Inspiring Trust through Corporate Reporting

Corporate Reporting Awards March 2017





Congratulations to the winners (Click for more details)



Click here to watch our video

Introduction

The Awards

The Reporting Trends

<IR>: How to get started?



Agenda



Introduction

It was an honour to welcome **Richard Howitt**, the CEO of the International Integrated Reporting Council (IIRC) and The Honourable **Dharmendar Sesungkur**, Minister of Financial Services, Good Governance and Institutional Reforms, at our 19th edition of the Corporate Reporting Awards. We were pleased to witness so much enthusiasm and hear such strong messages from the Honourable Minister towards <IR>.

I certainly got the impression that more people see the value in adopting Integrated Reporting Framework <IR>!

However, the challenge is to break away from past habits and be more **distinctive**. The Judging Panel thought that too many organisations were reporting in their 'comfort zone' with 'boilerplate' disclosures adapted from the prior year.

Investors are not always finding what they are looking for and important issues are not being discussed in an open and transparent way. Be bold for change by telling it how it is and focussing on making the content investor friendly. You will also build trust by explaining how your board is navigating some of the problems you are facing.

We would like to see more organisations share their strategy with enough clarity for stakeholders to understand: where the board is taking the business; how this is connected to its business model, its risk management and its performance.

Organisations should also try to focus on what is **relevant** and spend their budgets and time towards producing quality content.

We have shared in this report some examples of good practice which we have seen in the market, locally and internationally; the aim here is to encourage you to follow the trends and meet the demands of today's stakeholders.

Please don't hesitate to get in touch.

Michael Ho Wan Kau PwC Partner



Key messages

Distinctive

- Too many "Boilerplate" and "Superficial" disclosures
- Companies are reporting in their "Comfort zone"
- The challenge is to break out from past habits and be distinctive
- Individuality matters and drives investment decisions

Relevant

- Reporting needs to evolve as expectations change
- Investors and CEOs tell us its no longer just about profit
- Wider stakeholder engagement critical
- Focus on reporting what matters to your stakeholders

Investor friendly

- Key issues or pains avoided
- Transparency in your strategy key in building trust
- Financial and nonfinancial KPIs to be used
- Link your Strategy to your Risk Assessment and your Business model

Introduction

The Awards

The Reporting Trends

<IR>: How to get started?



The Awards



The Award Winners

Categories

SEM 10

LUX Island Resorts Ltd



Public Interest Entities

Anglo African Ltd



Other Listed Companies



Ascencia Limited

Financial Institutions



AfrAsia Bank Limited



The Award Winners

Cross-Categories

Risk Management Financial Institutions



AfrAsia Bank Limited

Corporate Governance Disclosures



MCB Group Limited

Risk Management Non-Financial Institutions



ENL Limited

Online Reporting



AfrAsia Bank Limited



The Award Nominees

Categories and Cross-Categories

Categories

SEM-10

Phoenix Beverages Limited Terra Mauricia Ltd

Financial Institutions

Bank One Limited The Mauritius Union Assurance Cy. Ltd

Listed Companies

ENL Limited

Non-Listed Public Interest Entities and Parastatals

Mauritius Revenue Authority

Cross-Categories

Online Reporting

CIEL Group ENL Group

Risk Management Disclosures - Financial Institutions (Sponsored by

MIoD)

Bank One Limited The Mauritius Union Assurance Cy. Ltd

Risk Management Disclosures - Non-Financial Institutions (Sponsored by

MIoD)

Anglo African Ltd Rogers and Company Limited

Corporate Governance Disclosures

AfrAsia Bank Limited Terra Mauricia Ltd





- Margaret Wong
- Catherine McIllraith
- Jean-Paul de Chazal
- Constantin de Grivel
- Juan Carlos Fernandez Zara

Thank you to our Jury members for their time and dedication

Introduction

The Awards

The Reporting Trends

<IR>: How to get started?



The Reporting Trends



The reporting trends through the <IR> lens





Strategic focus and future orientation

We observed progress in the Other Listed Category but a status quo on the SEM-10 and Financial Institutions.

Many organisations are *still not explicit enough in their strategy* and fail to illustrate how the value chain or business model will help them deliver their strategy.

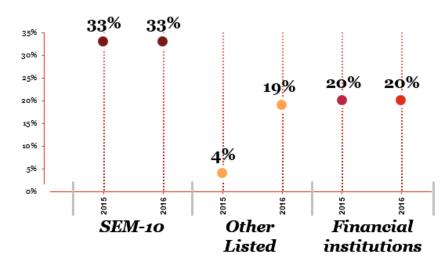
The strategy should also cover how challenges encountered are being addressed. Many organisations are not talking about their big issues.

One way to illustrate your strategy towards risk is by disclosing your respective risk appetite. Many mention risk appetite but none actually share what their risk appetite is for each of the risks. *This could be a way for you to be distinctive.*

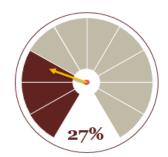
To build trust, organisations should be transparent on their current difficulties and explain how they plan to address them as part of their strategy.

