

#fincom – Covestro online annual report

### digital reporting and stakeholder communication.



### who we are.



Svenja Paul Global Corporate Media Relations, Covestro



#### Markus Kleine-Beck

Head of Communications Hong Kong, Covestro



**Eloy Barrantes** 

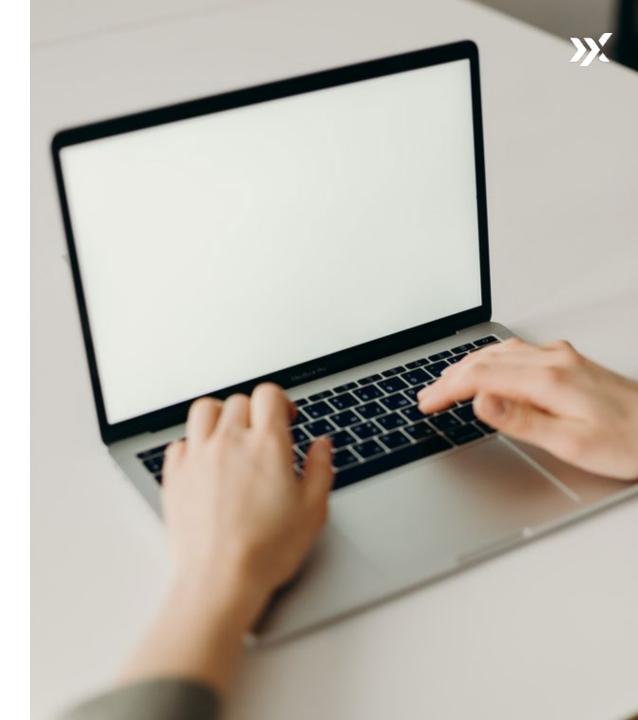
CEO, nexxar

# 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.



Print runs of drastically in and other ind

2009

**Print runs of annual reports declined drastically** in the last 10 years in DAX 30 and other indices.<sup>1</sup>

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)

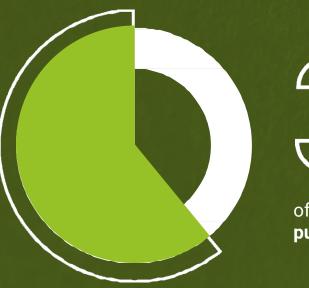
## 88%

of analysts read reports **on screen.**<sup>2</sup>

66%

of analysts read reports on mobile devices.<sup>3</sup>

# you can see it if you look at the trends.





of the top 500 European companies publish a digital annual report.<sup>1</sup>



of German DAX 30 companies publish a digital annual report.<sup>1</sup>

50%

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

100%

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

**case** study.

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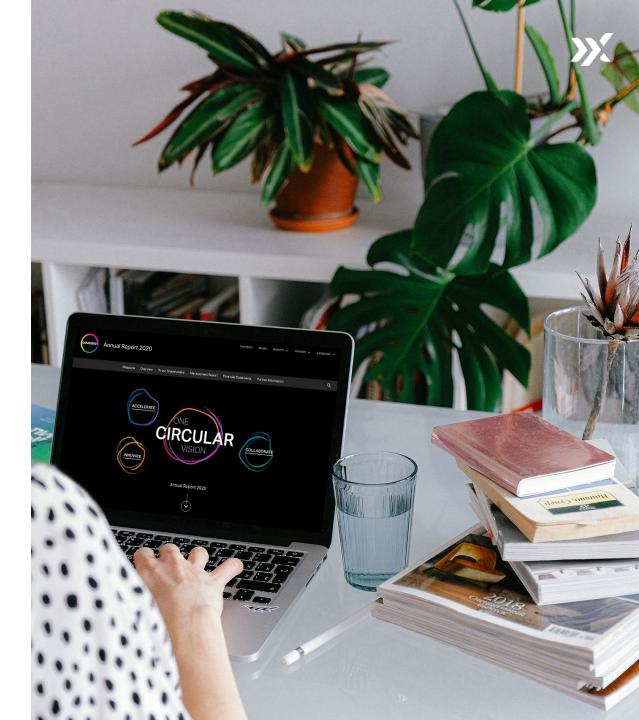
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### online report goals.

- 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 ("precampaign" and "post-campaign") with various hashtags like #FullyCircular #CovestroResults #StoriesBehindNumbers



**PUSH REPORTING** 

# push reporting **pre-campaign.**



Covestro 174.693 Follower:innen 3 Monate

Return On Capital Employed (ROCE) indicates a company's profitability: it measures the return we achieve on the capital we use. Stay tuned for our **#CovestroResults** on February 23rd.





