

digital reporting.

fincom 2019, vienna.

digital
reporting
evolved.



who we are.





reporting experts.

nexxar has devoted itself entirely to digital reporting. Since 2003 we have published more than 600 online reports. We are experts in shaping corporate reports to meet the needs of the digital world.




Even though we know that the **importance of digital reporting is constantly rising**, we are well aware that different stakeholders prefer different reporting formats. That's why we developed the **Online First™ approach**. Our solution for multi-channel publishing allows for the creation of several reporting formats (HTML, PDF, print, app) from one single source. For 14 companies across Europe, we now act as a **one-stop provider** for their corporate reporting needs.

nexxar in numbers (2019)

40 Clients from nine European countries	600+ Online Reports since 2003
45+ Employees	14 Clients benefit from our Online First™ approach
18 Sustainability Reports	6 Integrated Reports



unique worldwide.

<p>HUGO BOSS</p> <p>DE Client since 2006</p>	 <p>UK Client since 2006</p>
 <p>DE Client since 2007</p>	<p>VOLKSWAGEN AKTIENGESELLSCHAFT</p> <p>DE Client since 2008</p>
<p>AkzoNobel</p> <p>NL Client since 2008</p>	 <p>AT Client since 2009</p>

Our clients' loyalty stems from the fact that we are recognised experts in digital reporting. For them we push the boundaries of what is possible.

Who we work for ...

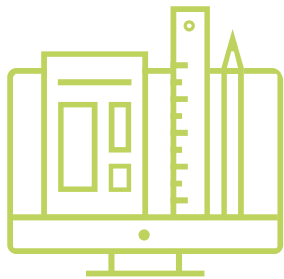
- ABB AKZONOBEL BASF BAYER BILFINGER BOSCH
- CLARIANT DATEV DEUTSCHE BANK ENI ESSITY FERROVIAL
- GALAPAGOS HHLA HUGO BOSS KION THE LINDE GROUP LLB
- LEGAL & GENERAL MERCK MENSCHEN FÜR MENSCHEN METRO
- PROSIEBENSAT.1 SCHAEFFLER SGS SHELL SNAM SOLVAY
- SWISS RE TRIODOS UCB UNIQA VIG VOESTALPINE
- VOLKSWAGEN VONOVIA WACKER WINCOR NIXDORF ZURICH

[FULL CLIENT LIST →](#)

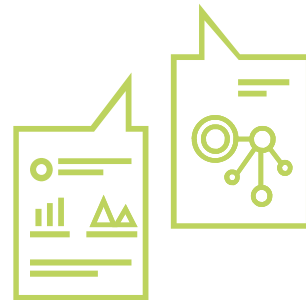


unique process.

