



#fincom – Covestro online annual report

digital reporting and stakeholder communication.

nexxar

who we are.



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**digital
shift.**

traditional patterns

**what most people
think reports
should look like.**



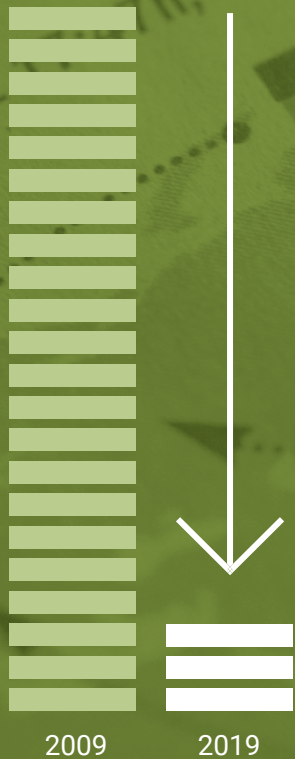
traditional patterns

**how corporate
reports are
actually used.**





because they are
what stakeholders want.



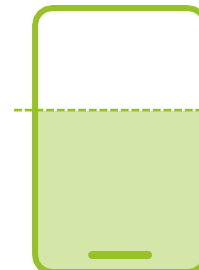
-94%

Print runs of annual reports declined drastically in the last 10 years in DAX 30 and other indices.¹



88%

of analysts read reports
on screen.²



66%

of analysts read reports
on mobile devices.³

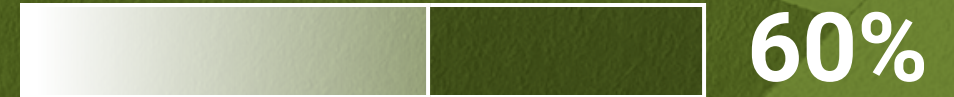
Sources: [1] Vienna University of Economics and Business, 2019 (n = 2009: 51, 2014: 37, 2019: 44 reporting decision makers), [2] Vienna University of Economics and Business, 2019 (n = 60 reporting decision makers), [3] Center for Research in Financial Communication, 2019 (n = 100 analysts and institutional investors)

you can see it if you
look at the trends.



39%

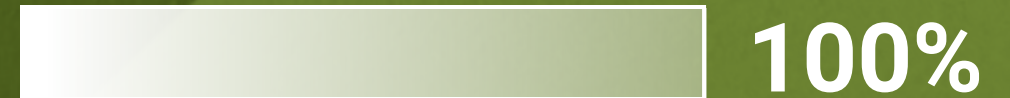
of the top 500 European companies
publish a **digital annual report**.¹



of German DAX 30 companies
publish a digital annual report.¹



of all companies assume that in the future,
reports will only be provided in a digital format.²



of the biggest companies in Europe need to provide
an XHTML report in the future (XBRL) due to EU law.

**case
study.**



Covestro

Online annual report 2020



online report goals.

- Inform stakeholders on all relevant figures & developments
- Present core topics & arouse imagination for future prospects of company
- Position Covestro via content and via style of reporting: fully circular + digital only
- Reach users where they are: online and on all devices
- Engage users, enable better monitoring, integrate report in overall communications mix



