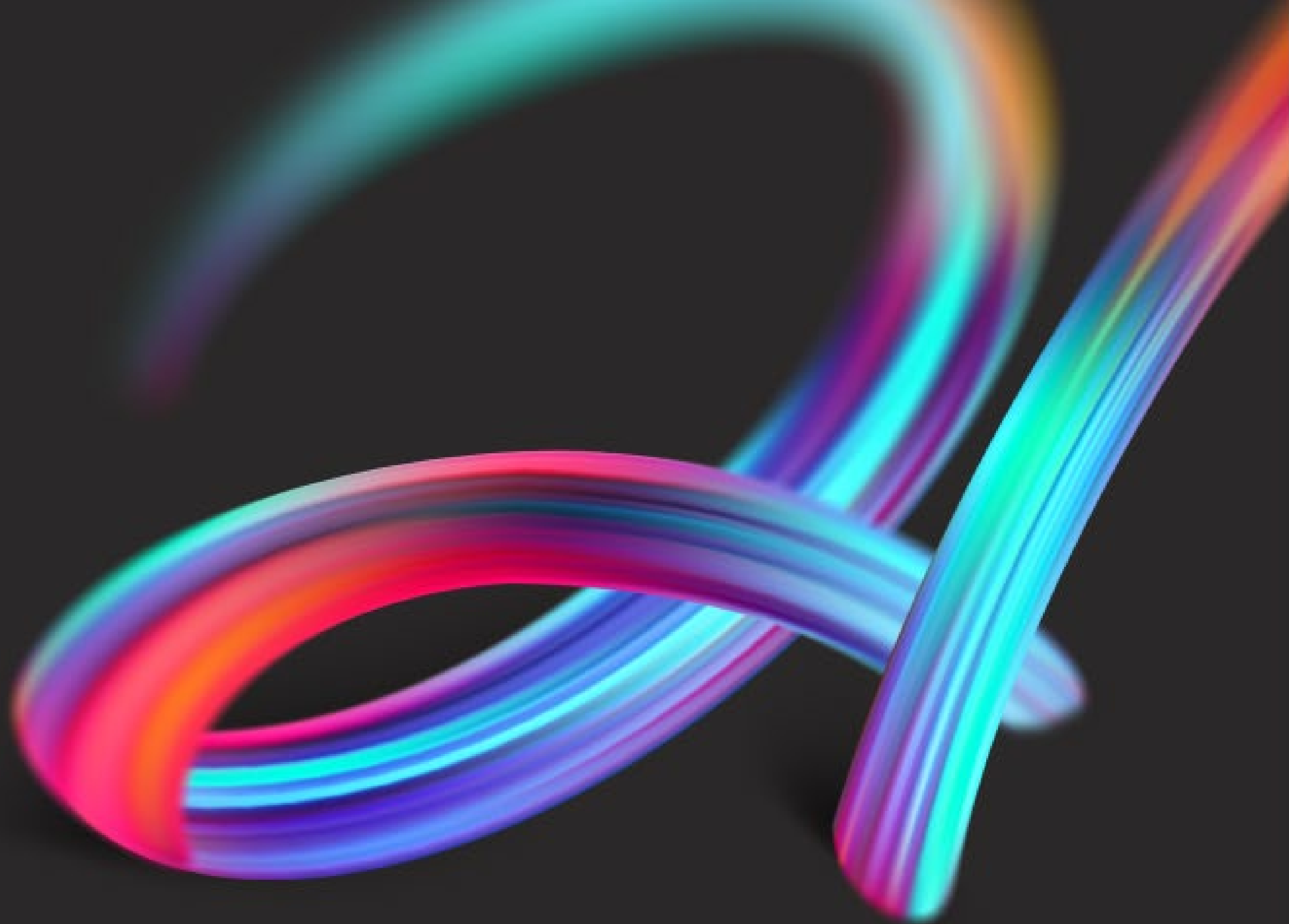




LEVEL UP
IN REPORTING



MEET ZEBRA

20+

YEARS OF
EXPERIENCE

800+

REPORTING PROJECTS
COMPLETED

500+

INTERNATIONAL
AWARDS

100+

PROFESSIONALS
IN-HOUSE

ONE-STOP-SHOP FOR BETTER REPORTING

ALL REPORTS

- ANNUAL REPORTS
- INTEGRATED REPORTS
- SUSTAINABILITY REPORTS
- TCFD, CDP and other reports

IN ALL FORMATS



PDF



HTML
(INTERACTIVE
REPORTS)