Encouraging trends

Who is showing their value chain?



All Listed



Mention of risk appetite has increased by **19%**, up from **8%** in 2015.

Financial institutions

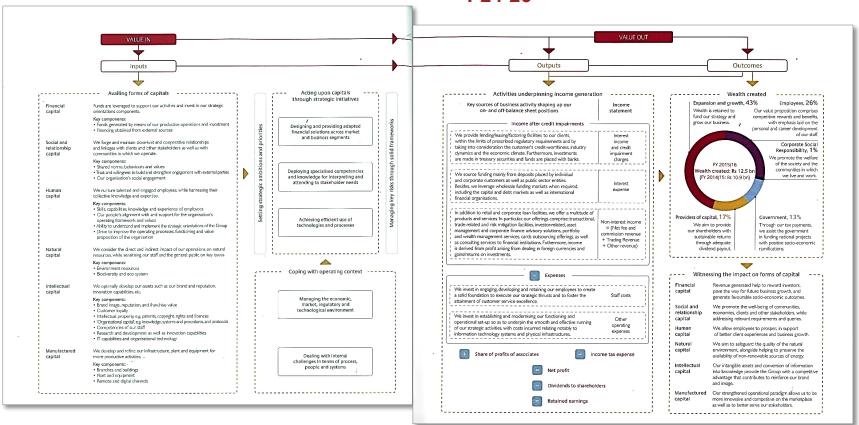


Mention of risk appetite has increased by **9%**, up from **73%** in 2015.



Strategic focus and future orientation Local example of Value Chain

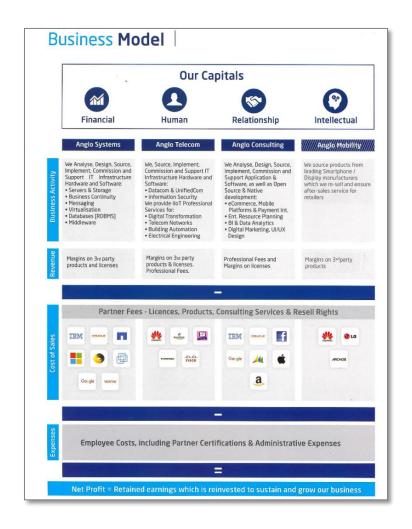
MCB Group Limited P24-25





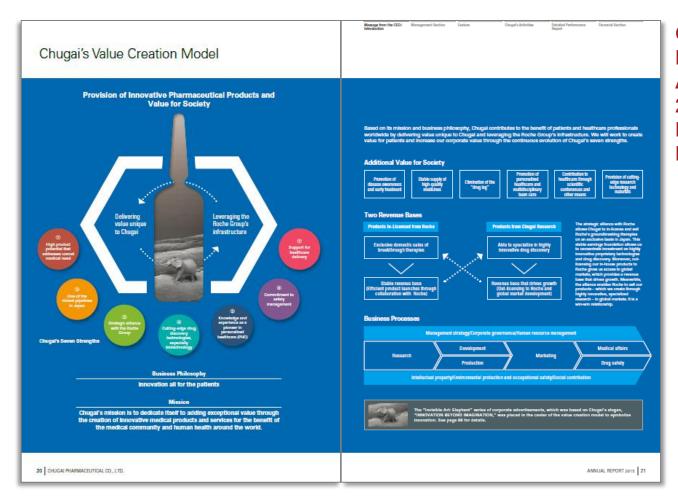
Strategic focus and future orientation Local example of Business model

Anglo African Ltd P30





Strategic focus and future orientation IIRC example of Value Chain



Chugai Pharmaceutical Co. Annual Report 2016 -Business model P20-21



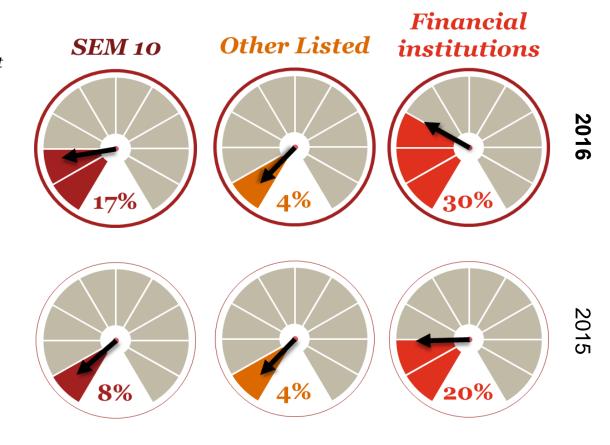
It is crucial to have a *common thread* across the report which tells a consistent story.

Being disjointed will **break the trust** that you are trying to build with your stakeholders and will make them **doubt the integrity** of the information you are providing them.

In this year's CRA, we observed a marked effort by most categories in improving linkage between their business model, their strategy, their performance (through KPIs) and their Risks.

More could be done to raise the bar especially in the SEM 10 and Other listed categories.

Linking Strategy to Business Model





Linking Strategy to KPIs



SEM 10 increased by **9%**, up from **8%** in 2015.



increased by **10%**, up from **30%** in 2015.