1
concept & design
1-4 months



2
front-end development
1 month



3
content implementation
within 72h



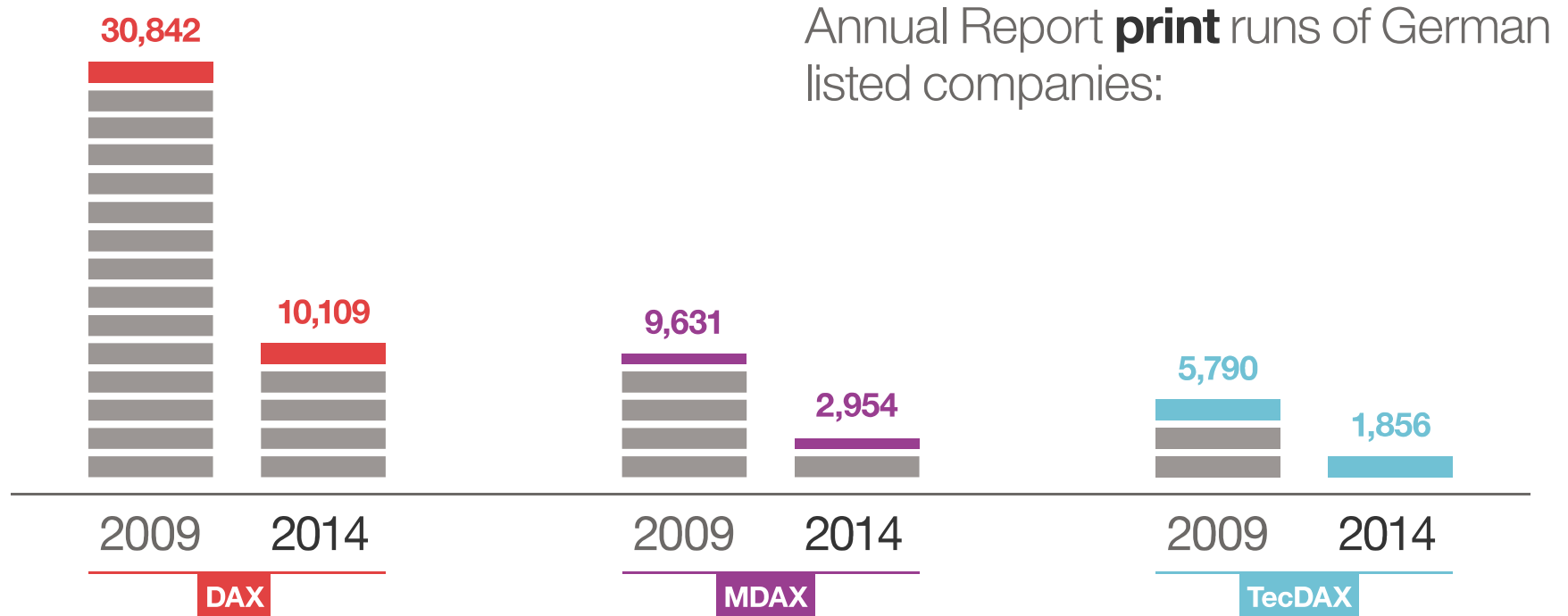

**GO
LIVE**

**shifting channel
preferences.**





demand for hard copies shrinks.



Source: nexxar, 2014 (n=37-51)



now.



everywhere.



up to
35 percent
mobile
usage.



status quo.

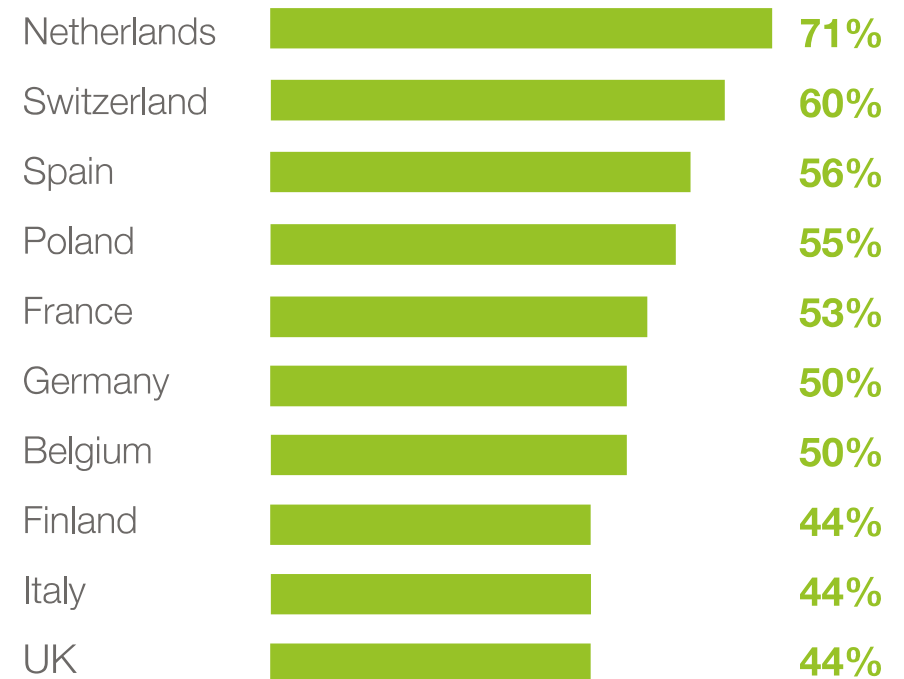
44%

of the top 500 European listed companies **publish a digital annual report.**¹

88%

of capital market stakeholders **read the annual report on a screen.**²

Top 10 markets with digital reports



[1] Excellence in digital reporting, 2018 (n = 500 companies)

[2] Comprend Capital Market Report, 2015 (n = 341 capital market stakeholders)