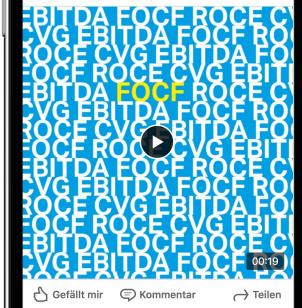
Core Volume Growth (CVG) refers to the volume growth in our core businesses regardless of raw material costs and sales prices. It describes the change of externally sold volumes compared to the prior year. Stay tuned for our **#CovestroResults** on February 23rd.





vestro 174.693 Follower:innen 3 Monate

Free Operating Cash Flow (FOCF) means the ability to generate a cash surplus. It indicates our liquidity and our capacity to finance our activities. A positive FOCF serves to pay dividends, interest and to settle debt. Stay tuned for our **#CovestroResults** on February 23rd.

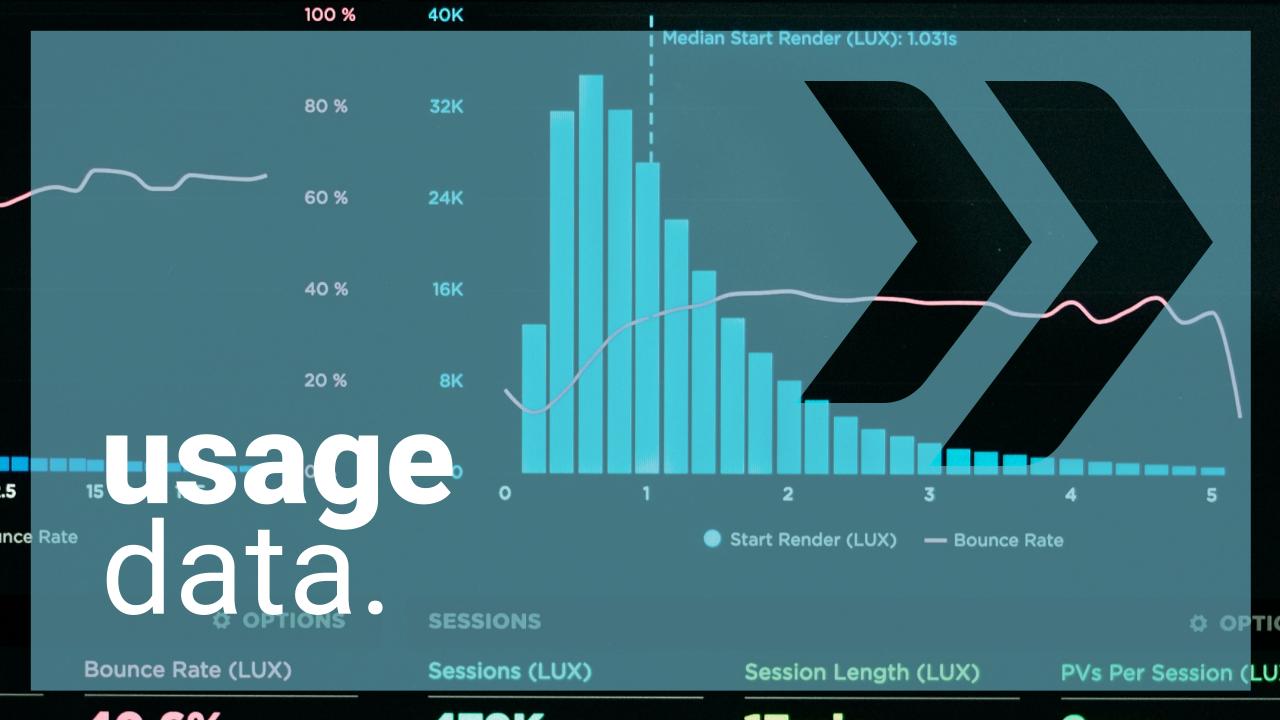


# push reporting **post-campaign.**

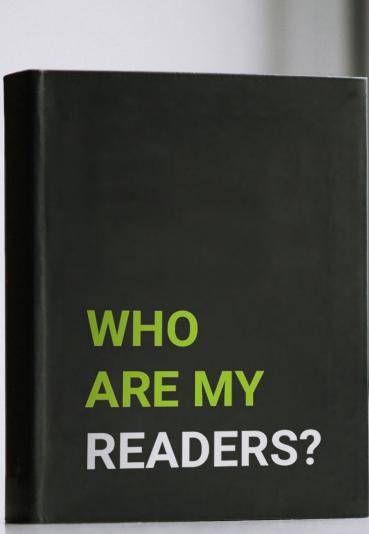








what do you know about the use of your print or PDF report?



