



Perivan annual report design

perivan

Extensive knowledge
Straight forward process
Successful delivery
One team
On time
On budget

Simple.

**At Perivan we are proud
of our long heritage
of corporate and
financial publishing.**

We have many years' experience of successfully delivering corporate communications and are proud of our extensive knowledge of this market.

Our approach is simple. We work to straight forward processes ensuring your needs are correctly interpreted by our team whilst ensuring your report is delivered on time and on budget. The whole project, from concept to delivery is provided by one team, under one roof, covering design, strategic direction, production and print.

Simple.

Perivan in numbers

200+ **55+**
quoted company annual reports
new annual reports since March 2017

55 **100%**
employees
owned by management and staff

£10_m **96%**
turnover
of clients retained for 3 years

Our clients

We are continuously, year-on-year the market leader in the production of prospectuses for listings on AIM and the Main Market of the London Stock Exchange. Companies come to us because they trust our fast, efficient and secure services. Once we have worked with a company through their stock market launch, they know they can trust us to guide them through the challenge of producing their inaugural annual report. And they stay with us!

A good number of annual reports have been with us for more than five years with some remaining on our portfolio for 20 plus years!

We work with clients with a range of requirements, from simple templated designs for tight budgets, to fully designed content driven reports for those with an appetite to create more of a narrative around their results and all those in between.

Year after year, our clients tell us how they value our straight talking approach and we continue to build those relationships, guiding and advising them through the process as their businesses change and grow.

our clients tell us
how they value
our straight
talking approach

Six simple things you can do to make the process easier

(we promise)

We understand your annual report is one of the most important pieces of communication you produce during the year and we are here to help you tell your business story to investors and stakeholders in the most efficient way.

We believe that the key to the success of the design process is a partnership between the designer and client, so from the initial meeting and throughout the design stages you will be able to work directly with your designer. This is a proven approach for us which simplifies the process for all involved.

We find that for some of our newly floated clients, the prospect of their first reporting season can be daunting. Even for those with a few year's experience under their belt, navigating the process of producing an annual report can feel like a challenge; the regulations change year on year and with so many stakeholders to manage it's not surprising that the whole process can be approached with trepidation.

We have seen the good, the bad and the ugly in terms of how internal teams deal with the process and we have a pretty good idea of how you can make the project run smoothly. Simply by taking it a step at a time.

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producing an annual report
can feel like a challenge

1.

Identify an internal steering committee

Depending on the size of your organisation, this could be as few as three people although in a larger company it will be more. The purpose of this committee will be to keep the whole thing on track. Ideally you will need representatives from Finance, Company Secretarial, Risk, Sustainability, the overall project manager and the ultimate owner of the annual report, (these may be the same person and is quite possibly you!), oh and ideally at least one of these people will be a Board member.

There may be overlap of some of these roles, and your report may have other specific content owners who should be included, but don't include absolutely everyone — just key representatives.

Once your annual report process is underway, you should have regular, weekly steering committee meetings. These can be dial in meetings and it doesn't matter how short they are — but you need to get into the habit of weekly updates as this will be key to managing the process closer to sign off.

2.

Create a master content tracker

You can produce this in excel or any other project based software. Include a list of all your sections, details of content owners, who is responsible for sign off and all key dates, including content sign off and design proof stages — It doesn't have to be complicated but if you keep it updated it will give you an instant overview of your progress and identify any potential issues before they become a headache.

(If you ask us nicely we can send you our excel template!)

3.

Create a realistic schedule

You know how your colleagues work, but sit down with them to set realistic deadlines for content delivery. By collaborating with them rather than imposing deadlines on them you will reduce the stress.

Don't forget Christmas! If you are a December year end, planning your schedule in September, the Christmas break looks like a perfect time for final drafts to be written and reviewed, but you will need a holiday so try to plan for one!

4.

