Digital Reporting: The Next Big Thing for Your Business
About

Andrey Kozhevnikov
CEO

Deliverables:
- Website refurbishing and maintenance
- Online report for 2013
- Digital strategy elements implementation

Recognition:
- IR Society Best Practice Awards shortlisted (Digital reporting 2014 – international)
- LACP winner
- ARC winner
Zebra Corporate Communications is a global brand leading the field in digital reporting.

Founded 16 years ago, Zebra has stayed true to its initial philosophy of building trust with stakeholders through highly effective and engaging communications.

Our 50+ strong team of experts has an excellent track record in corporate digital, annual, CSR and integrated reporting, and a unique understanding of digital reporting, which is our biggest strength and source of pride.

Our production site is located in Russia, which provides a unique competitive advantage of helping our clients to stay within the budget while getting market leading, innovative reporting solutions. At the same time, Zebra’s presence in London ensures effective communication with our clients and the professional community.

Our clients include public and private companies based in the UK and CIS countries, many of whom have stayed with us for over five years.

Our projects have gained wide international recognition, with awards from industry bodies including IR Society (UK), LACP (USA), ARC (USA), Moscow Exchange (Russia), and many others.

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Meet Zebra

Digital Reporting

It is the combination of our two key areas of expertise that propelled us to the forefront of digital corporate communications. We are willing to share our extensive experience and offer the freshest ideas to achieve your goals.

Reporting

Improved investor communications, enhanced transparency and value of corporate reporting for stakeholders, delivered to best practice standards.

Key facts and figures

**200+**
reports published

**250+**
website designed

IR Society member

LACP

top overall annual report agency worldwide

XBRL international member

Digital

Building trust-based effective digital communications with your stakeholders
WE DELIVER TAILORED, RESEARCH-BASED SOLUTIONS FOR HIGHLY EFFECTIVE COMMUNICATIONS AND IMPROVED ENGAGEMENT ACROSS TARGET AUDIENCES TO BUILD RELATIONS OF TRUST AND OPENNESS.

OUR YEARS OF EXPERIENCE, PROVEN METHODOLOGY AND TECHNOLOGY EXPERTISE HELP US FULLY DELIVER ON OUR CLIENTS’ EXPECTATIONS.

Building trust through digital communications with stakeholders

We are fully aware of the importance of a corporate website as a starting point for stakeholder communications. Therefore, we start any engagement with a thorough research, developing a website concept, design and functionality to fully align them around the company’s goals and the needs of its target audiences.

We integrate the website into the existing framework of digital communications, providing some extra tools to engage stakeholders and ensuring the development of trust-based, effective relations with every specific stakeholder group.

A future-proof, effective solution: Audit, support and development

We take particular care to ensure that corporate communications tools do not lose their edge. This is achieved through regular research of best practice and insights offered by consumer behaviour monitoring and data analytics, which inform our efforts to design and implement a corporate website development plan.

Regular integrated audits, technological expertise, and proper supervision and support ensure the day-to-day relevance of all tools, sections and modules of your website – now and for the foreseeable future.

Reliable, skilled assistance to meet the most complicated needs

Sometimes businesses find themselves in a situation where their corporate website evolution has stalled. We are happy to provide assistance in addressing the challenges related to your website or contractor, help you decide on the direction of its further development or a support model, and take care of any other concerns or problems you might have.

Based on a careful diagnostic, we provide a comprehensive advice, make well-informed recommendations, and develop an effective long-term strategy for digital asset management.
Improving the impact of your annual report – year after year

Getting communications right goes a long way towards ensuring your success. Therefore, our key focus is on stakeholder relations. We have developed a unique, proprietary data personalisation system, which enables highly accurate estimates of readership for every individual section of a report.

We analyse feedback throughout the entire process of annual report preparation and post-publication, staying ready to offer a range of prompt improvement options. This approach enables adjustments to the data collection system or project management before the start of a new reporting period.