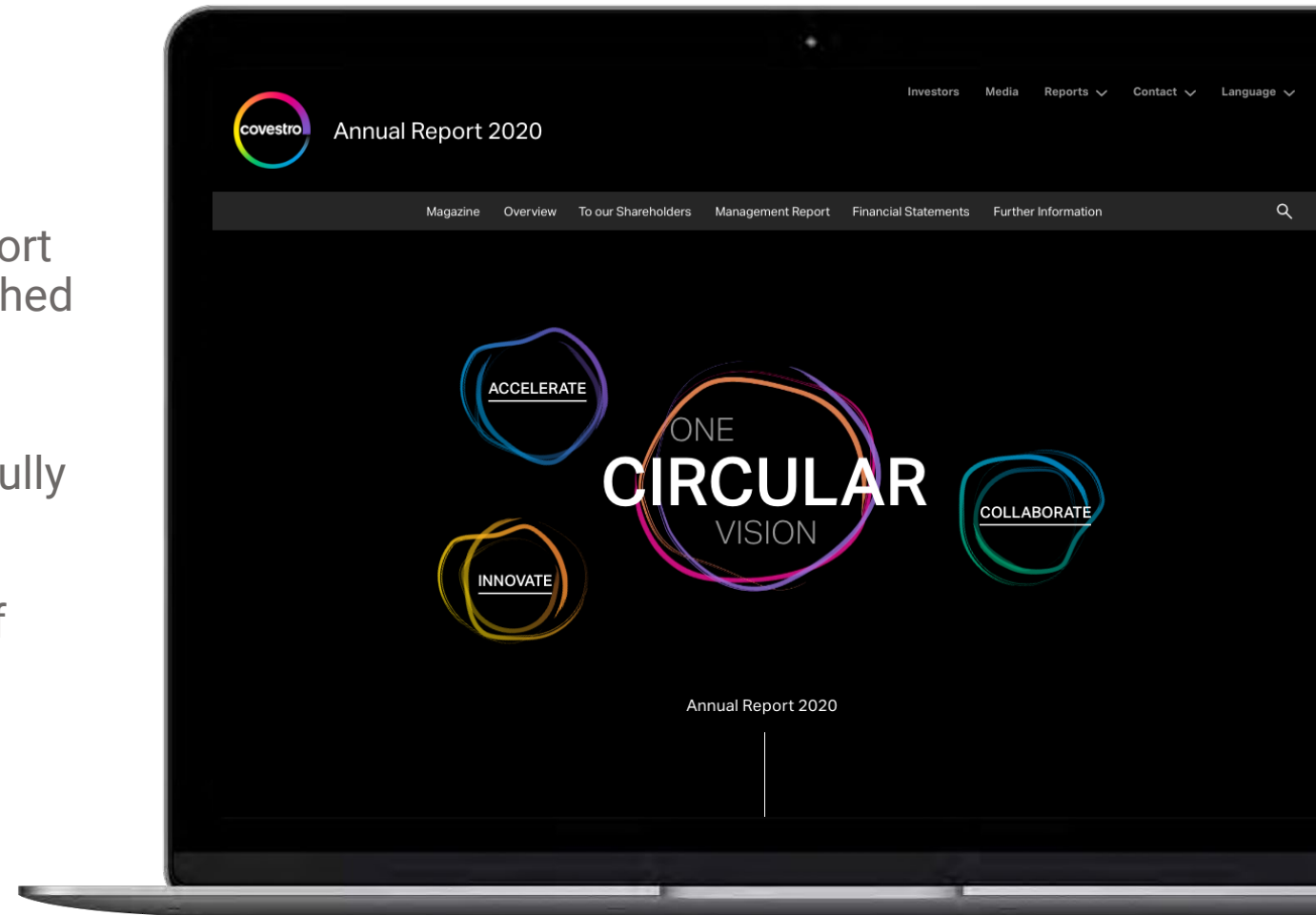


online report **report.**

Instead of producing a text-heavy printed report, Covestro is now fully focusing on the digital channels: The annual report 2020 is the first report in the company's history, which is entirely published in a digital format and no longer printed.

The Corporate vision of Covestro is to become fully circular and therefore weave circular economy principles into the fabric of its business. This ambitious transition is also the guiding theme of the report: "One circular vision".

