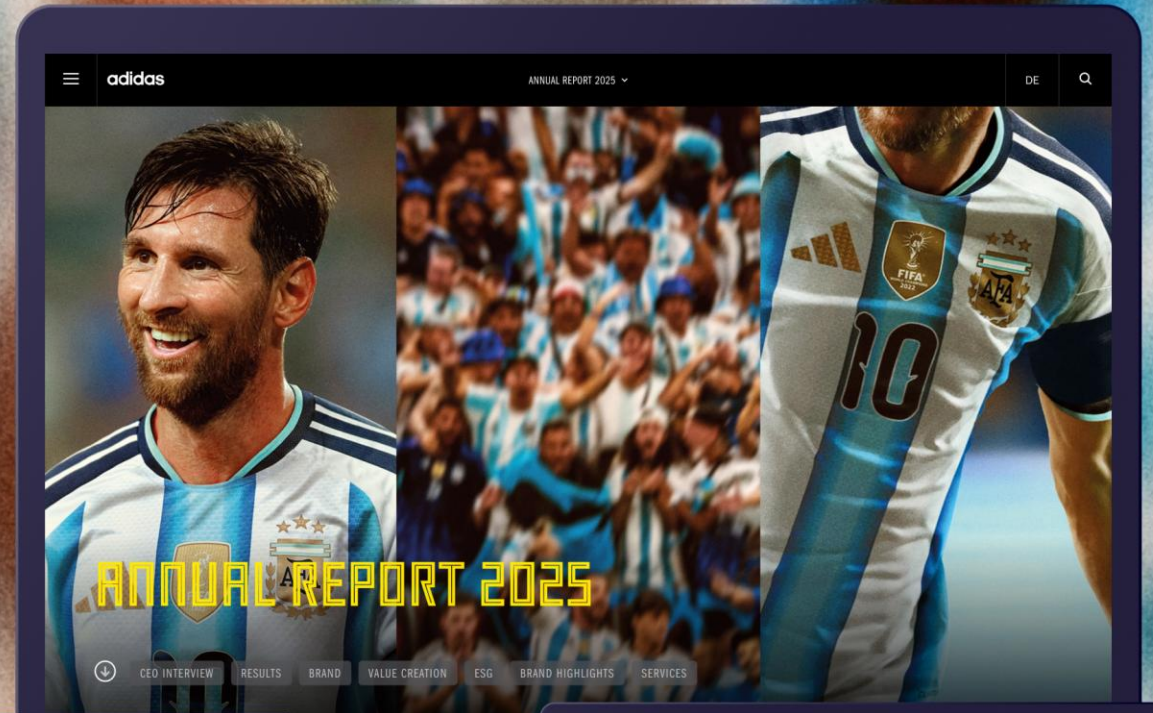


Case Study adidas

Representing the brand spirit and using smart features. PDF & digital report generated from Workiva.

See it live

Business Model



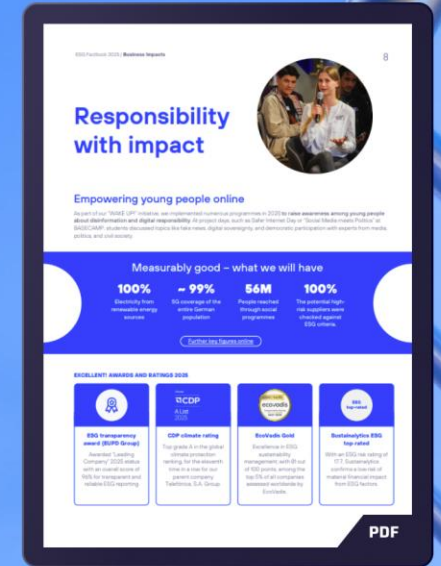
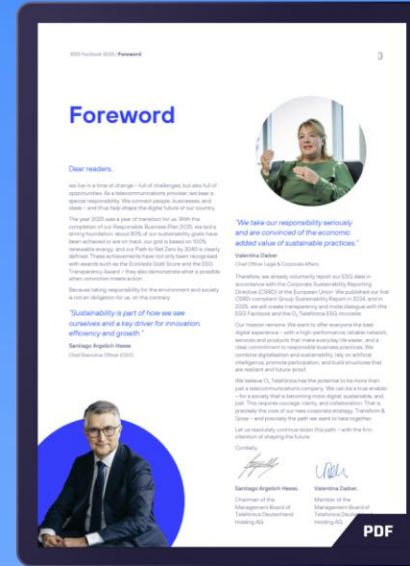
Case Study

Telefonica

High-end designed PDF & digital report directly from Workiva.