**possibilities of
digital reporting.**

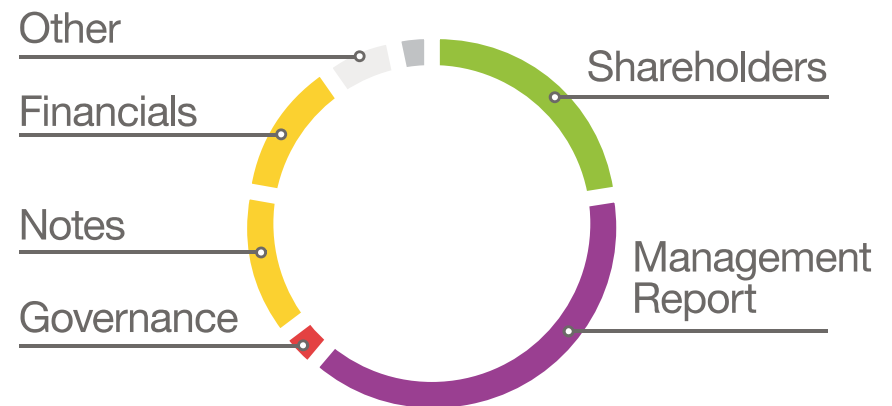




usage data & statistics.

What do you know about the use of your printed report? The answer is short: nothing. Only online reports provide exact data on their usage.

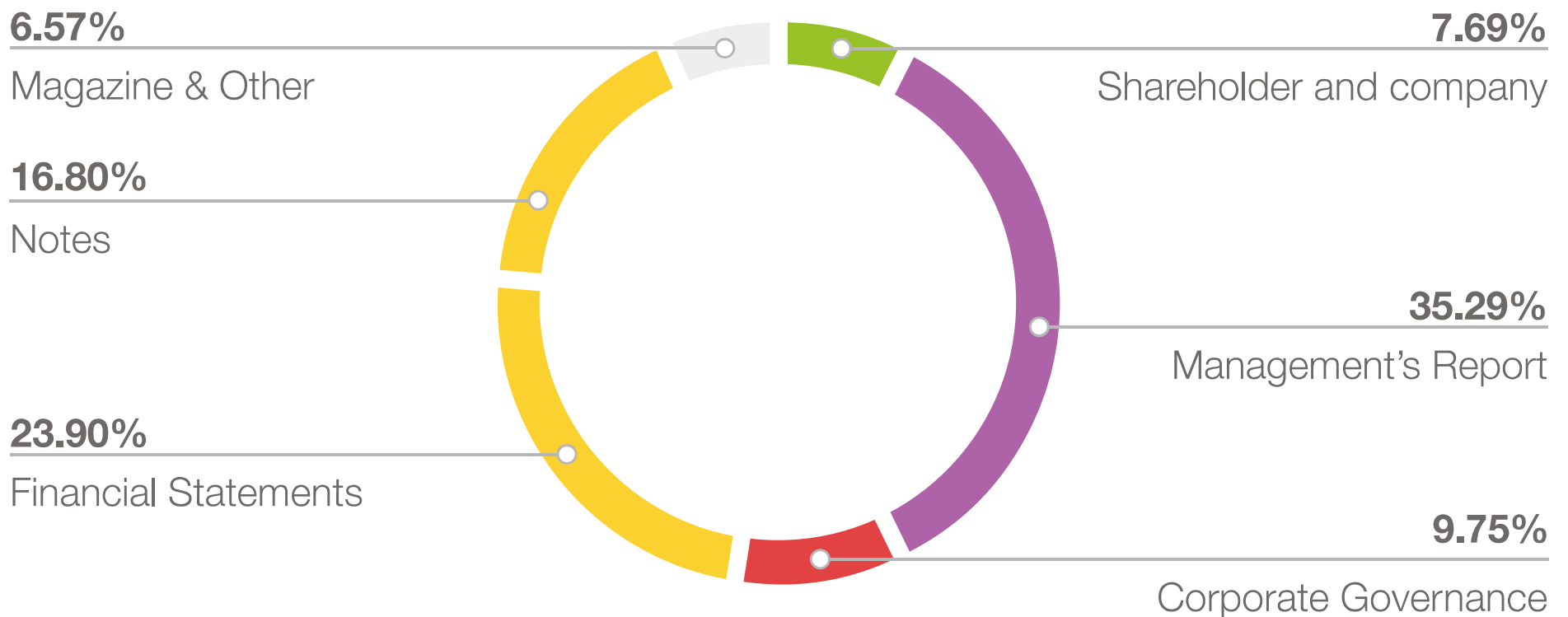
- + **Web statistics provide answers: Which chapters are stakeholders interested in most? What are they searching for? How many users have been reached?**





usage data & statistics.