We are confident that the style and content of reporting need to evolve as the company grows and its environment changes. Every year, we review the relevant best practice, provide training to our clients’ employees and identify growth points through joint efforts with our clients.

Building trust through Sustainability Reporting

We truly believe that every modern company has some elements of a sustainable business model – they are just essential to driving competitive edge and improving the investor story. Creating a compelling CSR report is about correctly classifying your CSR activities, fitting them into the company’s overall strategy and presenting the chosen content in line with international standards.

Our team includes certified experts who can prepare a compelling CSR story for inclusion into your annual report (to FRC, ESG-factors, or SA 8000 standards) and if your social and environmental projects are a major contribution, develop a separate sustainability report to GRI G4 standard.

A reliable partner in creating your first annual report

Publishing its first annual report is a major milestone and a challenge for any company. You have to carefully and skillfully consider a myriad of nuances – from choosing the right reporting standards and fine-tuning internal processes, to the detailed aspects of interaction with your advisor and contractors.

Our extensive track-record in relevant projects and research, supported by our technological expertise and effective teamwork, will make your debut experience as seamless as possible, turning your first project into a good start on your corporate reporting journey.

Fully tapping the potential of integrated reporting to enhance your communications

In the last year, regulators and stock exchanges reviewed their disclosure requirements for listed companies. All these efforts were aimed to both simplify the task of company analysis for a wide range of stakeholders and improve the quality of information disclosures. It is important to present a coherent story in a single document covering all aspects of your activities – business strategy, corporate governance, HR development, cost efficiency, environmental safety, and contribution to social development. The fact is that today investors look at a company’s vision for the future supported by an integrated management system, rather than at isolated historical performance data.

If you already have an experience of preparing traditional annual and CSR reports and are considering transition to a modern, integrated format, we will be happy to explain the advantages of integrated reporting, developing the list of right KPIs to enhance your company’s message and comparing the requirements of different standards. We will jointly develop a phased roadmap to guide you through the transition to a new data collection and consolidation framework, and identify the integration approach best suited to your needs.

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Digital Reporting

WE BELIEVE DIGITAL REPORTING OFFERS UNPARALLELED VALUE TO COMPANIES AND THEIR STAKEHOLDERS. WE ARE CONFIDENT THAT IT CAN MAXIMISE THE IMPACT OF A REPORT AND PRESENT IT TO THE WIDEST POSSIBLE AUDIENCE. WITH OUR STRONG BELIEF AND EXPERTISE IN DIGITAL REPORTING, WE WOULD BE HAPPY TO SHARE WITH YOU THE BENEFITS OF USING IT.

Creating unparalleled added value for stakeholders

The effectiveness of digital reporting is measured by its value to stakeholders. Therefore, we organise content in easy-to-access ways, enhance interactivity to allow user to explore the report’s data, enrich the report’s content with multimedia, and provide a reader with a range of easy-to-use intuitive tools to improve the reader’s experience on any device.

Saving you time and money: A single future-proof decision

We help our clients achieve significant time and project cost savings through the use of a proven solution, a digital platform for corporate reporting. It allows them to focus on elaborating their messages, which ultimately improves the impact of the final product (digital report).

Sharing knowledge that leads to great insights into stakeholder needs

Objective feedback is driven by insights into what stakeholders want to know (information demand) and into their user habits. We share with clients the stakeholder insights we gain from data collection and analysis, improving the credibility of data on report impact and reach so you can make improvements to the report faster.

Limitless opportunities for personalisation

Personalisation and customisation significantly improve stakeholder engagement and provide them with a fundamentally new added value of digital reporting. Customisation and personalisation provide more targeted solutions to fulfil the information needs of different stakeholder groups and individual readers and better suit their roles, which allows us to literally highlight the content they are interested in and create new content entities, tailored to meet their specific needs.
Delivering best practice with a focus on continuous improvement

Since 2011, we have been supporting Gazprom Neft by providing the oil major with stakeholder communications solutions based on best practice. Our partnership is a unique case of implementing innovative solutions in every new annual report. And every year, we set our sights even higher, as we seek to attain new heights in stakeholder communications and industry recognition.