See it live

PDF



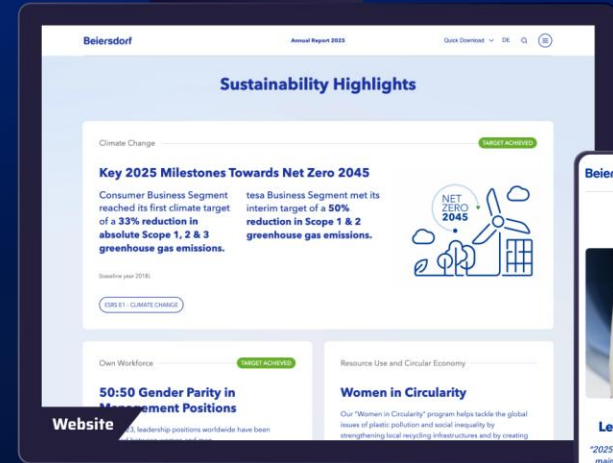
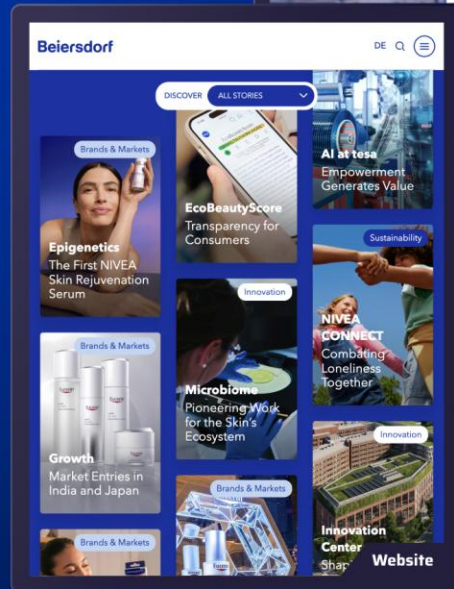
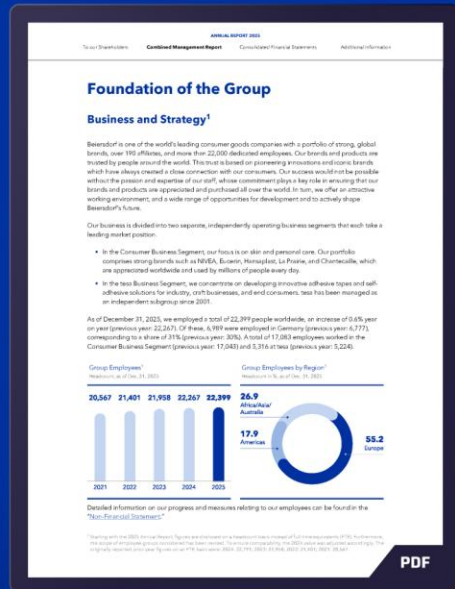
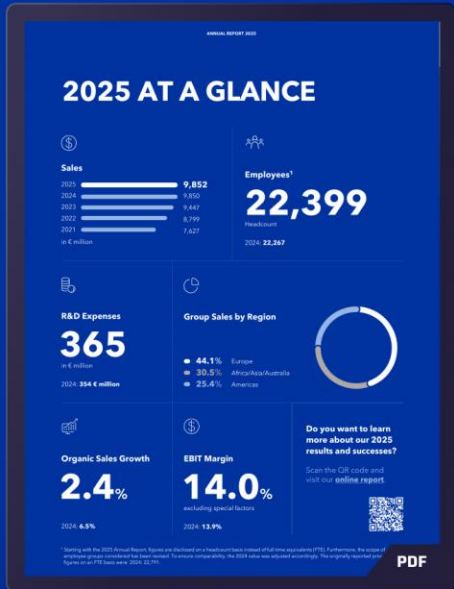
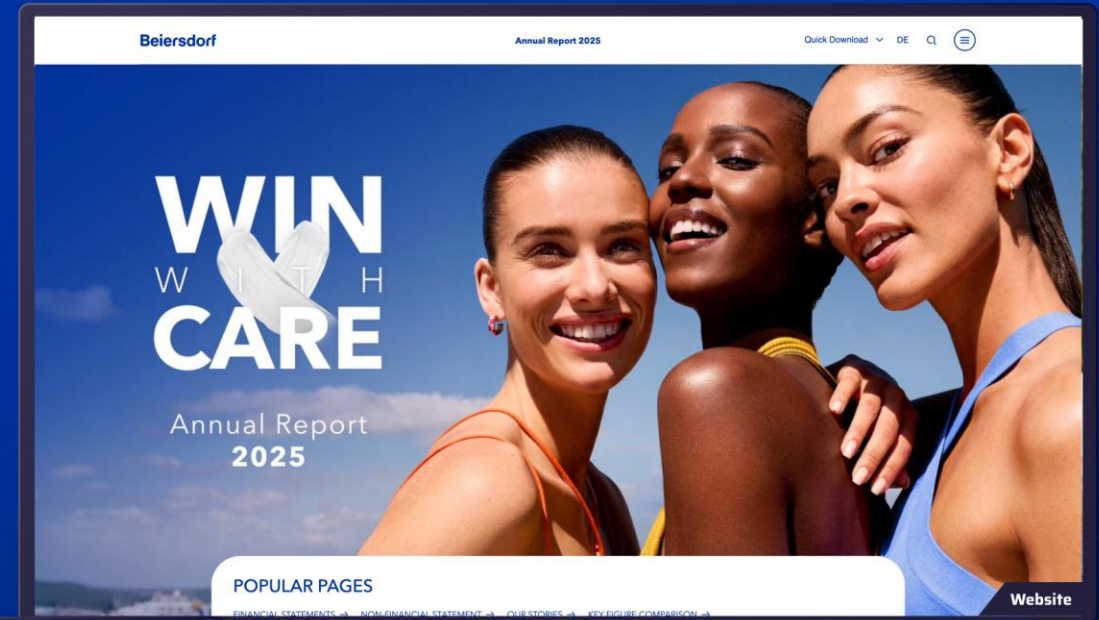
Case Study