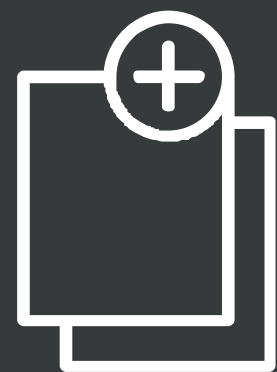
xHTML
(ESEF
COMPLIANT
REPORTS)

WHAT WE DELIVER

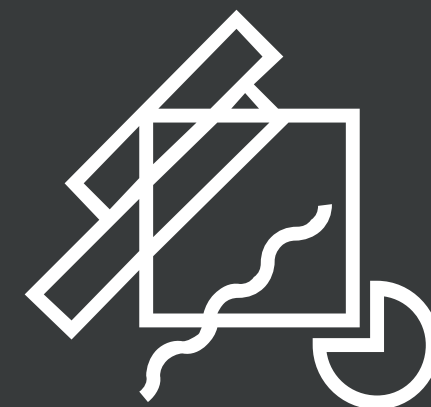


CHOOSE AT WHAT STAGES WE GO TOGETHER

CONTENT
ENHANCEMENT



DESIGN AND
PRODUCTION



ONLINE
REPORT



ESEF
COMPLIANCE

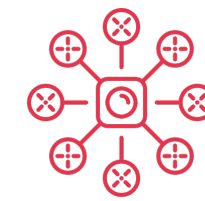


REPORT
PERFORMANCE &
STAKEHOLDER
ENGAGEMENT



WHY US?

Using the right balance of automatisisation, comprehensive consulting, and supervision with attention to detail by our top professionals, we make sure the result meets clients' expectations, regulatory requirements and best practices.



ADVANCED PROPRIETARY TECHNOLOGIES

- Own automatic layout software
- Own PDF to HTML/XHTML conversion software
- Own ESEF software
- Own best-in-class co-editing solution and proof system (equal to CtrlPrint)
- Following the web accessibility guidance



TIME EFFICIENCY

- Simultaneous publication of reports in PDF, HTML and XHTML
- Can execute an online version in 5 days
- Trusted production: always on schedule



COST-EFFECTIVENESS

- Our strongest in-house IT and designer team, own software, and cost-control policy aid in offering affordable prices.
- Different pricing models through an extensive range of available options.



EXPERIENCE & RECOGNITION

Each year our reports get awarded at the international contests.