Recognition:
- IR Society Best Practice Awards winner (Digital reporting 2015 – international)
- IR Society Best Practice Awards shortlisted (Website 2013 – international)
- Moscow Stock Exchange Contest (multi winner 2011-2015)
- ARC (multi winner 2011-2015)
- LACP (multi winner 2011-2015)
- And others totally 20+

Deliverables:
- Corporate website (2010 and 2014)
- Reporting and digital reporting since 2011
- Presentations and printworks
- Special project delivery including 24x7 support

ABOUT GAZPROM NEFT

Gazprom Neft is a vertically integrated oil company primarily engaged in oil and gas exploration and production, refining, and the production and sale of petroleum products. The Company’s proven hydrocarbon reserves to SPE (PRMS) standards amount to 1.44 billion tonnes of oil equivalent (toe), making Gazprom Neft one of the 20 largest oil companies in the world.
All in one go

We successfully tackled the multiple challenges of preparing EVRAZ annual report 2015, which included speeding up the publication and a simultaneous, major content overhaul. Moreover, it was the first digital report in the company’s history, getting off to a good start.

Deliverables:
- Annual reports for 2010 and 2015
- Online report for 2015

Special features
- Report published 17 days earlier (y-o-y)
- Первый онлайн отчет в истории EVRAZ
- All in one go feedback from stakeholders

About EVRAZ
EVRAZ is a vertically integrated steel, mining and vanadium business with operations in the Russian Federation, Ukraine, USA, Canada, Czech Republic, Italy, Kazakhstan and South Africa. EVRAZ is among the top steel producers in the world based on crude steel production of 14.3 million tonnes in 2015. Company is listed on the London Stock Exchange and is a constituent of the FTSE 250.
Beating peers

In just two years of close partnering with TransContainer, we have significantly improved the company’s annual reporting. We focused on improvement areas while building upon the strengths of Russia’s leading intermodal container operator. This successful strategy took the company’s annual report to the 107th place globally in the Report Watch ranking, making it a leader among peers in emerging markets.

ABOUT TRANSCONTAINER

TransContainer is an intermodal container business, operating Russia’s largest stock of containers and fleet of container flatcars throughout the 1520 mm gauge railway network. The Company has unique experience in effectively managing the fleet on more than 300,000 routes in Russia and abroad, and in providing comprehensive door-to-door transportation and logistics solutions that make it possible to deliver containerised freight to any destination in Russia, the CIS, Europe or Asia using Company-owned transport assets and/or involving partner companies. Company is listed on the London Stock Exchange main market.

DELIVERABLES:
- Annual reports for 2014 and 2015

RECOGNITION:
- Report Watch 2015 (ranked #107)
- Moscow Stock exchange contest – multi winner
- LACP 2015 Gold in Transportation and Logistics

SPECIAL FEATURES:
- Report became semi-integrated with special emphasis on CSR
- Company values integrated into the report
Safeguarding the client’s corporate identity from the very first day of partnership

We have partnered with Volga-Dnepr Group since our inception, and throughout these 16 years, we have taken care of the Group’s communications tools to strengthen its relationships with customers, the industry, debt investors, and employees. It’s hard to tell how many projects we have delivered together, but every such engagement benefits from the unique experience and heritage we have grown over the years of our successful partnership.