Beiersdorf

Interactive storytelling thanks to snackable stories and an enhanced user experience.

See it live

Stories





Trends in **reporting**





AI as a gamechanger

Investors are using AI



47%

of retail investors use GenAI for company research and investment decisions



76%

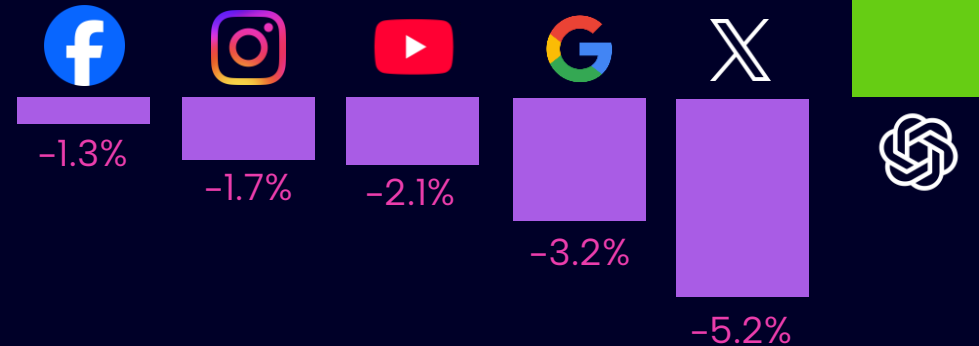
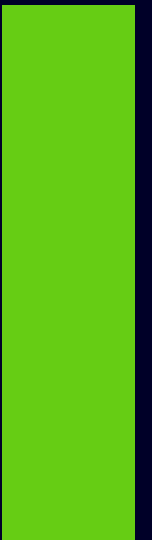
of retail investors anticipate GenAI to become a standard investing tool in future

The rise of ChatGPT

5.14 billion

Visits (within April 2025)

+13%





Results

Report visibility in GenAI

Digital report



10,855

Total report citations

VS.