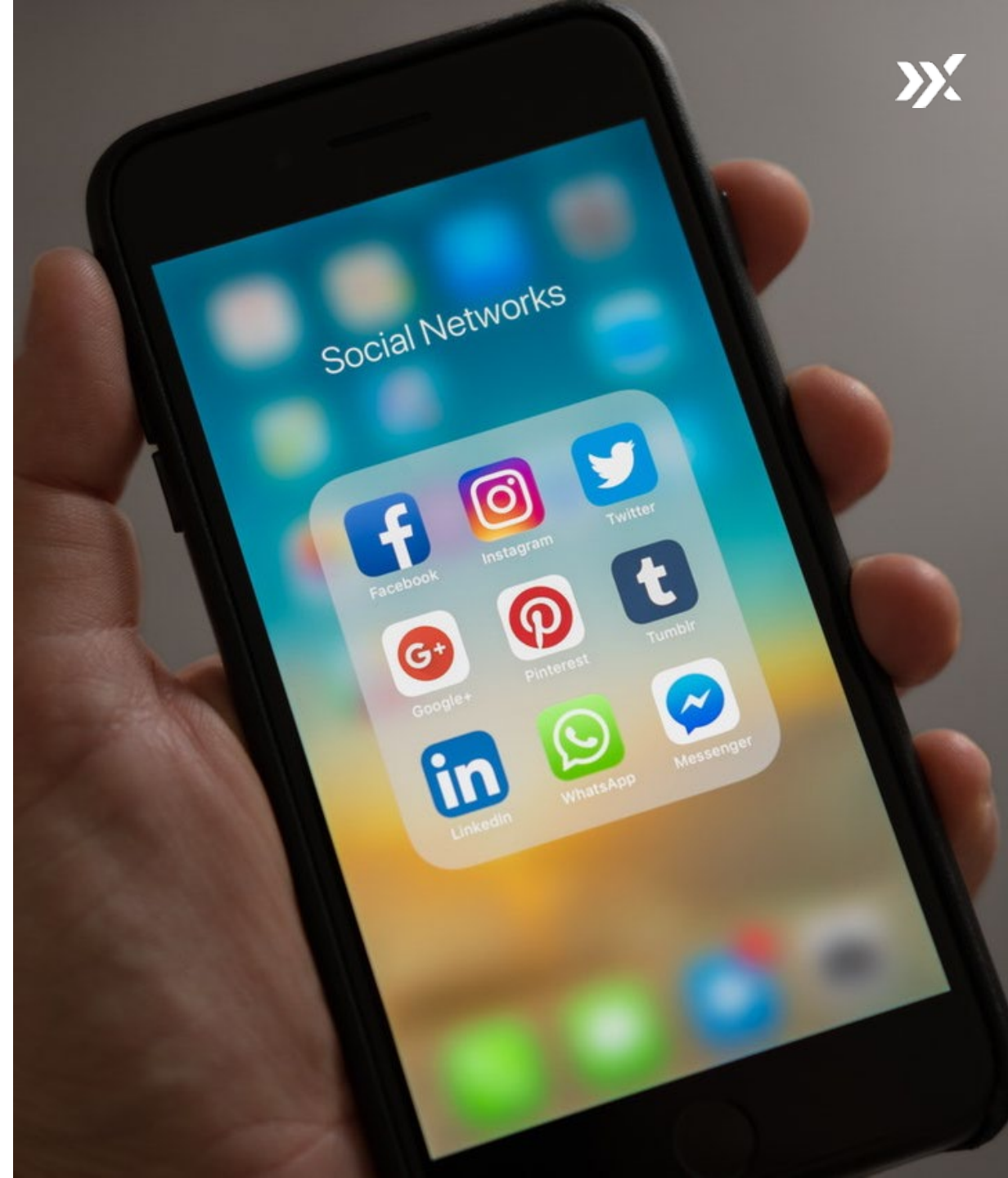
COVESTRO REPORT



push reporting **social media.**

- The reporting journey does not end with the publication: Social media are an integral part of the reporting strategy at Covestro
- Push reporting means the pro-active communication of reporting content in social media
- Pushed before and after publication ("pre-campaign" and "post-campaign") with various hashtags like **#FullyCircular** **#CovestroResults** **#StoriesBehindNumbers**