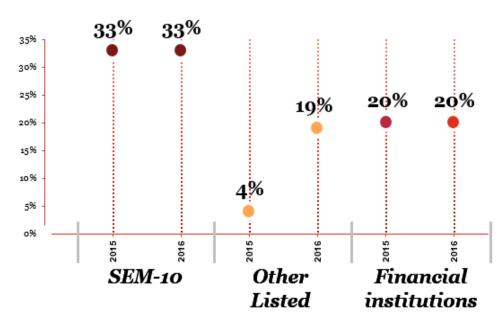
institutions



Other Listed increased by 4%, up from 8% in 2015.

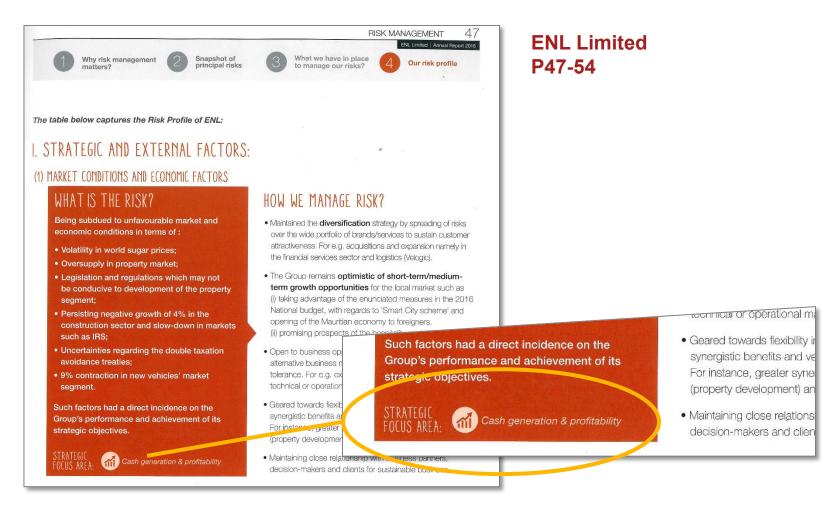


Linking Strategy to Risks





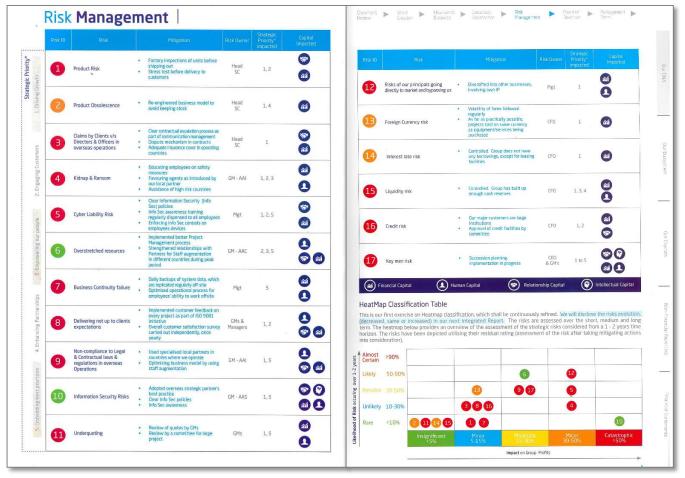
Local example of connection between risks and strategy





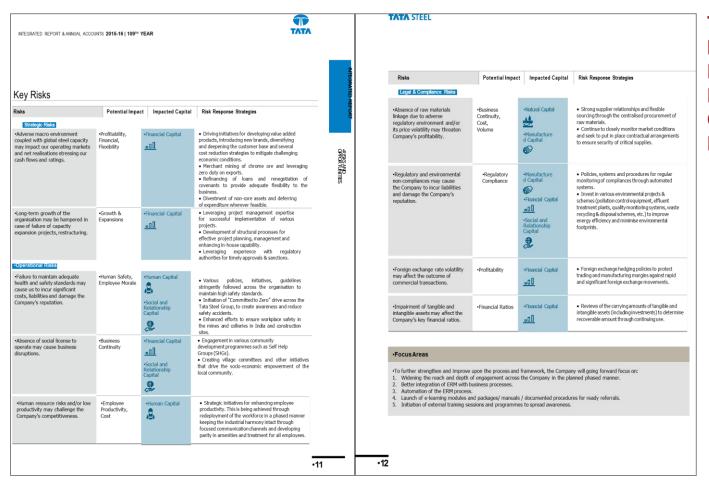
Local example of connection between risks, strategy and capitals

Anglo African Ltd P22-23





IIRC example of connection between risks and strategy



Tata Steel
Integrated
Report 2016 ·
Risks and
Opportunities
P11-12



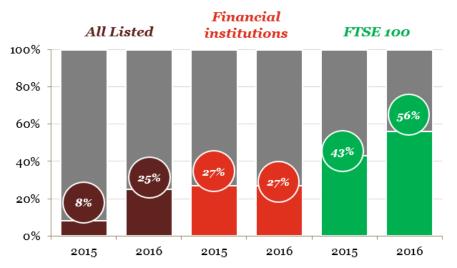
Consistency and comparability

It is important to show your users **how your business is changing** from one year to the next. However, it's more important to explain how you anticipate change ahead. This demonstrates to users that you are **ready for tomorrow's challenges** and builds the confidence users will have in you.