PDF report



3,557

Total report citations

Digital reports are

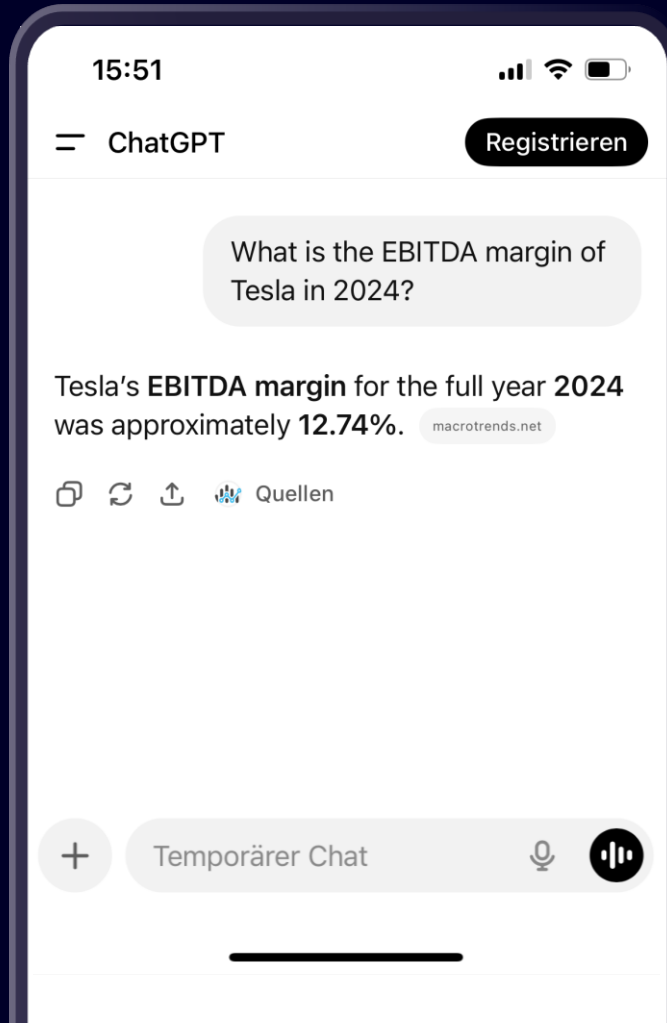
3x better

visible compared to PDFs



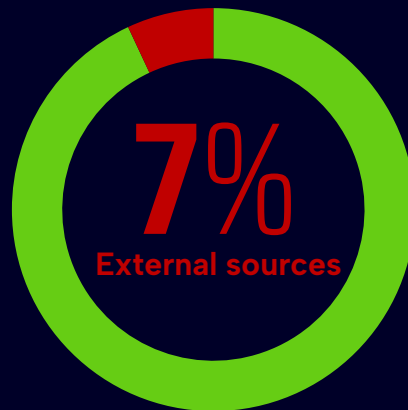
Results

External information sources

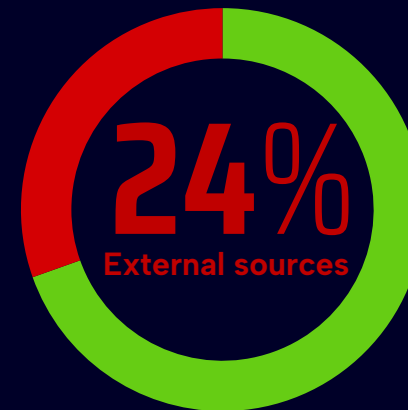


A **PDF-only setup leads to more external sources** in answers. Data aggregators such as MarketScreener & Co. are the biggest external competition as a source in ChatGPT.