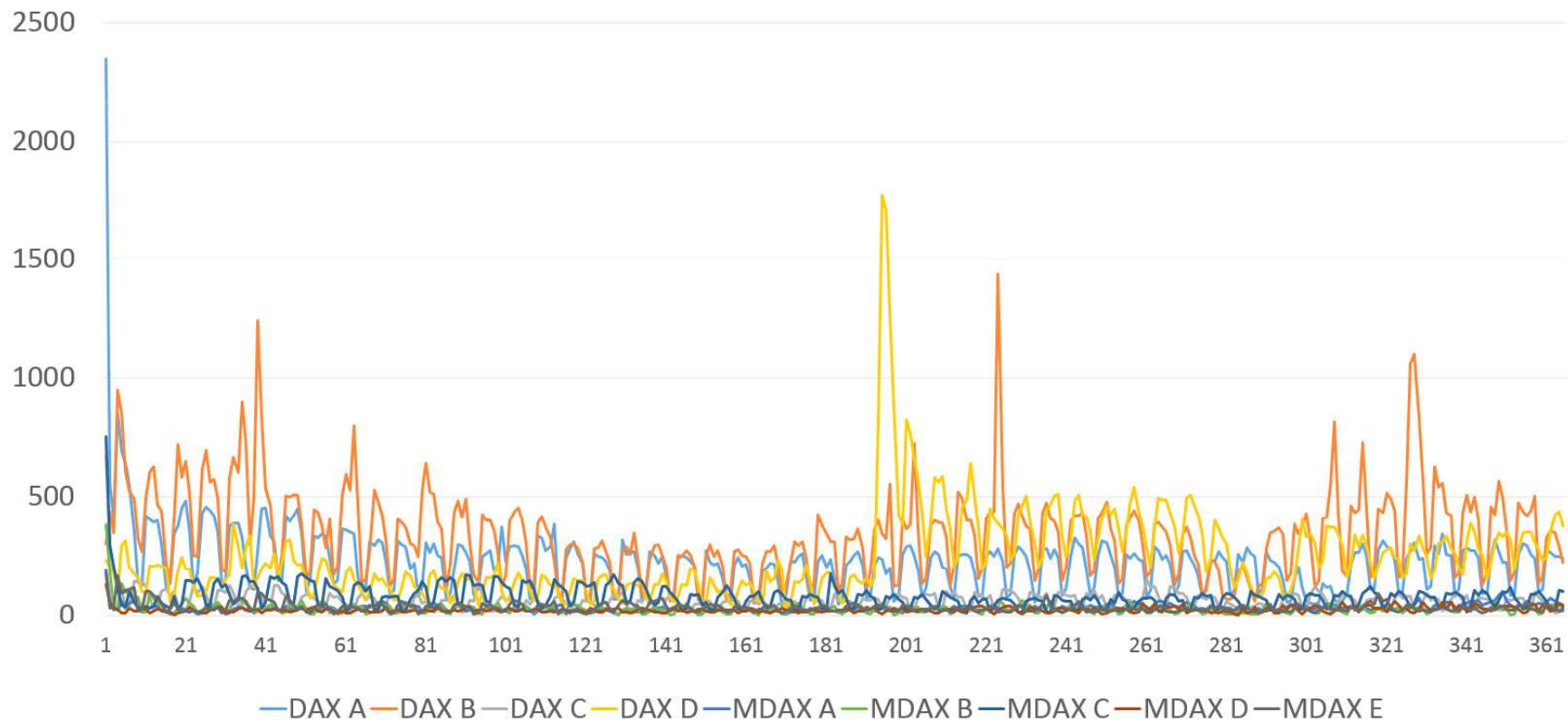
Interest clearly points to the “hard fact” cornerstones of reporting.