One of the ways to demonstrate this is through the use of heat maps and by explaining the year on year changes in your risks.

We observed good progress made by all categories but the All Listed entities still have some way to go to meet expectations.

Year on Year movement of risks

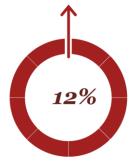


Use of heat maps



The use of a heat map has increased by **6%**, up from **13%** in 2015.

FTSE 100

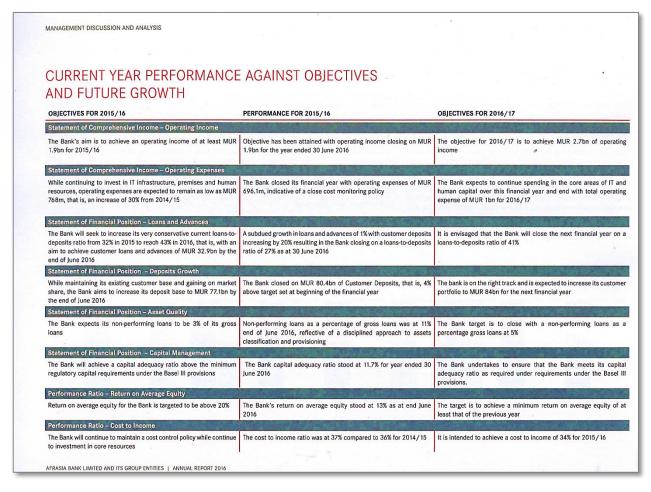


The use of a heat map has increased by 4%, up from 8% in 2015.

All Listed



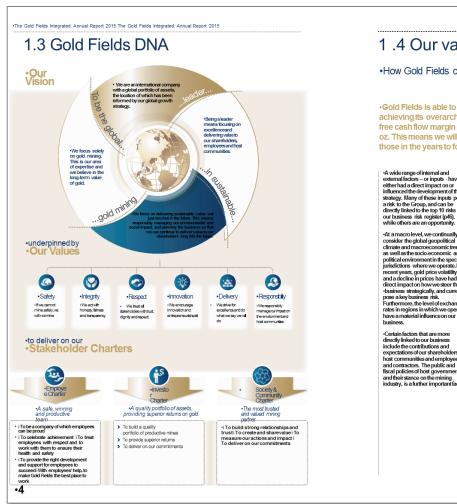
Consistency and comparability Local example of performance comparison



AfrAsia Bank Limited P103



Consistency and comparability IIRC example



1.4 Our value creation model

How Gold Fields creates and distributes value

·Gold Fields is able to create and distribute value to its stakeholders by achieving its overarching strategic objective, which is to deliver a sustainable free cash flow margin of 15% at a long-term planning gold price of US\$1,300/ oz. This means we will not only invest to achieve this year's targets but also those in the years to follow.

- ·A wide range of internal and external factors - or inputs - have either had a direct impact on or influenced the development of this strategy. Many of these inputs pose a risk to the Group, and can be directly linked to the top 10 risks on our business risk register (p46), while others are an opportunity
- consider the global geopolitical climate and macroeconomic trends as well as the socio-economic and political environment in the specific jurisdictions where we operate. In recent years, gold price volatility and a decline in prices have had a direct impact on how we steer the ·business strategically, and currently pose a key business risk Furthermore, the level of exchange rates in regions in which we ope have a material influence on our
- ·Certain factors that are more directly linked to our business include the contributions and expectations of our shareholders, host communities and employees and contractors. The public and fiscal policies of host governments, and their stance on the mining ndustry, is a further important factor.

- ·Our business uses a number of capitals and resources including natural, manufactured, human, social and financial capital.
- ·All of these inputs come together to inform our strategy, which in turn is executed by:
- portfolio: Having a quality portfolio of assets allows us to generate the cash needed to meet our objectives. •A combination of business optimisation and active risk management allows us to grow and improve the portfolio of
- addition to having a quality portfolio of assets we also require an absolute focus on delivery. This is enabled by driving a high-performance culture, ensuring we have superior processes in place and employing and retaining the right people in the right jobs.
- The successful execution of our strategy results in revenue creation, and from this we are able to deliver value to a number of stakeholders

and invest in host communities and countries. We pay interest to employees, payments to suppliers and taxes and royalties to

