Why Interactive Reporting
Brings in the Results

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The Digital Evolution

67%

of investors use their mobile device to access relevant company information

The opt-in legislation passed in 2007 regarding the distribution of annual reports and financial statements magnified the need for investor communications to shift into the online world. Stakeholders today are more reliant on technology, specifically PCs, mobile and tablet devices, for accessing and evaluating their investments. Reflectively, 67% of investors use their mobile device to access relevant company information.

Naturally, the more often investors engage with your online communications, the more likely they are to invest in your company.

The now antiquated PDF document limits the readability for today's touch screen and mobile investors. Some of the key disadvantages for companies using PDF files include:

- The need to download large and bulky PDF documents is time consuming
- Often PDFs are stripped out of emails by corporate firewalls
- Tedious scrolling compromises the amount of information investors will read
- Inadequate mobile responsiveness frustrates time-poor analysts, investors and media

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95%

of smartphone and tablet users accessing the internet daily

2014

smartphone usage is predicted to exceed that of the PC

With 95% of smartphone and tablet users accessing the internet daily, smartphone usage is predicted to exceed that of the PC in 2014. As a result, the need to adapt your Annual Report to a mobile friendly environment has become vital to your investor communications. Whilst a PDF won't directly harm your IR, offering your Annual Report in this format is certainly not the ideal way to effectively engage and increase investor interest.

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Latest Investor Research

14 mins
reading an interactive report

79%
of Investors opting in for email platform

90%
of investors will opt for an interactive Annual Report over a PDF

- Email is the preferred communication medium for investors with 79% opting in for this platform [(1)]
- On average investors spend up to 14 minutes reading an interactive report, which is more than three times as long as a PDF [(2)]
- Given the choice, over 90% of investors will opt for an interactive Annual Report over a PDF [(3)]

(1) Interactive Investor and NineRewards Survey May 2014
(2) Interactive Investor Research on top ASX digital client reports May 2014
(3) Digital Annual Report Investor survey Interactive Investor 2013

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A more effective digital format for your stakeholders

3:1
preferred
an interactive version

The majority of investors tend to spend less than 5 minutes perusing hard copy Annual Reports whilst the new generation of shareholders tend to ignore them altogether. With less than 10% of investors opting-in for a hard copy of an Annual Report, research shows that an interactive version is preferred 3:1.

There is a range of interactive reports available today; from the basic eBook to a full HTML microsite. These solutions have been created in direct response to investor behaviour and modern technology and offer an affordable alternative to the PDF.

Key benefits of Interactive Reports:

- Mobile and tablet responsive
- Investors can select the sections they wish to read
- Allows social media and email sharing
- Intuitive design and functionality Intelligent search capabilities
- Provides measurable ROI through live statistics
- Compliant with ASX best practice guidelines
- Global redistribution and search engine optimised

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How your Company Can Benefit

- The company controls the investor messages communicated online
- Provides greater mobile accessibility across all stakeholders groups
- Positions the company as professional and forward thinking
- Reduces print and mailing costs whilst providing a sustainable outcome
- Generates greater investor interest through interactive content e.g. video and podcasts

An interactive reporting solution allows you to effectively transform your Annual Report into a valuable communication tool for investors seeking relevant information.

Companies including Telstra, ALE Property Group and DEXUS have acknowledged and embraced the advantages of integrating multimedia into their interactive reporting solutions which results in an engaging, informative online document accessible worldwide.

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Another valuable feature of an interactive report is the ability to track and interpret your investor's behaviour via **Google Analytics**. Whilst a PDF only provides you with the total number of clicks; limiting the amount of investor insight available, Google Analytics allows you to discover the following investor metrics:

- Geographic location (continent, country, city)
- Date visited and duration spent on the report
- User behaviour flow via each report section
- Browser type and mobile device

By reviewing these analytics you will gain a deeper and more accurate understanding of your investors and their needs. This in turn will allow you to make smarter and more informed decisions across all your company's future IR communications.

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About Interactive Investor

With extensive experience across online IR and interactive reporting and working with over 100 top listed ASX companies, Interactive Investor's communication solutions are highly customisable to help you effectively achieve your IR objectives.

References

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2. http://www.business2community.com/online-marketing/paying-higher-fee-responsive-website-design-brainer-0842549#!Pd9fH

3. Interactive Investor and Nine Rewards Survey of 1,000 Australians regarding their investments in 2012.