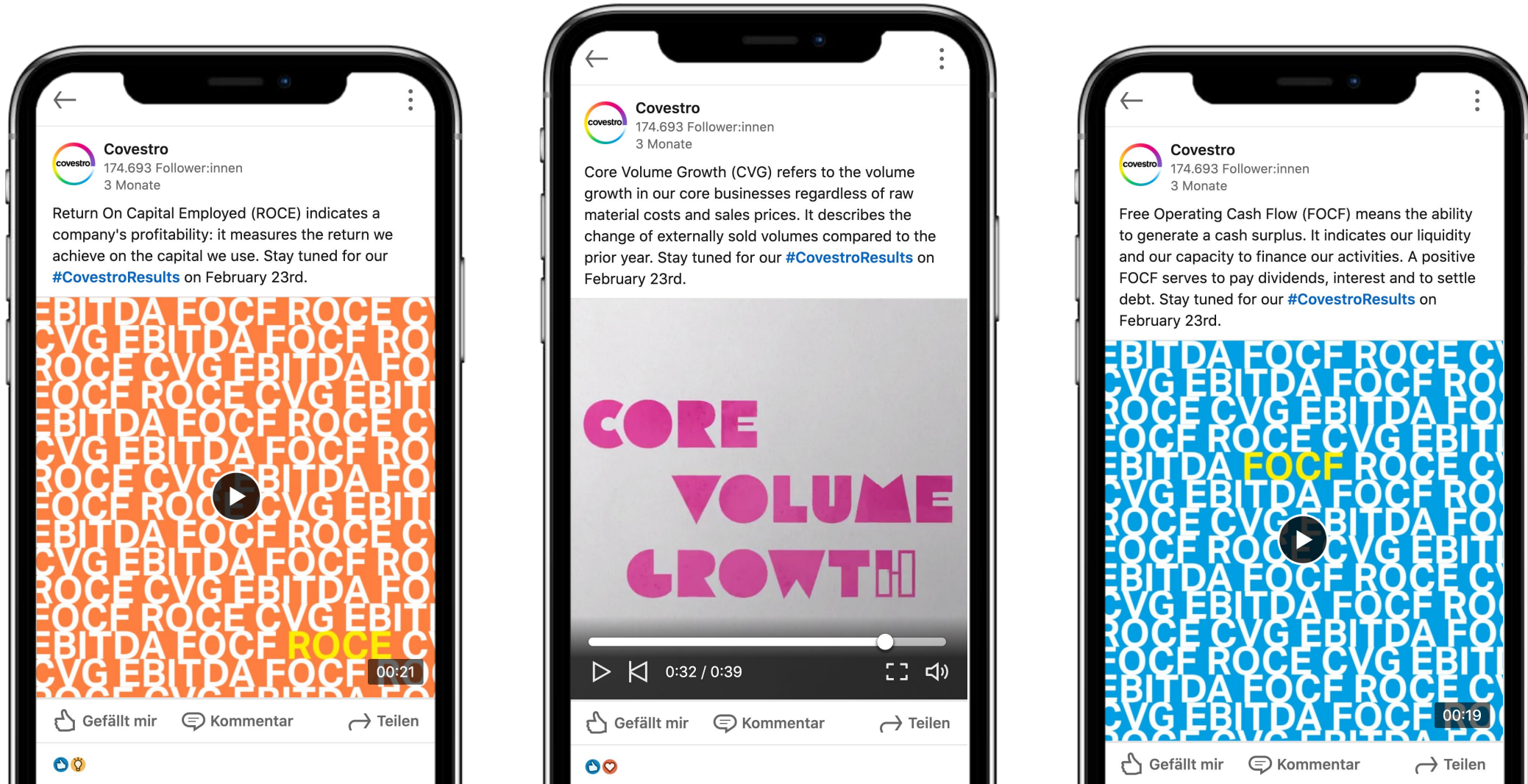
PUSH REPORTING





push reporting

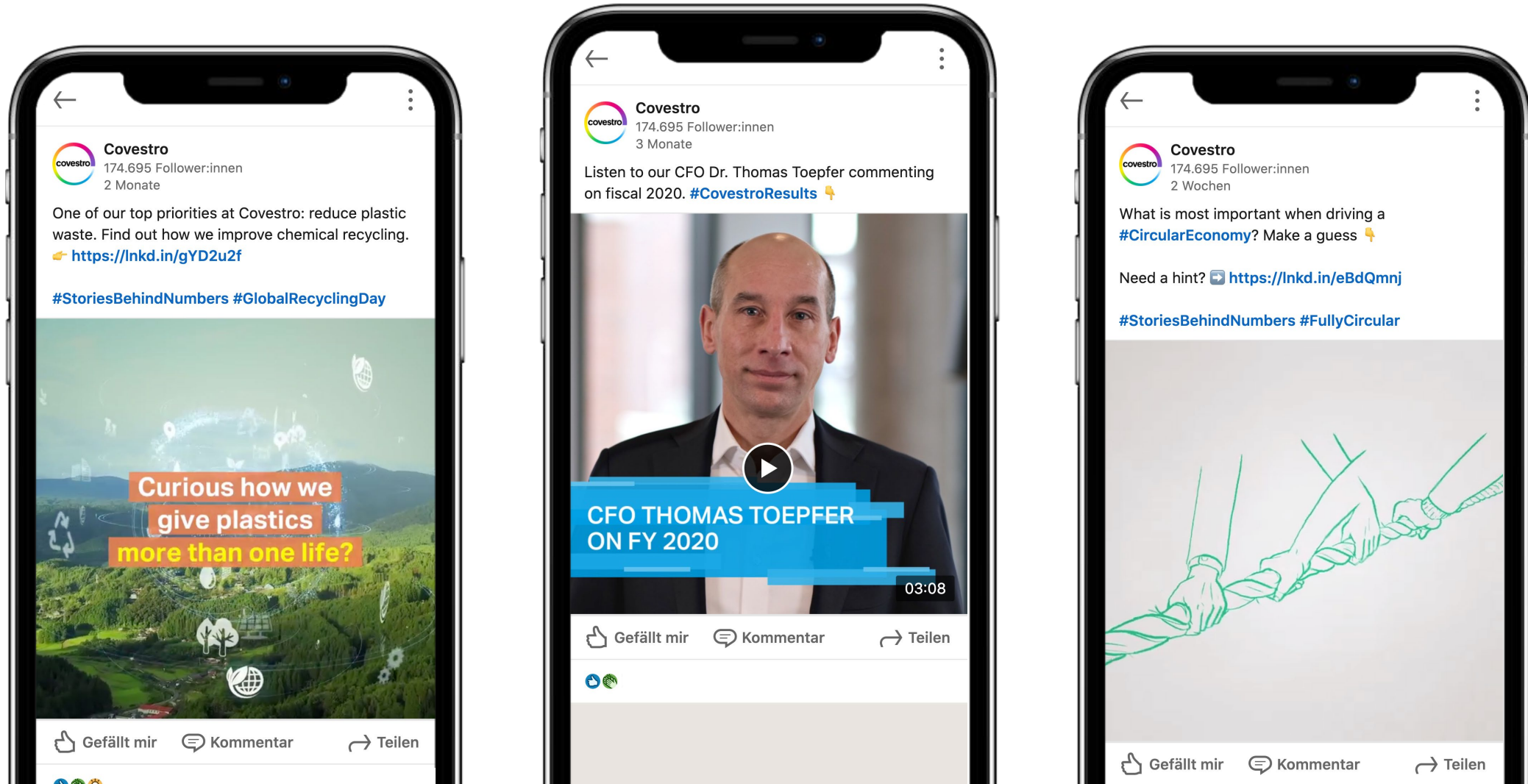
pre-campaign.