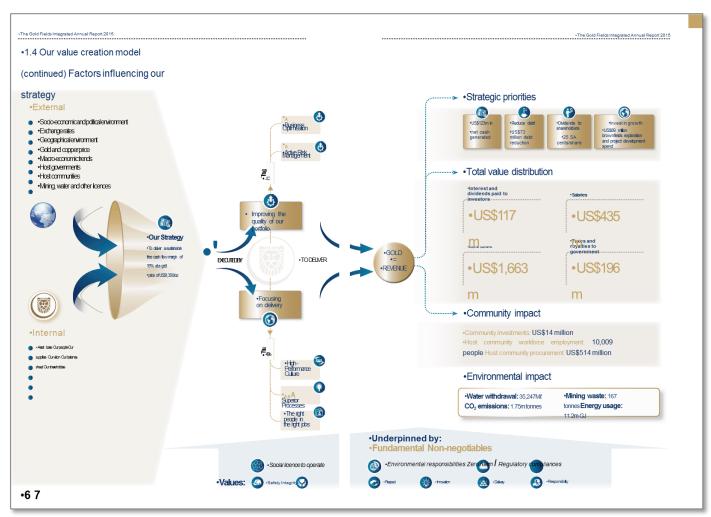
- Once these payments are made, the net cash remaining is used to reduce our debt, pay dividends to shareholders and invest in growth three of our most critical strategic
- ·This entire value generation and distribution process is underpinned by certain non-negotiable fundamentals. These include adherence to our safety ethos of 'lf we cannot mine safely, we will not mine'; securing and maintaining our social licence to operate; meeting our environmental responsibilities: and. ensuring we have the necessary licences in place to meet all regulatory compliances. The Gold Fields values, which inform the way in which we work, also underpin all aspects of our business.
- •For a graphic illustration of our business model, refer to the pages that follow

•5

Gold Fields Integrated Report 2015 **Performance** P4-5



Consistency and comparability IIRC example



Gold Fields Integrated Report 2015 Performance P6-7



Investors are telling us that they can't find the information they need.

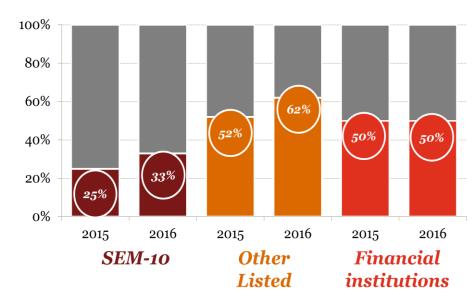
Having an *investor friendly* annual report that answers fundamental questions is paramount.

The annual reports that differentiate themselves are the ones who have clearly gone **beyond the profit figure** and mapped out their various stakeholders and how these connect with their objectives and strategy.

It is then key to measure these using a mix of financial and non-financial KPIs.

There is much room for improvement by the SEM-10 entities when compared with the performance of Other Listed entities and Financial Institutions.

Who is talking non-financial KPIs?





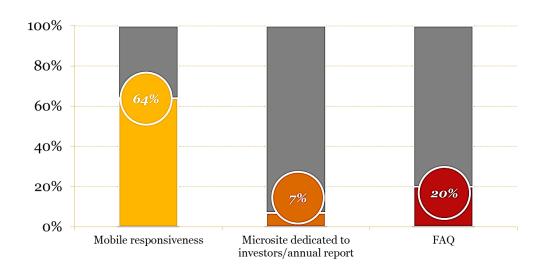
Your website is probably **your first point of contact** with your potential investors and many are not devoting enough resources to this.

We found that only **2/3** of corporate websites are adapted to the mobile environment, and only **20%** had a dedicated investor corner.

In a country where the penetration rate is 52% and 54% of us have at least one smartphone, the business community needs to adapt to this trend.

Do not hesitate to engage with your stakeholders and act upon their feedback. Adapt your conversations to your different audiences.

The examples shown below will help you get some ideas.