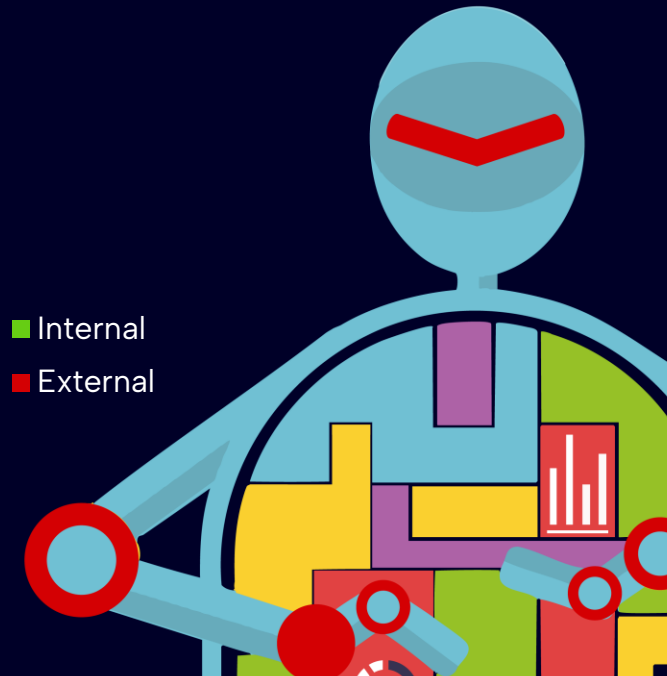
Digital Reporters



PDF Reporters



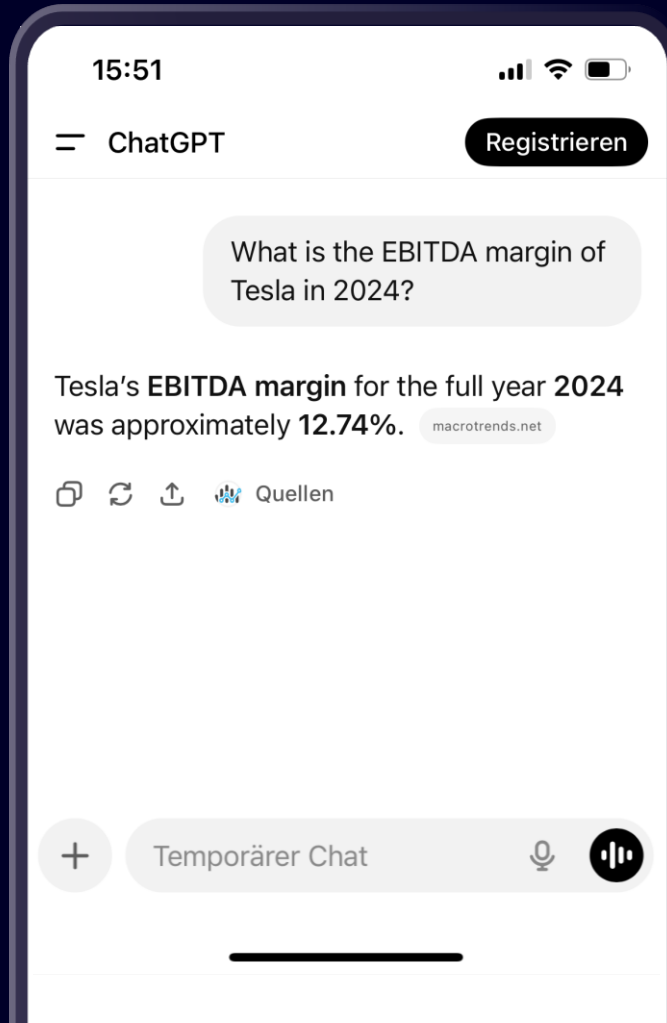
- Internal
- External





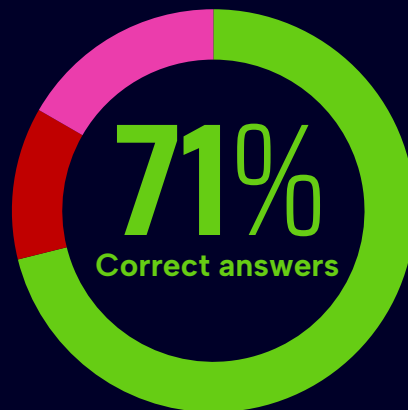
Results

Factual analysis

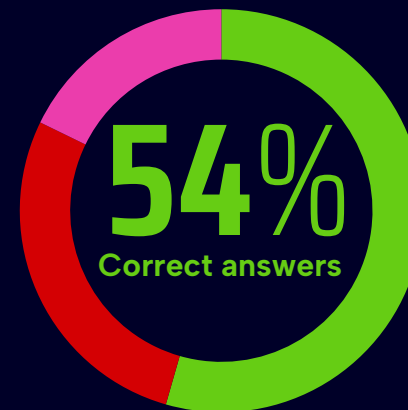


Due to the higher accessibility and the reduced reliance on external sources, the responses from companies with HTML reports are **significantly more often correct**.