Source: nexxar, 2017 (n = 5 Online Annual Reports of DAX & MDAX companies)

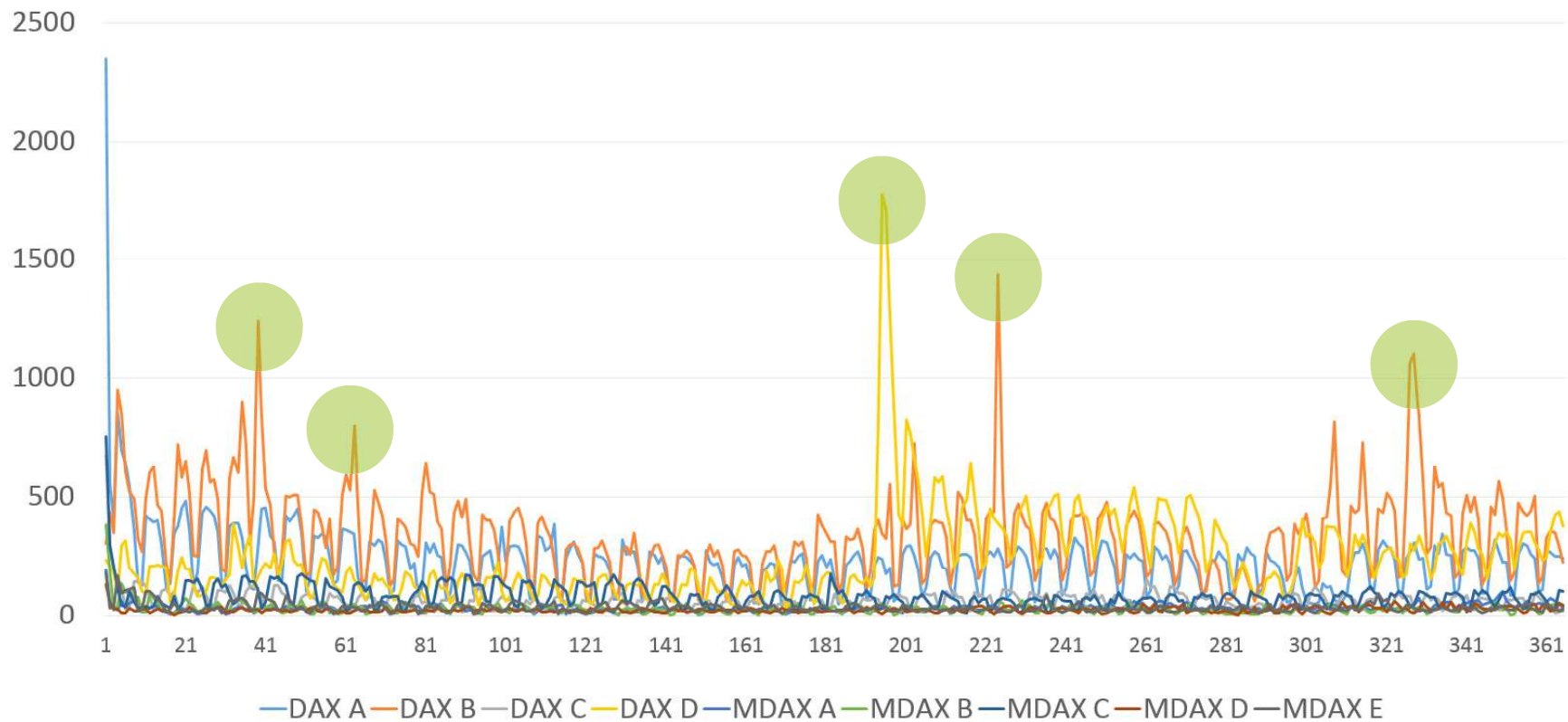


usage data & statistics.





usage data & statistics.





site search.

- International Standards (1)
- Financial statements (4)
- Compliance (3)
- Compliance Risks (2)
- Process (2)
- Transportation (2)
- Supervisory Board (4)
- Animal Health (1)
- Balance sheet (2)
- Employees (10)
- Global Reporting (1)
- Income statement (3)
- Risks (12)
- Diversity (2)
- Risk Management (4)
- Marketing (2)
- Products (1)
- Risk matrix (5)
- Turnover (4)
- Turnover employee (1)
- Sales global (1)
- Australia (1)
- Capital reserves (1)
- Capital stock (1)
- Career (2)
- Capital structure (3)
- CEO compensation
- Credit Risks (5)
- Corporate Governance (4)
- Dept (2)
- Legal Risks (3)
- Employee Benefits (2)
- Equity (1)
- Exports (2)
- Forecast (3)
- Opportunity and Risk (2)
- Greenhouse (4)
- IFRS (2)
- Innovation (3)





site search.