ReportWatch



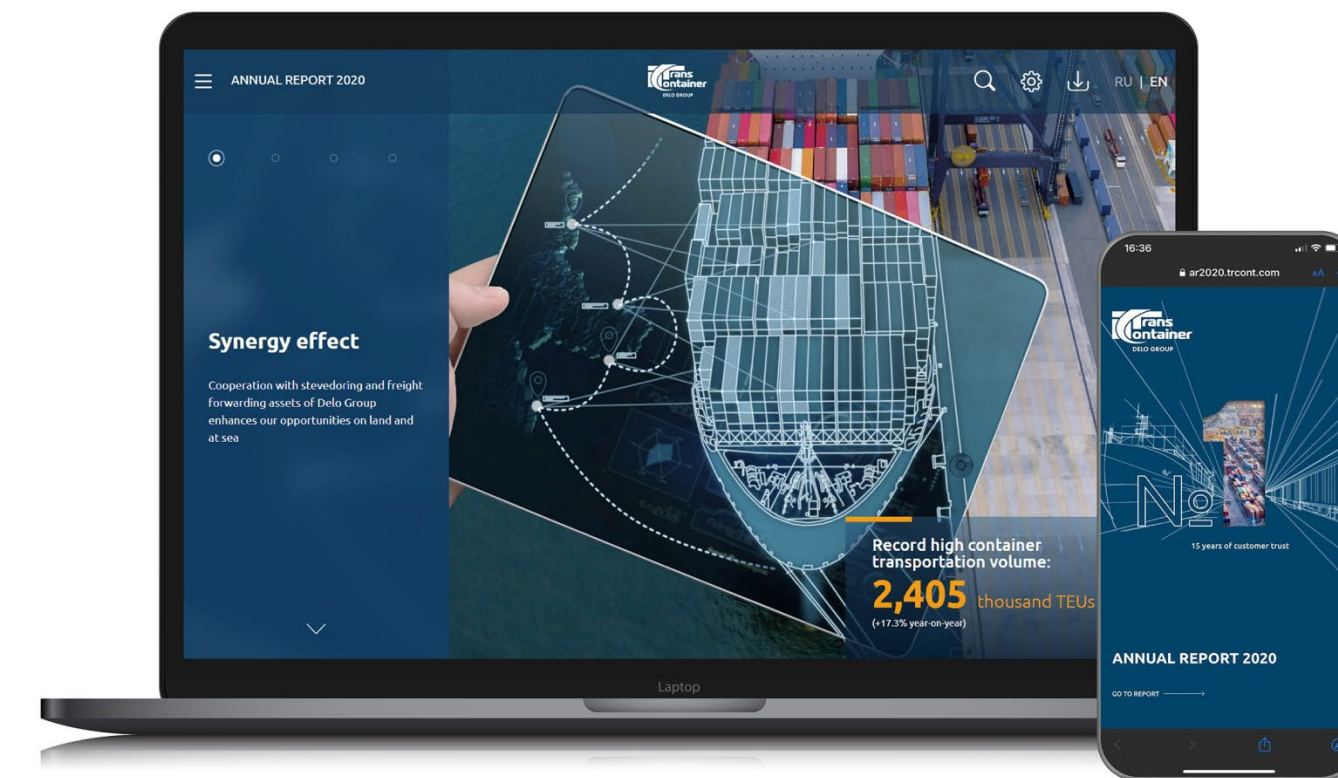
CHECK OUT SOME OF OUR CASES



https://ar2020.kmg.kz/en#corporate__1



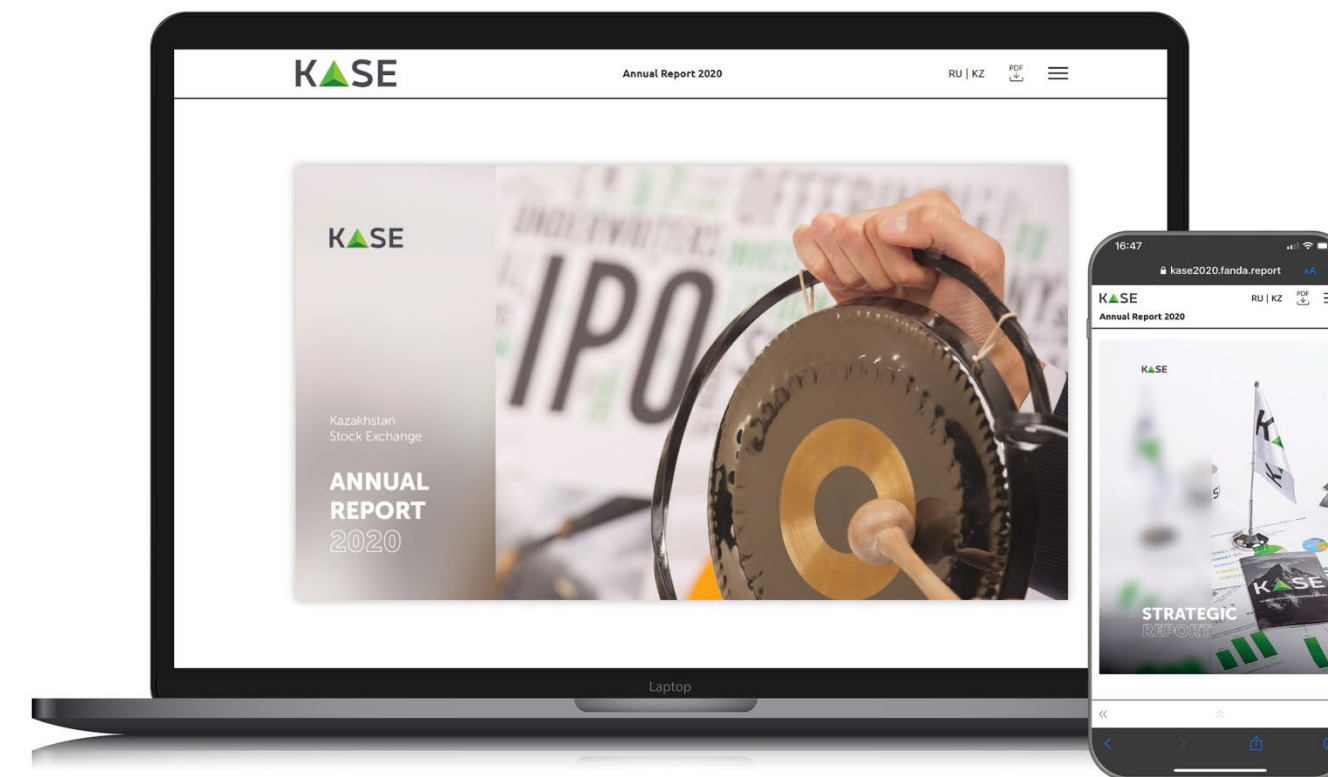
https://ar2020.suek.com/en#Samir_Brikho



<https://ar2020.trcont.com/en>



<https://ar2020.fesco.com/>

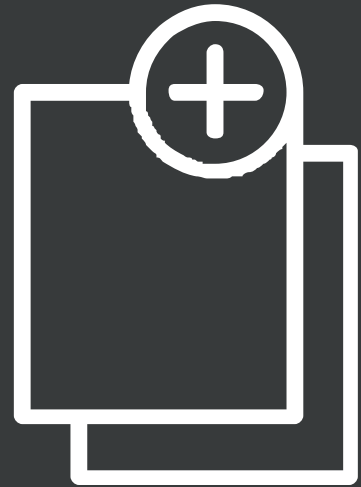


<https://kase2020.fanda.report/en/>

MAKING YOUR REPORT FLAWLESS



CONTENT ENHANCEMENT



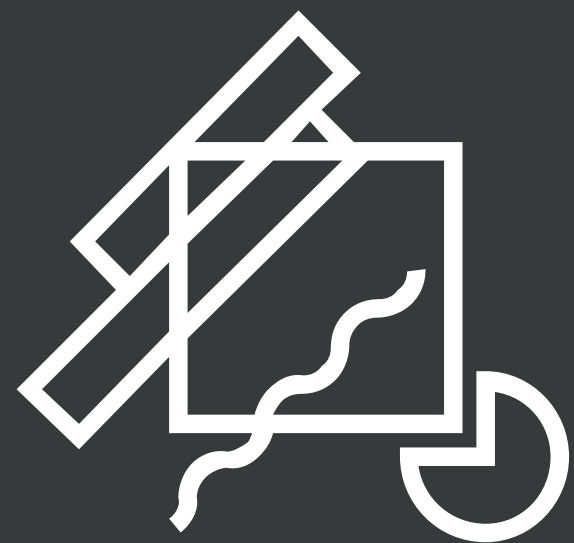
Key milestones

- Analysis of previous reports by **100+ parameters**, recommendations on compliance with current legislation, best international practice and requirements of the local IR society, peer benchmarking.
- Analysis of stakeholders needs and key themes, significant topics identification.
- Creation of the concept of the report: theme, key messaging concept, structure, preliminary pagination, choosing the applicable standards (GRI, SASB, TCFD, etc.), content gap analysis and enhancement of information disclosure.
- Creation of narrative.
- Content creation: information queries to the company's departments, collection of available data.
- Additional data collection (through virtual interviews with top-management and questionnaires).
- Creation of the first draft based on the gathered materials.
- Editing of the report by the analyst, checking compliance with disclosure requirements and for inconsistencies, literary editing.
- Proofreading, development of corporate language norms, rationing.

MAKING YOUR REPORT FLAWLESS



DESIGN AND PRODUCTION



Key milestones

- Development of creative design concepts and layout in line with the narrative and key messaging. Includes options for cover, main elements of the layout and design of specific pages (e.g. business model, 4-7 spreads). Iterations of the chosen concept.
- Creation of complex infographics, collages, images editing and selection
- Design mock-up in the first language
- Design mock-up in the second language
- Layout
- Proofreading in co-editing Zebra Proof system