Digital Reporters

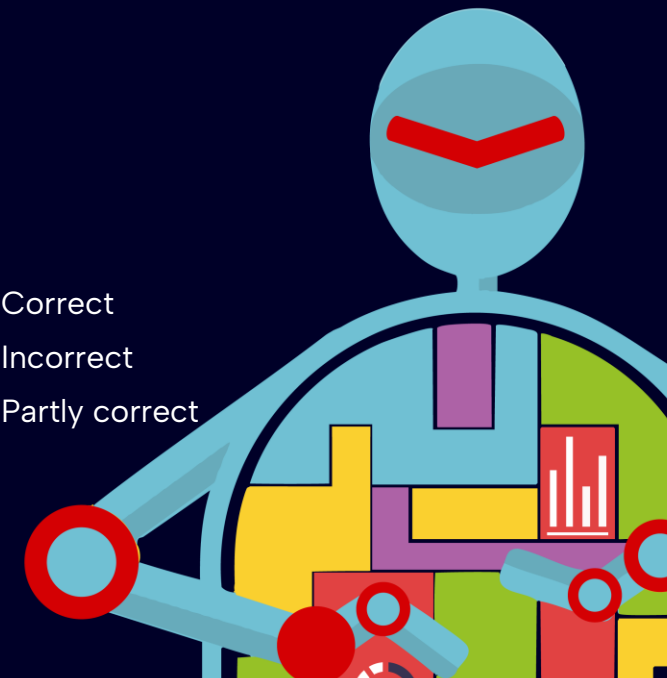


PDF Reporters



- Correct
- Incorrect
- Partly correct

Sources: UAS St. Pölten / nexxar (2025) n = 200 ([more on this study](#))





AI-optimized digital reporting

- ✓ Content summaries in the source code of specific pages
- ✓ Schema mark-up integration
- ✓ GEO-targeted technical setup
- ✓ Evaluate statistics
- ✓ ...

For Text Content

`<article>`, `<section>`, `<header>`, `<footer>` – provide clear structural context.

`<h1>` to `<h6>` – define headings and subheadings, helping AI understand hierarchy and topic segmentation.

`<p>` – denotes paragraphs, useful for preserving narrative flow.

``, ``, `<mark>` – emphasize key information, making it stand out for AI.

`<blockquote>` – signals quotations or references.

`<abbr>` – clarifies abbreviations, helping AI interpret them accurately.

`<time>` – marks dates or time references in machine-readable format.

For Tables (Financial or Performance Data)

`<table>` – basic structure for tabular data.

`<thead>`, `<tbody>`, `<tfoot>` – separates header, body, and footer rows.

`<th>` – marks header cells, critical for understanding column context.

`<tr>` and `<td>` – define rows and data cells.

`scope="col"` or `scope="row"` – improves clarity for AI and screen readers about how data is organized.

For Charts, Figures, and Visuals

`<figure>` and `<figcaption>` – group visual content with its caption, providing AI with descriptive context.



Why focus on digital?

Usage and reach

How digital reports of top-companies are used (DAX40)