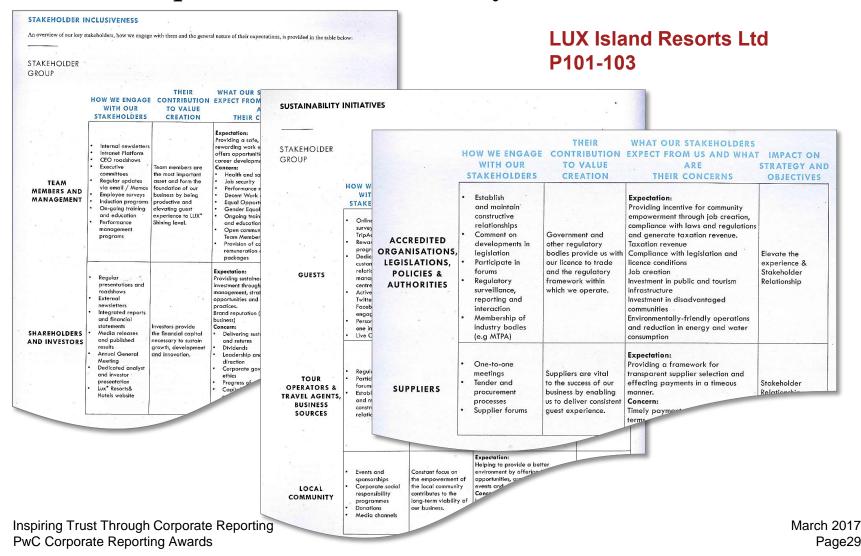


Construction of website

Serving investors & stakeholders



Local example of stakeholder analysis





Stakeholder relationships Local example of CEO report

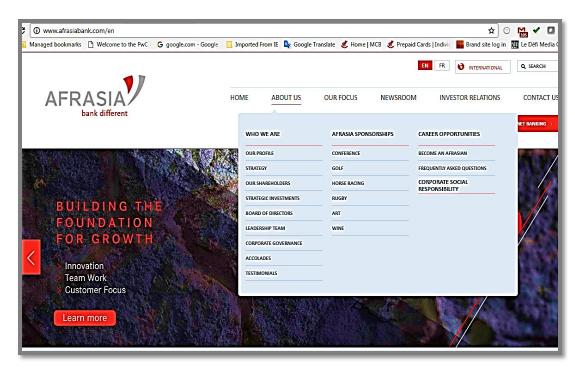




Local example of investor section on website

AfrAsia Bank Limited

investor-relations.afrasiabank.com/





IIRC example

Bank of Ceylon

Social and Relationship Capital

Strategic Priority: Contribute to nation building as Bankers to the Nation

Achieving our strategic priority

Education

- Conducted 'Hapana Frogramme' to assist grade five school children who sit for the Schoolaship exam through 65 programmes covering more than 25,000 students island wide.
- Offered 2,000 scholarships of LKR 10,000 each for grade five students who excelled in the Scholarship Examination.
- 20 Merit Scholarships of LKR 35,000 each and 75 General Scholarships of LKR 30,000 each were awarded to 18+ account hobbes who excelled in GCE (A/L).
- Provided more than 131 sponsorships related to the education purposes amounting to LKR 9.25 million

National Heritage

 Sponsored cutural pageant of historica significance incuding the Kardy Felah Perahera, Gangaramaya Naviam Maha Perahera and Deleternatigarea to protect our haditions and cutural identity importants.

Livelihood Development

100

 Island wide Dengue Prevention Programme under direct supervision of branches Committed for installation of a Reverse Cemosis Plant at Mahadul waxa with an alm to assist prevention of Chronic Kidney disease.

 Early childhood development programme in Uva Province -LKR 1.0 million

Entrepreneurshi

- 310 BOC Mithuru poverty alleviation societies formed covering more than 124,000 members.
- 15 5ME centres island-wide.
- Business development services established to enable SMEs gain knowledge and skill on business practices, R.&.D., value addition, product diversification and marketing.
- SME clusters formulated for interfirm linkage for technology transfer
- Three workshops on financial literacy and related training and learning in tatives covering 200 participants.

Sports

 LKR1.5 million contribution for participants - "World Games in USA. 2015"

Impact on other capitals

- Building relationships with our stakeholders including regulators and communities translate tangibly to our financial capital
- Human capital drives our stakahalder engagement and thus impacte our social and relationship capital via the strong relationships we have not used with communities, valued ausiness partners and clientale
- A strong foundation of athics, values, sincerty of action, transparency, compliance, accordability and a need to do good every time, chaples BoC to govern its hrand equity and build a powerful into lectual copital boxe.
- Intratives launched for both customers and communities have a strong environmental ethics base and thus impacts our natural capital
- Our manufactured capital, primarily customer touch points carry a good mix of termology, both through the book and front offices, as well as physical infrastructure, enables strong relationship building across all stakeholder sagments.

We have always maintained a holistic view of the Bank's activities, reminding ourselves constantly that it is our strength in relationships that will be the sustainable foundation in keeping our business constant and consistent.

Risks/Challenges, Mitigators and Opportunities in Delivery of Strategic Priority

Risks/Challenges	Mitigators	Opportunities
Constantly maintain a vigilant stance on community requirements	The team constantly engaging with communities around them constructing more cohesive dialogue platforms	This will be a step towards a multi- cultural customer base
Making CSB initiatives more visible and creating positive impacts in society	Creating high visini ity via brand image	Customers being more discerning and hence recognizing our value propositions
Young shildren being distracted by external facets and not valuing the power of saving	Building relationships with Gen 2 by offering technology driven mobile app products	Tech savvy younger generation will be attracted
Maintaining ethical business practices	Raising awareness on BoC's uncompromising stance on ethics	Further differentiate Bank's service quality from the rest



Formulation of the PCC Military Scoreta

While our Sustainability Vision works believes sharingly on sist shable does opment through the Indie bottom Ine, our care understanding is that sustainability is all fleshlye, which to us is the shable gottom to flesh the way the Sank decidles, act and impacts stakeho does.

Encorreging our team to build sustainable indisonables across our state facilities is the first step. Then, remaining our responsibility towards communities and the nation as a whole means that our values must be fitting to the way we operate. These values must know that the proposition of the pro

this focus in relationships that enable us to contribute to notion building, because we become the drivers of change, that drivers of ampowerment and the drivers of vision. We build leaders, we build communities and we build boundations in either, morals and principles.

Two key questions we always ask ourselves are:

What is the business doing? What is the business planning to do?

This forms the foundation to operating a sustainable business constructed on sustainable relationships.

urther differentiate Bank's sanytocubity from the rest.