#### usage data **OVERVIEW.**

## 17,561

#### Visits

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

39.639

#### Page views

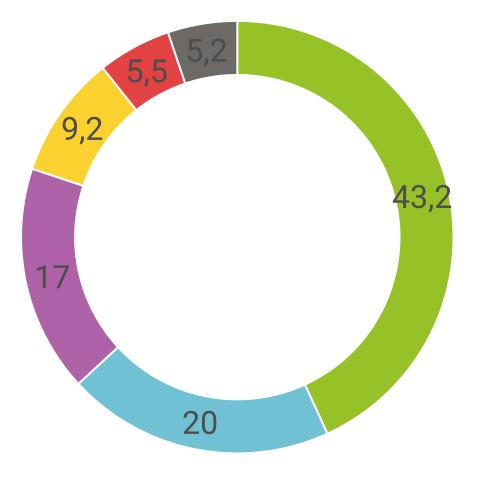
Users viewed almost 40,000 pages within the report.

14%

#### Mobile use

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

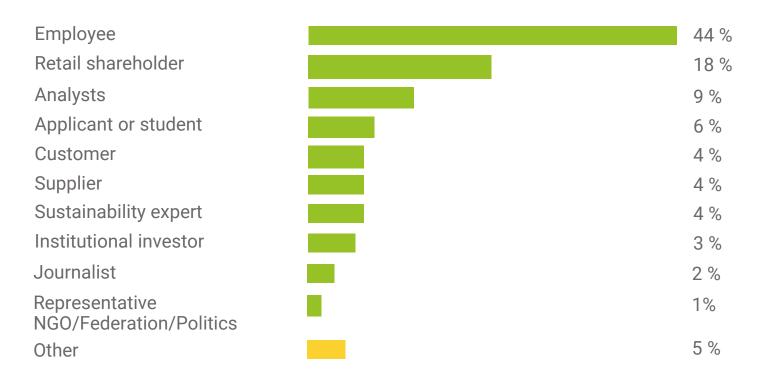
### usage data use by chapter.

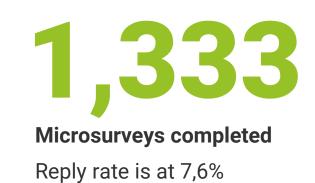


Management Report
Financial Statements
Overview
Magazine
Shareholders

Other

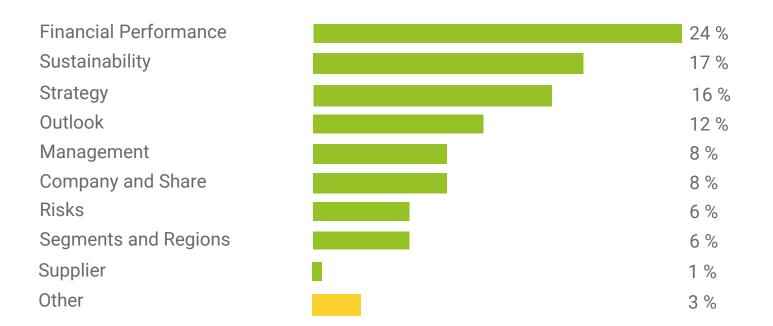
### usage data USER GROUPS.

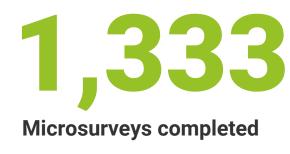




Source: Microsurvey, online annual report 2020 (2021-02-23 to 2021-05-18)

### usage data user main interests.





Reply rate is at 7,6%

Source: Microsurvey, online annual report 2020 (2021-02-23 to 2021-05-18)

#### 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).

## Any questions?

Q&A

#### stakeholder survey

### who is using (digital) annual reports and why?



WIRTSCHAFTS UNIVERSITÄT WIEN VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

# ement and trolling

Iks to be a key component of good corporate ed in the value-based Group management, permits stage and to optimize risk positions using ective risk management and risk controlling is of in place are continually enhanced and adapted to cannot provide complete protection from losses

isk Report

Which of	f these describe you best?	Ľ
Employee	e	
Analyst	վիդ	Ē
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O Sustainal	bility expert	
Custome	er	IR
O Supplier		
Journalis		
O Represer	ntative NGO/Federation/Politics	
O Other		
Your answer	18 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	



### your contact at nexxar.



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