285,945

Average page views (within 365 days)¹

123,341

Average report visits (within 365 days)¹

55% of German DAX 40 companies publish a digital annual report.²

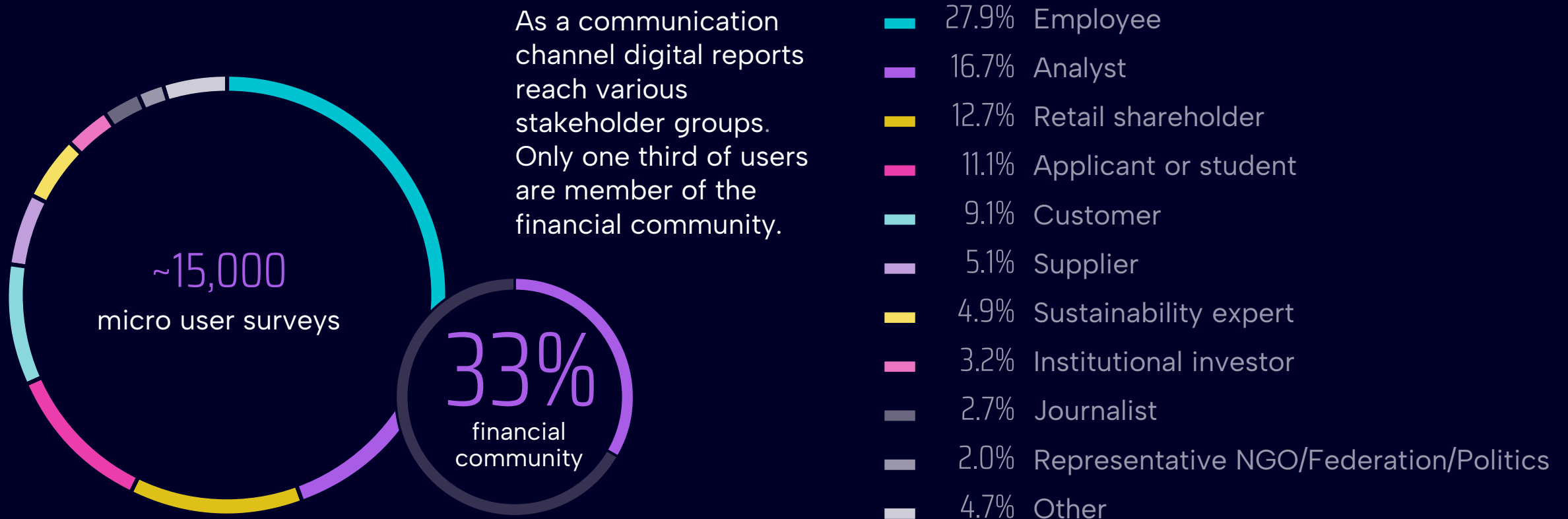
50% of all companies assume that in the future, reports will only be provided in a digital format.³

100% of the biggest companies in Europe need to provide an XHTML report (iXBRL) due to EU law.



Why focus on digital?

Users and their interests



Data and analytics

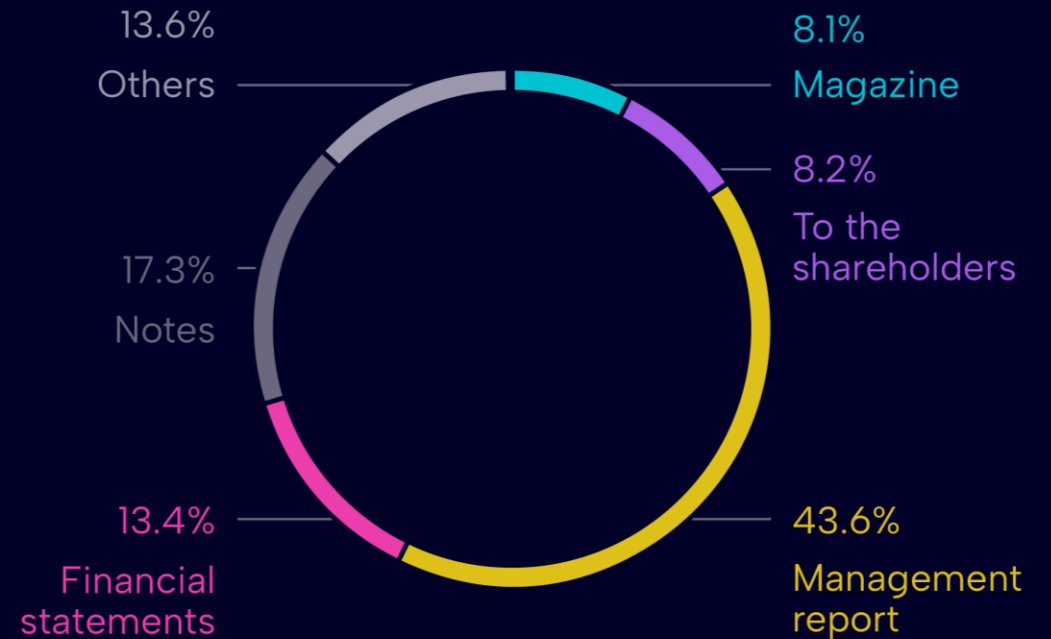
Usage by chapter

The core sections of an annual report receive the most attention from users overall.

In digital annual reports, most of all page views are attributed to the **management report**, followed by the **notes section** and the consolidated financial statements.

44%

Management report is the strongest chapter by usage



Thank you!



Your contact at nexxar



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