View us as part of the team

We really are and we will be there with you every step of the way. There will be times when we will be speaking to you A LOT, and we expect that, but if we can work together to agree how we manage your changes when you get into the proofing stages, it will mean that we can schedule in the bulk of work in advance which just makes it all much more efficient for everyone. If we are talking to you in the evening we would prefer it to be over a relaxed drink rather than working through a huge list of changes over the phone!

5.

Make friends with the Auditors

Although they will be more interested in the back end of your report to start with, there will come a time when they want the supporting evidence for all the wonderful statements you have made in the front half, the source data to back up your workplace diversity, the proof to back up your reduction in waste to landfill... you get the picture.

Engage with them as early as you can so that you work their review dates into your schedule. Trust us, planning for this in advance will save you some late nights.

6.

When it's all over...

When its signed, sealed and delivered you will feel a bit like if you've completed a marathon (or so we are told!) elated, proud, exhausted and not wanting to talk about doing it again. But you have one more important thing to do, which is to get back together with your steering committee and talk through the process; what worked, what didn't and what you would change if you ever have to do it again (which you will).

Make sure notes are made at the meeting and circulated because believe us, you will forget it all over the next few months until it all starts again...

we will be with you every step of the way

How to add real value to your report

There is no doubt that our current economic climate is at best challenging, at worst, unsettling. When it comes to reporting on annual performance it has never been more important to be transparent and accountable but this can sometime seem really difficult, especially to smaller quoted companies, perhaps with fewer years reporting experience. Making positive predictions about the future may feel unreasonably ambitious, but being up front and honest about risks is more important than ever to reassure shareholders and stakeholders that you are doing everything you can to address those issues.

A tight narrative with strong key messages will not only give you a really firm framework for your annual report but will also help strengthen your communications. For a smaller company, the more uses the annual report can have, the better, so in fact a properly considered narrative is critical to engaging with an audience beyond investors.

We have looked at some key areas where you can add real value to your report and start telling the story about your company.

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Purpose

'Purpose' has developed from something of a buzz word to an essential linchpin of your storytelling. It could equally be described as vision, mission, aims or objectives. Whatever you call it you need to describe it in clear terms and explain what you are trying to achieve, to what benefit and for who. It goes above just financial performance as there are growing requirements for a narrative on the value of social purpose and what companies are doing to contribute positively towards their wider network of shareholders, employees, customers and communities.

Stakeholder agenda

With the upcoming requirement to report on stakeholder engagement, this is a key area of focus. Companies will need to demonstrate how stakeholder engagement is important for the delivery of strategy; for example, they will need to demonstrate the relationship with their customers and how they are considered when making company decisions. These disclosures will sit within the strategic report and also within the Directors' report. But they shouldn't stop here. The stakeholder agenda should be seen as an opportunity to create an even richer purpose.

Weaving these messages through the narrative of key sections of your report such as strategy, CEO report and your business model will help you to create a truly integrated annual report.

 **purpose is the linchpin to your storytelling** 

Business model

The business model should give a unique overview to any reader of how the business makes money and also how and why revenue generation can be sustained. The challenge is of course to give enough information so that the model can be interpreted as a standalone piece, but brief enough to exist as a 'model'!

That is where we will work with you to graphically represent all the relevant information and to ensure the signposting helps direct the reader to areas of greater disclosure within the report in order to give a full picture of what the company does, how they do it and why.

A clear business model can be built on year after year. Yes it may change graphically but the fundamental elements can be built on as your company grows.

KPIs

The KPI section should work to support and uphold the business model, giving investors a quick yet thorough overview of the company's performance. The metrics need to be trusted and reliable so they need to be fully transparent and they need to be consistent which means it is really important to report on the same KPIs over a number of years. This can at times expose areas where the company has underperformed, but by reporting on the downs as well as the ups, it is possible to show a truly honest reporting practice.

If you are looking for ways to improve your integrated narrative, KPIs are a great tool. Their broad reach of financial and non-financial reporting allows references to be made throughout not only the strategic report but also through the sustainability section.