In our Social and Relationship Capital relinet we take stock of the resource's we have in creating and muturing resources and most of our outstream resources and most of our outstream sentice hitalized are consented in to other capital reports, we would like to concentrate and our welcharships with

the community in this section.

2015

Our time bottom in it is governed on a top down approach that par meates an ost the heal y 8,000 team members. Spechedded by the Chairman and Board of Directors who set strategy, adedicated Sociariobility Committee ingularly metion matters pertaining to strategy, policy, into concentation, monitoring and impacts. The unit rate goal is undervised where we contribute to nation building through cohesive consideration princip can does the practices as Bonkers to me Nation.

To gain the desired returns on the investment we have infused into multi-arity, it is impressible that our stakenabler engagement process is infusive, may make another and most of all responsible. We share be ow is a complement we explanation of our stakenablem, the engagement process and frequency, issues highlighted and responded to.

101

Bank of Ceylon Annual Report 2015 The capitals P100-101



Materiality and Conciseness

The average pages of annual reports have increased from 131 to 143.





So, are we getting more concise and to the point?

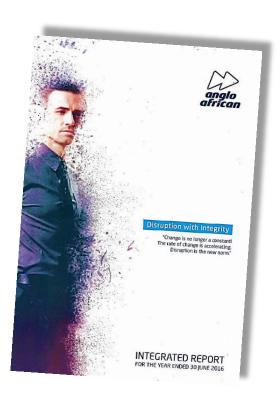
There is a fine line between too much information and not enough.

The overall impression the Judging Panel got from this year's assessment is that most participants either share too much information, or not enough; but very few provide *relevant and concise* information with *the right balance of text and diagrams*.

If you think an information is important to you as directors or management, then it is likely to be important to your stakeholders.

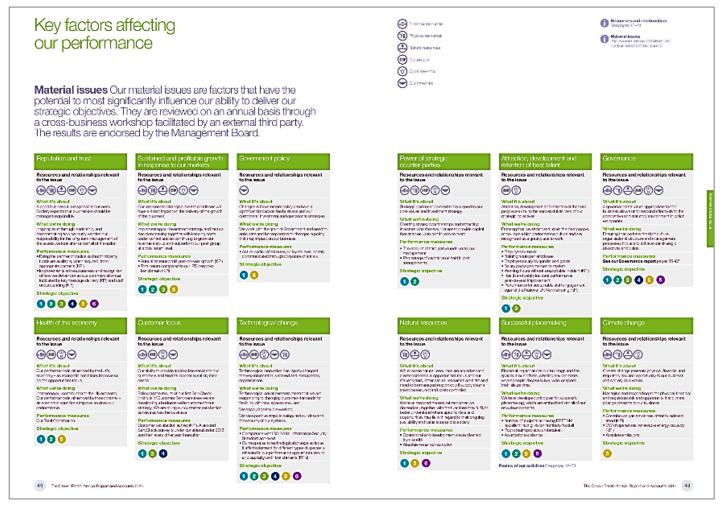
Consider removing materials that clutter the messages you want to convey. To retain the attention of investors, be clear and concise.

The best local example we found during this year's contest was the <u>Anglo African Limited</u> annual report.





Materiality and Conciseness IIRC example of material issues discussion



The Crown Estate Annual Report 2015 P48-49



Materiality and Conciseness

International example of conciseness



Safaricom Limited Annual Report 2016



Reliability and completeness

IFRS observations

Without reliable information, the investor's decision is flawed!

We were not clear when analysing financial statements, how some financial reporting issues have been dealt with.

These are:



Across the sugar sector, how low sugar prices impacted the recoverable value of sugar mills. Disclosure of the impairment assessment assumptions was also not shared in sufficient details;



Has the entity considered their gratuity obligations under the Employment Rights Act 2008? You can have a defined contribution plan and still have an obligation to make up for a deficit towards your employees under the Employment Rights Act 2008;



Inconsistent depreciation policy of hotels across the sector with the use of questionable assumption on the estimated realisable value.



The trend is now to not only share non-financial data with your users, but to also get these figures audited to add credibility to your data.

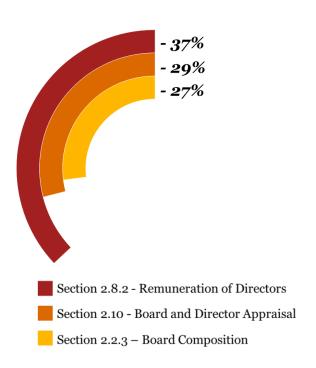
We certainly saw the winner of the SEM-10 category do this! Please follow their example to add credibility to the information you are relying on.



Reliability and completeness

Corporate Governance Disclosures

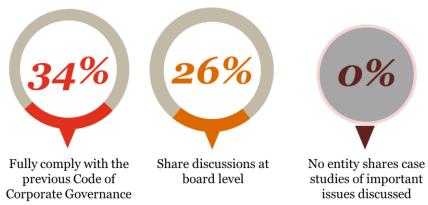
Non-compliance sections



Corporate Governance and the culture of compliance needs to evolve if we are serious about adopting the new code.