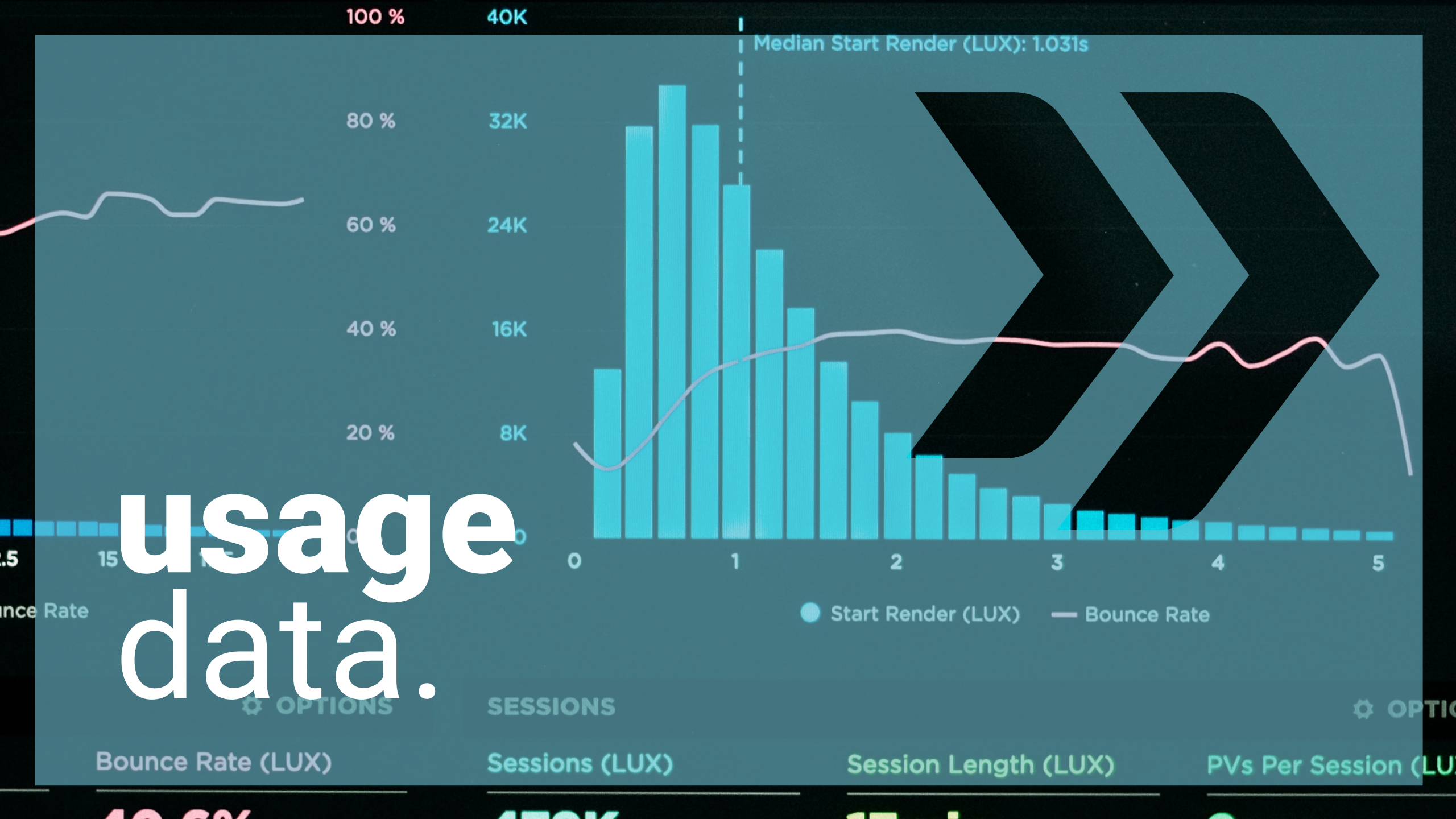


push reporting

post-campaign.