The KPI's should not be just seen as part of the investor reporting process but they should be the toolkit of metrics used internally on a continual basis to monitor performance. They will drive the business model and strategy which will all form critical parts of the internal workings of the corporate machine.

Sustainability or Corporate Social responsibility?

The terms are commonly interlinked and seem quite interchangeable. However, fundamentally this is an increasingly important section of your annual report for a range of reasons.

Reporting on non-financial factors such as environmental and climate change continue to be areas of great interest and concern to stakeholders as a heightened awareness of risks to the global environment become engrained in society.

This section will cover a number of specific areas such as health and safety compliance, climate change, diversity and social responsibility, both within the workplace and also within the wider environment you operate in, and they are all factors which contribute to the bigger picture about the behaviour of your company.

By linking them closely to your purpose and business model as well as obviously reporting the data in your non-financial KPI section, your report will begin to be truly integrated.

Investors today need to understand the overall sustainability and non-financial value of your company. According to Nick Shephard in Why poor integrated reporting is pointless, 30 years ago, 80% of corporate value was represented by financial capital.

Today there has been a shocking reversal with 80% of shareholder value being non-financial. Which means that clear, honest and transparent reporting of these areas is critical in determining overall business risk.

Governance

Arguably Governance is one of the most regulated areas of your annual report and will be subject to more regulatory content than any other.

It is only a short time ago that AIM companies were required to apply a recognised corporate governance code. The aim of this was to get boards and their audit committees to see financial reporting as a priority.

While the introduction of this regulation has hopefully helped to provide a suitable reporting framework for smaller companies, it has also possibly required more explanation around your business model and strategy. We will be very happy to review how things went last year and help build on the framework to strengthen all your areas of reporting.

 **clear, honest
and transparent
reporting is critical**

ESEF (European Single Electronic Format)

This is a much documented new regulation which involves an alarming number of similar sounding acronyms, but its actually quite straight forward.

Simply put, we will still need to produce a well-designed and clearly written printed report to be read and enjoyed by humans... but the ESEF is coming in to allow computers to scan and read the report.

Companies already supply their accounts to HMRC with iXBRL tagging so this is not an entirely new area, but for year ends from January 2020 there will be a requirement to prepare a digital document prepared in XHRML which will be opened in a standard web browser and will contain iXBRL tagging — a bit like bar codes for financial information.

For the first two years, the requirement for tagging will only be for the primary financial statements so will be a relatively light touch. In real terms this would probably mean as few as five pages out of a 200pp report. In future the requirements will increase but for now the requirements are really quite minimal.

Some companies will have the resource to carry out the process in-house, whereas others will need external support. For us, the most important thing is to build this process into your overall schedule. It is an additional process to be carried out right in the final stages of the project and of course planning is key to ensure everything runs smoothly. We will be with you every step of the way to ensure all formats are filed correctly and on time.

Online report

Having carefully crafted your report it would be a shame for it just to exist in one format. We can help you to maximise your effort by producing it digitally so that it can live online.

This may be by advising you on how it can be incorporated into your current IR site, or to actually producing a summary microsite, giving investors a quick snapshot before downloading the full version. Whatever your requirements, you can rely on us to offer a solution — all provided by one team, making the process easier and more straightforward for you.

Print only reports

Our roots are in print and we are the largest producer by volume of quoted company annual reports.

We pride ourselves in being entrepreneurial, consultative and honest, challenging clients' perceptions by suggesting alternative methods where we feel appropriate to provide them with the best and most cost-effective result.

Our whole ethos is to encourage our clients to print 'just enough' rather than larger quantities 'just in case' because our unique offering of in-house digital print technology facilitates this.

 **whatever your requirements, you can rely on us to offer a solution**

Practicing what we preach

We are so proud of all the annual reports we have produced, but we haven't got room to show them all here! On the following pages we have featured a range of eight reports which represent what we do best for our clients; working closely to help them through the complex reporting process, to produce a beautifully designed report which clearly communicates their key messages to their investor audience.