About Volga Dnepr Group

Volga-Dnepr Group the world leader in the unique, oversize and heavy cargo market operating since 1990 with charter and scheduled airlines and fleet of unique AN-124-100 and IL-76TD-90VD heavy transporters and Boeing 747 and 737 freighters

Deliverables:
- Reporting since 2003
- Multimedia, video production and presentations
- Creative design and airlines identity
- Apps and augmented reality
- Printworks and international logistics
Introducing improved reporting standards for an entire industry

Over the four years of partnership with Russian Railways, we have raised reporting of RZD Holding and a number of its subsidiaries to a fundamentally new level, streamlining the report publication process, shortening the report preparation period by four months, shifting the annual report’s focus towards debt investors, and developing effective approaches to sustainability reporting. Today, RZD Holding’s reports are consistently ranked at the top of Russian non-public sector ratings.

About Russian Railways
Russian Railways is a vertically integrated state company, both managing infrastructure and operating freight and passenger train services. Russian railways is a part of the three largest transport companies in the world.

Recognition:
- Moscow exchange multi-winner
- LACP multi-winner

Deliverables:
- Reporting and online reporting since 2013
- CSR reporting support and consultancy
- Internal reporting system interface
Delivering an integrated reporting framework

Before the start of our partnership, Rostelecom had been publishing statutory annual reports in the Russian language, annual reports for investors in English, and separate CSR reports. Poor interaction between the three project groups, each focused on its tasks, had reduced the overall impact of reporting. Through joint efforts between the project teams of Rostelecom and Zebra, we developed an integrated reporting framework which both covered statutory compliance requirements and fundamentally improved investor communications, while boosting the quality of CSR reporting.

About Rostelecom:
Rostelecom is one of the largest national telecommunications operators in Russia and Europe. The Group operates in all segments of the telecommunications market and covers millions of households in Russia. The Group is a market leader in providing telecommunications services to government bodies and corporates of all levels.

Deliverables:
- Annual Report and CSR report for 2015
- Online reports for 2015
Shifting the focus of reporting for a high-flier

Change requires a certain boldness when a company has a well-established approach to corporate reporting. An overhaul of the annual report structure and its content highlighted Aeroflot’s equity story and enriched the document with new sections building up on the existing strong corporate messaging.

About Aeroflot
Aeroflot Group is Russia’s largest airline group and one of the largest in Europe. The Group services over 319 regular destinations to 54 countries, with Aeroflot – Russian Airlines operating 133 regular routes across 52 countries. Aeroflot shares are traded on Moscow Exchange and internationally as Global Depository Receipts in Frankfurt and as American Depository Receipts in the US.

Recognition:
- Moscow exchange multi-winner
- LACP multi-winner
- ARC multi-winner

Deliverables:
- Annual report and online report 2012, 2013 and 2015
- Set of B2B presentations
- App including augmented reality

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Boosting value for stakeholders with a dramatically reduced budget

By guiding Sberbank through a transition to a powerful digital reporting platform, we enabled the bank to virtually abandon annual report printing and slash publication costs. A dramatic overhaul of the 2015 annual report’s content has significantly enhanced the bank’s story and integrated the previously stand-alone CSR report into a single coherent book, thus starting transition to integrated reporting.

About Sberbank
Sberbank today is the circulatory system of the Russian economy, accounting for one third of its banking system. Sberbank services over 137 million retail clients and over 1.1 million corporate clients in 22 countries. The Bank’s shares listed on Moscow Stock Exchange. American Depositary Receipts are listed on the London Stock Exchange and on the Frankfurt Stock Exchange.
Support and development at a crucial point

In 2014, we acted in an advisory capacity to help improve the performance of Uralkali’s corporate website and address a number of digital communications challenges. Following diagnostics and an audit, we refurbished the website, improving its efficient productivity and enabling its integration into overall digital strategy. The newly upgraded website has re-established itself as a powerful, reliable tool to support communications with the company’s key stakeholders.

About Uralkali

Uralkali is a leading vertically integrated producer of potash, which is an essential component for the development of all living organisms. The Company accounts for 20% of the world’s potash production and controls its entire production chain, from potash ore mining through to the supply of potassium chloride to customers. Uralkali’s shares are traded on the Moscow Exchange.

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- LACP winner
- ARC winner

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