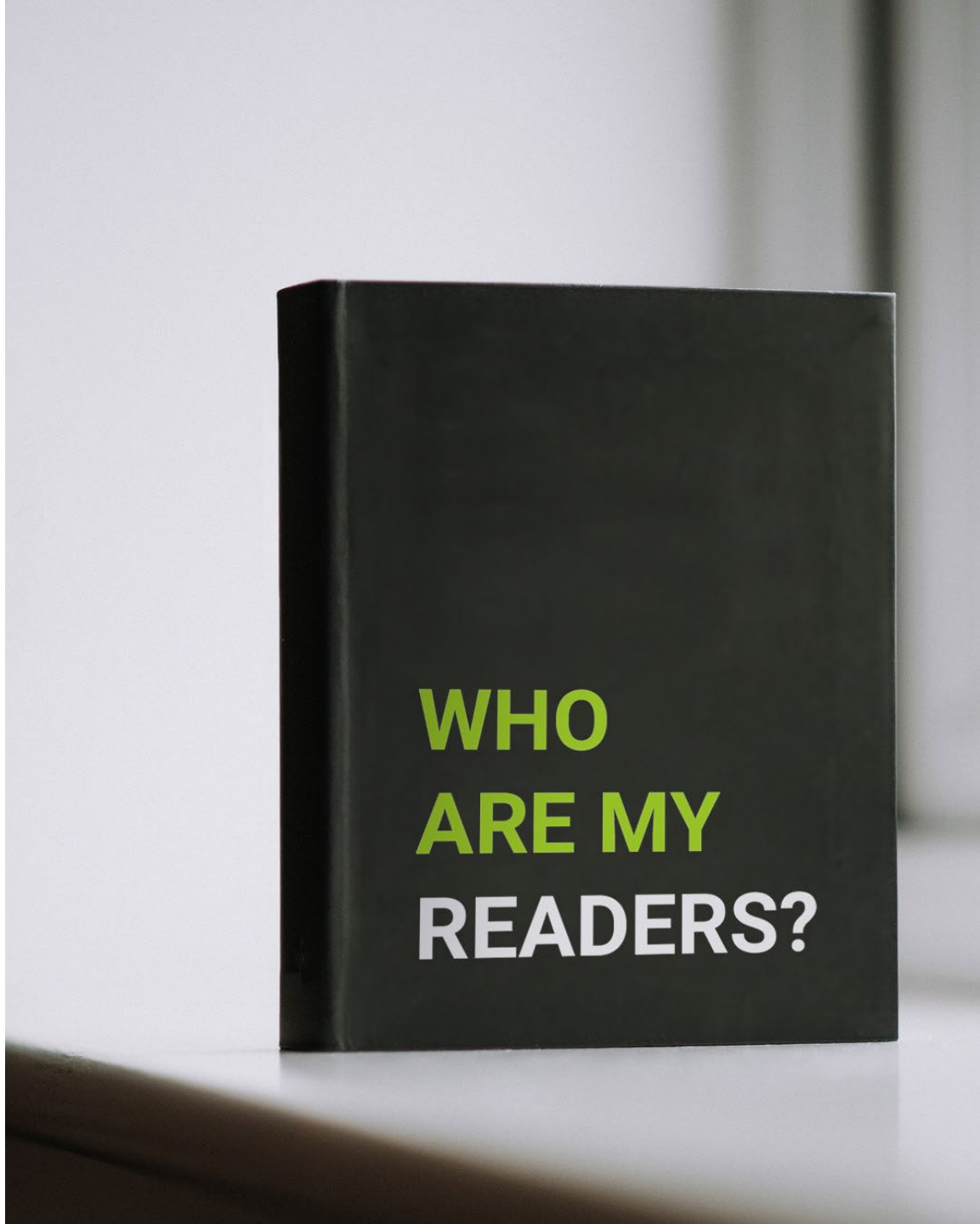


usage
data.



usage data

**what do you know
about the use of
your print or PDF
report?**



**WHO
ARE MY
READERS?**



usage data **overview.**

17,561

Visits

The digital report reached more than 17,000 visitors within the first weeks.

39.639

Page views

Users viewed almost 40,000 pages within the report.

14%

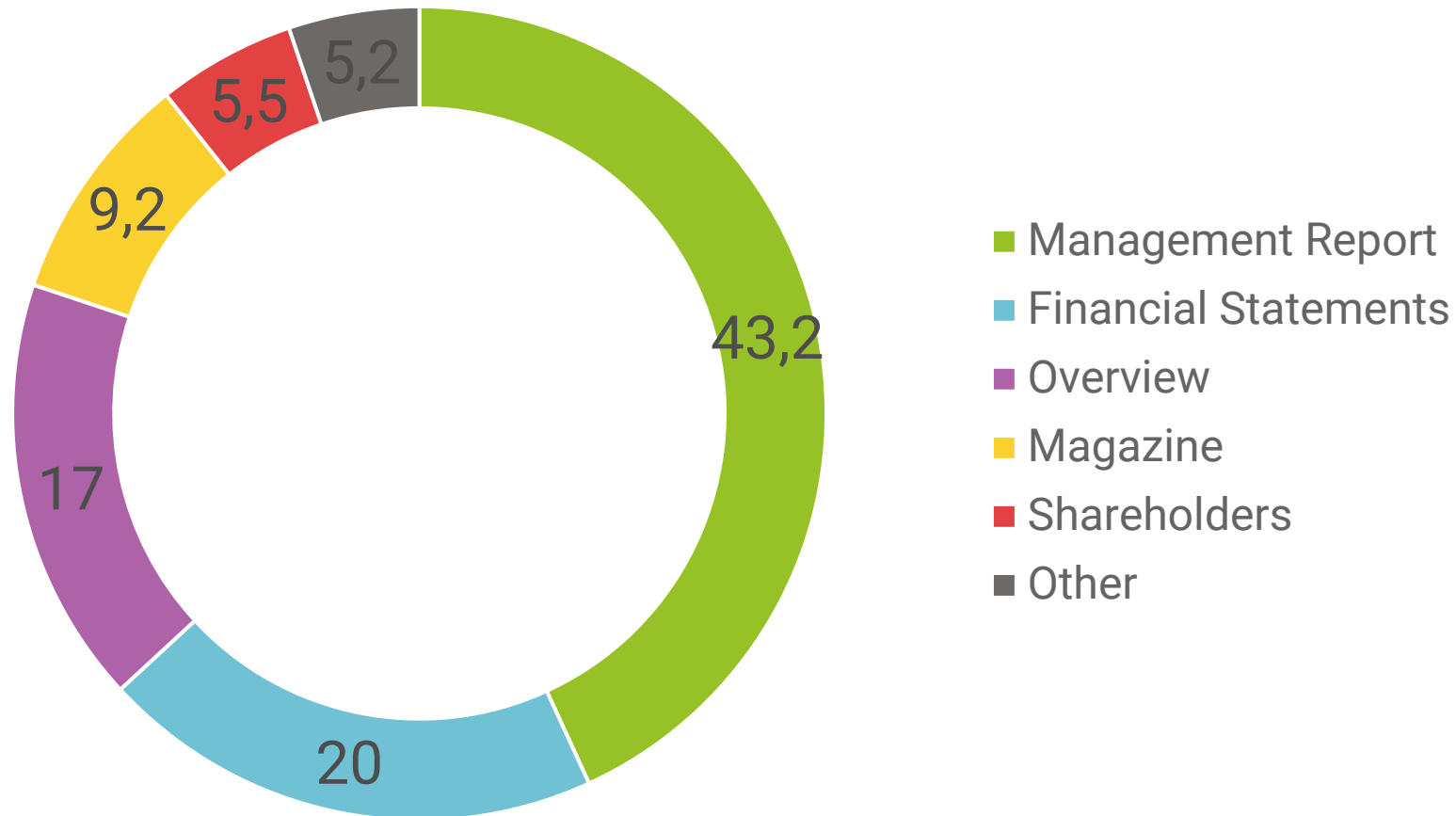
Mobile use

Already one out of 7 readers is using the digital report on a mobile device.