- International Standards (1)
- Financial statements (4)
- Compliance (3)
- **Compliance Risks (2)**
- Process (2)
- Transportation (2)
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searchability.

Every single page of your online report is searchable via Google. A PDF on the other hand is indexed only once.

- + **Compared to a PDF, digital reports offer a globally searchable website: every single page of your online report is searchable via Google.**
- + **20 to 50 percent traffic of an online report comes from search engines.**

GOOGLE →

Google-Suche

Auf gut Glück!

**from pull to
push reporting.**





push reporting.

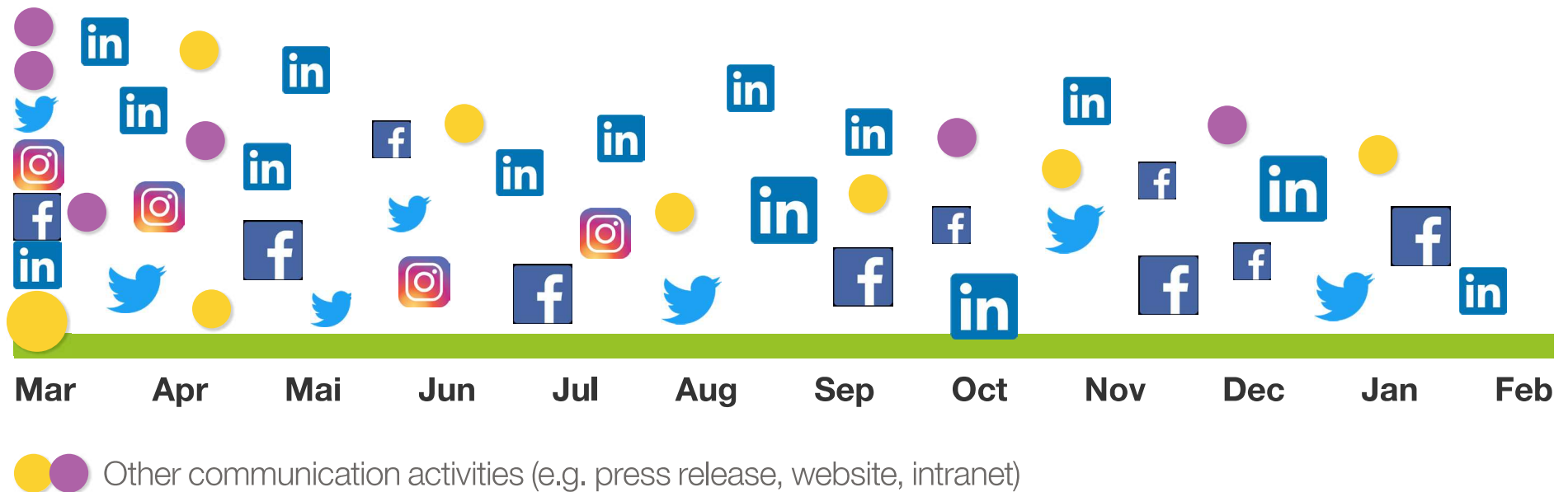
Corporate reports a rich source of information worth to draw attention to:

- Economic key figures
- CEO statements
- Board profiles
- Business model
- Global operations
- Quarterly highlights
- Segment developments
- Share development
- Innovation management
- Strategy overview
- Strategic measures
- Human resources strategy
- Footwear production
- Diversity data
- Employee key figures
- Employee satisfaction
- Employee engagement
- Talent management
- Employee training
- Supplier management
- People behind the scenes
- Forecast economic growth
- ...



push reporting.

Push reporting means to communicate this information internally and externally throughout the year.





your contact at nexxar.



Eloy Barrantes

Senior Project Manager, CEO

📞 +43 1 596 22 68-18

✉️ eloy.barrantes@nexxar.com