- Creation of an interactive, web-adopted smart PDF (clickable contents) and a PDF for print

MAKING YOUR REPORT FLAWLESS



ONLINE REPORT



Key milestones

- Adaptation of content
- Creation of additional content (video, audio, interactive objects, linked content, customized or personalized content)
- Development of an interactive glossary and formation of contextual links system
- Wireframes and creative layout
- Development of the full HTML version of the report
- Digital IR tools integration (like Interactive Analysis, Build Your Report, Download Centre, etc.)
- Filling with content
- Testing
- Quality assurance and launch(simultaneously with PDF)

75% of your stakeholders would choose reading your report in an online version (not in PDF) if given a choice

MAKING YOUR REPORT FLAWLESS



ESEF COMPLIANCE



Key milestones

- Introduction and "Understanding ESEF requirements" webinar with Q&A session
- Analysis of consolidated financial report for 2020
- CFS mapping and discussion
- Production: XBRL code development, XHTML conversion, composing
- Validation and final checks
- File the report to authority
- Feedback and analysis session

Fully ESEF compliant
report, not just software
provision

Quick delivery in 5
working days with
guaranteed validation

MAKING YOUR REPORT FLAWLESS



PERFORMANCE & STAKEHOLDER ENGAGEMENT



Key Deliverables

- Targeted promotion to stakeholders
- SEO improvement and social media promotion
- Measuring the available report KPIs
- Online report performance analysis, incl. information on geography of the audience, what chapters are more popular, what content is in demand, from what devices your report is being read, etc.
- A review with the areas for improvement for the next year
- Targeted promotion to stakeholders
- SEO improvement and social media promotion

THANK YOU

FOR YOUR ATTENTION

Let's move your reporting to the next level together

Contact a.churilova@zebracc.co.uk for further details