usage data

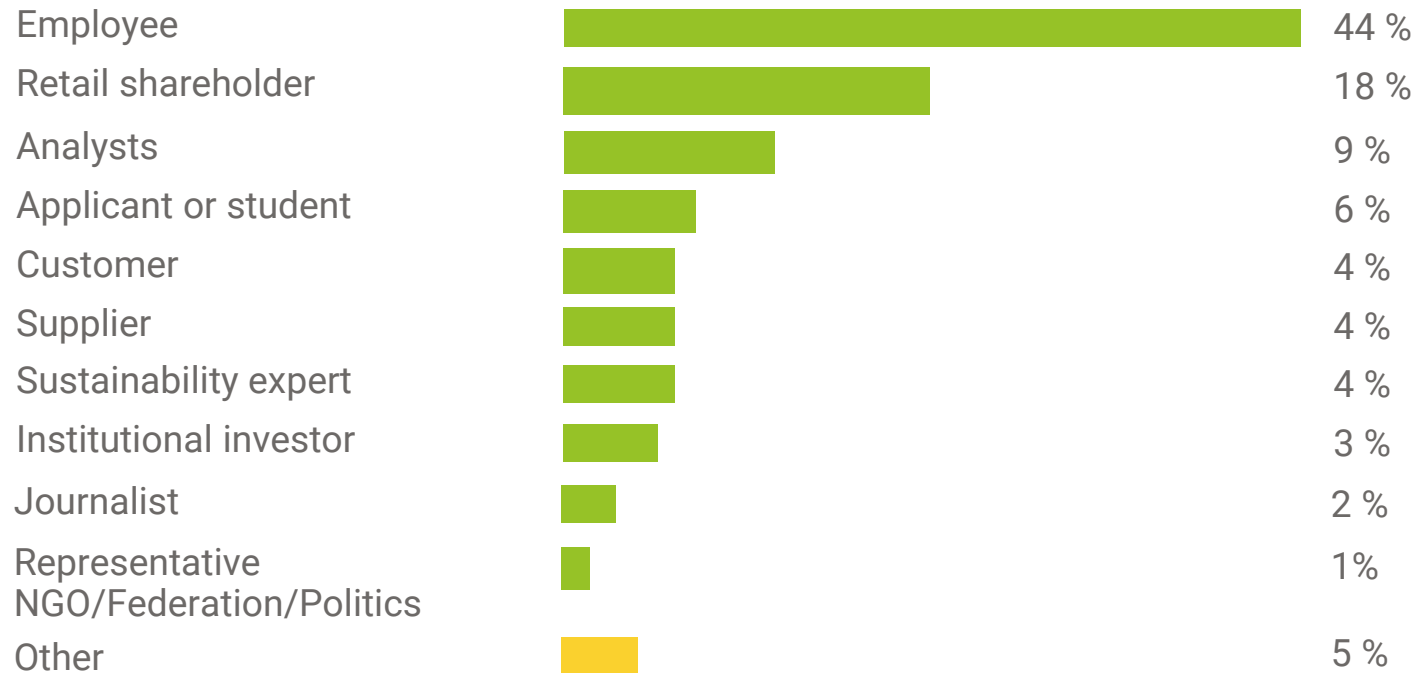
use by chapter.





usage data

user groups.