Nearly **2/3** of entities having at least one non-compliance.

Only **26%** of contenders shared discussions at board level and none actually shared case studies of issues discussed during the year.



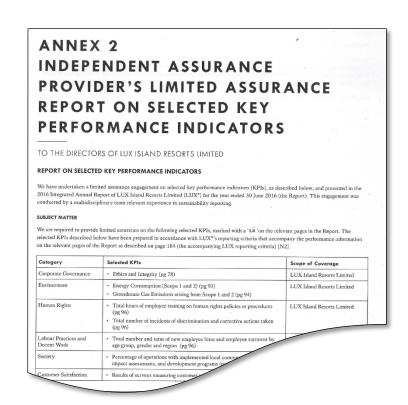
The new code will be a real challenge to apply if there is no change in the mindset of those charged with governance.



Reliability and completeness

Innovative example - assurance over non-financial KPIs

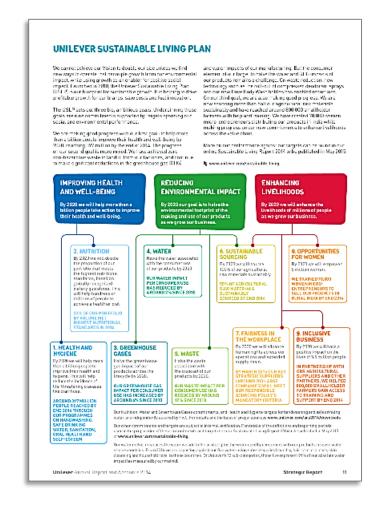
LUX Island Resorts Ltd P181





Reliability and completeness IIRC example

Unilever
Annual Report 2014
Strategy and resource
allocation
P11



Introduction

The Awards

The Reporting Trends

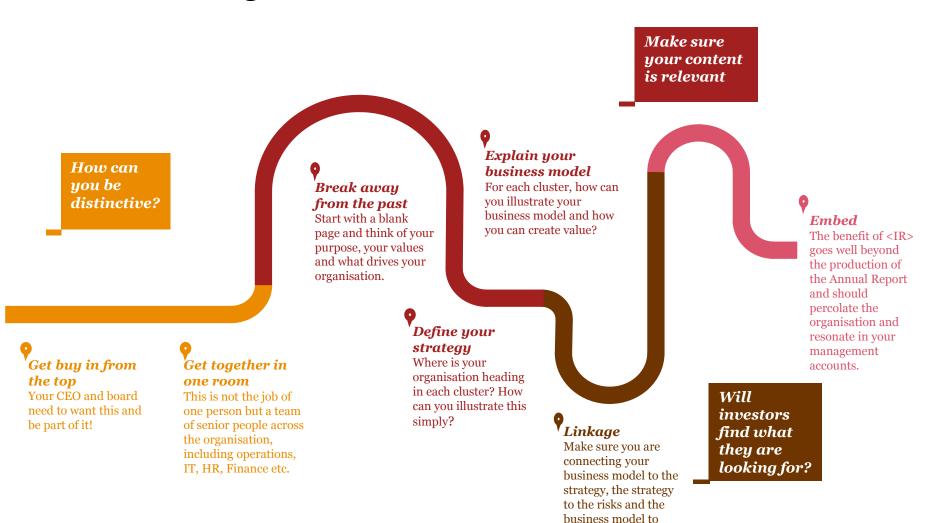
<IR>: How to get started?



<IR>: How to get started?



<IR> How to get started?



vour KPIs.



<IR> How to get started?

PwC Research and Insights

Useful links:

Corporate Reporting Awards 2017
www.pwc.com/mu/cra

International Integrated Reporting Council www.theiirc.org

PwC Corporate Reporting dedicated site www.corporatereporting.com

Building Public Trust Awards (UK)
www.bptawards.com

PwC's Corporate Reporting Blog http://pwc.blogs.com/corporatereporting

IFRS Guidance www.pwc.com/ifrs

Useful Apps:







www.pwc.com/mu/cra





Michael Ho Wan Kau

Partner

Tel: +230 404 5000

michael.ho.wan.kau@mu.pwc.com



Olivier Rey

Associate Director Tel: +230 404 5145

olivier.rey@mu.pwc.com



Julien Tyack

Associate Director Tel: +230 404 5210

julien.tyack@mu.pwc.com



Ariane Serret

Senior Manager, Clients and Markets Development

Tel: +230 4045029

ariane.serret@mu.pwc.com

This publication has been prepared for general guidance on matters of interest only, and does not constitute professional advice. You should not act upon the information contained in this publication without obtaining specific professional advice. No representation or warranty (express or implied) is given as to the accuracy or completeness of the information contained in this publication, and, to the extent permitted by law, PricewaterhouseCoopers Ltd. its members, employees and agents do not accept or assume any liability, responsibility or duty of care for any consequences of you or anyone else acting, or refraining to act, in reliance on the information contained in this publication or for any decision based on it.