1,333

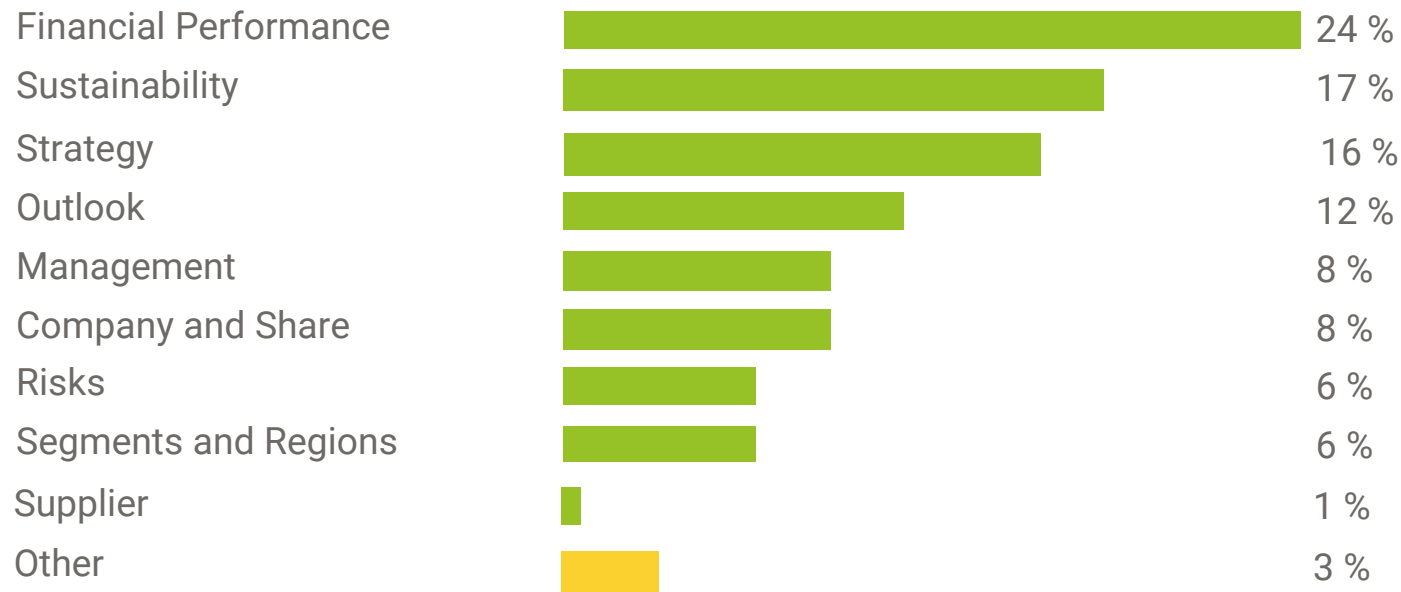
Microsurveys completed

Reply rate is at 7,6%



usage data

user main interests.



1,333

Microsurveys completed

Reply rate is at 7,6%



usage data

social media.

1.5 m

Impressions

Reporting postings on social media have reached more than 1.5 million viewers.

25,000

Engagements

More than 25,000 users engaged with the reporting postings (e.g. comments or likes).

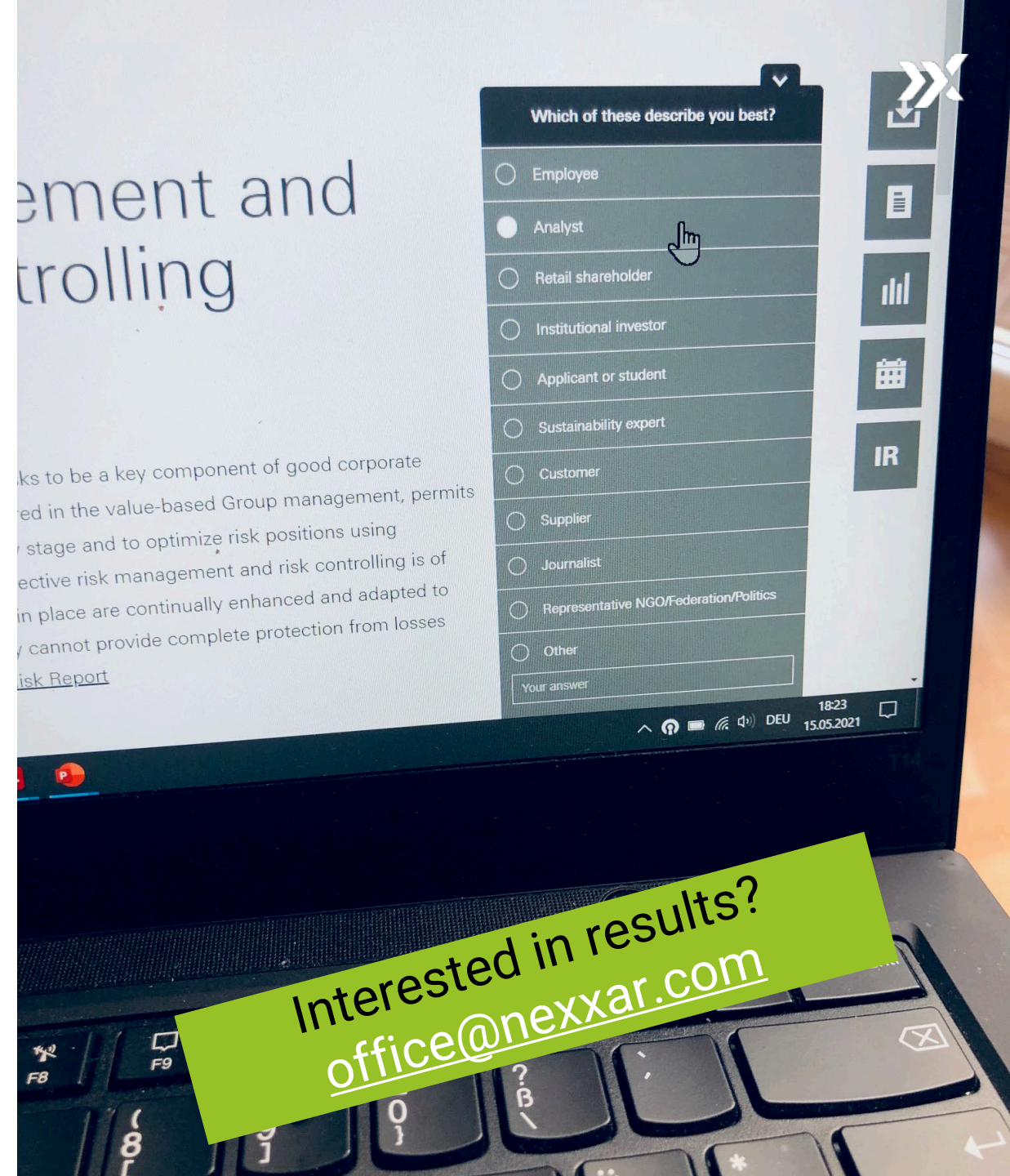


Q&A

Any questions?

stakeholder survey

who is using (digital) annual reports and why?





your contact at nexxar.



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