- 20** Totally
- 22** Echo
- 24** Restore
- 26** Port of London
- 28** On the Market
- 30** KRM22
- 32** Xpediator
- 34** RA International

over the years I have worked with quite a number of designers — it is fair to say that Perivan Design's team are one of the best

Totally



Totally plc aims to become a leading 'out-of-hospital' healthcare service provider in the UK, helping to address some of the biggest challenges faced by the UK healthcare sector.

By working to deliver preventative and responsive care through its subsidiaries across multiple disciplines, Totally's goal is to improve people's health, reduce healthcare reliance, re-admissions and emergency admissions.

Via its subsidiaries, the company operates within the UK's outsourced healthcare market, estimated to be worth in excess of £20bn per year for the NHS alone. Out-of-Hospital services include care in the community, GP surgeries, patients' homes, prisons and other public sector organisations, places of work as well as mobile locations and urgent care solutions.

"The report looks amazing and so much more professional this year which really shows the transformation that Totally has gone through during the last year."

Wendy Lawrence, CEO



the report looks amazing and so much more professional this year

Echo

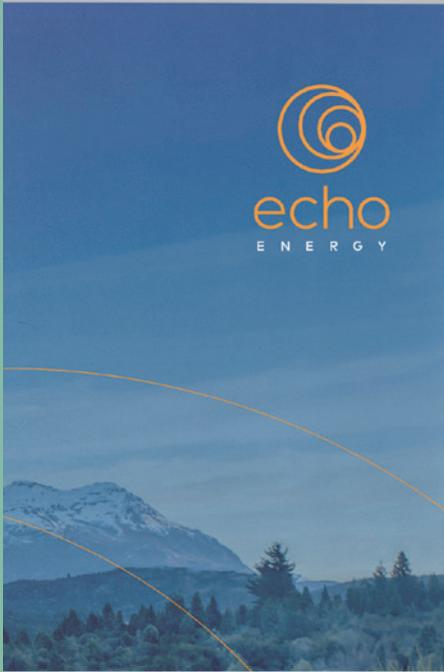
Echo Energy is a London listed Latin American focused mid-cap gas company. It has a bold growth strategy and the competence to rapidly deliver shareholder value from both the existing portfolio with Tapi Aike at its core, and new opportunities providing an exciting platform for growth.

Echo maintains its philosophy of equitable treatment and open communication with both private and institutional investors.

The Company is led by a highly experienced team with strong regional connections and an indisputable track record in building mid cap AIM listed gas businesses with sustainable value growth for private investors.

"We were very pleased with the service Perivan provided for our Annual Report. Communication was easy; they really listened to our brief and worked to the agreed budget. Perivan helped make the process much smoother, cost efficient and even enjoyable."

Provence Maydew, Executive Assistant



Perivan helped make the process much smoother, cost efficient and even enjoyable



Restore

Perivan made the process very easy and enjoyable and they were professional throughout

Restore plc is an AIM-listed support services company focused on providing services to offices and workplaces in the private and public sectors.

Restore plc has two divisions: Document Management and Relocation. As a group they provide safe and secure services in; Document storage, cloud and media storage, Document shredding, Scanning, Commercial and workplace relocation, IT relocation as well as IT equipment and consumables reuse and recycling.

Since 2010, Restore plc has developed and expanded its services to meet their customers' needs across all of mainland Britain. With the acquisition of PHS Data Solutions in 2016 they now provide shredding services in Northern Ireland.

"We used Perivan for the first time in 2018 for our Annual Report. They made the process very easy and enjoyable and they were professional throughout. We will definitely be using them again!"

Leah Webb, Executive Assistant to CEO





Port of London

The Port of London Authority are the Custodians of the tidal Thames; 95 miles of river from Teddington Lock, through central London, out to the North Sea.

The river is home to the UK's second biggest and fastest growing major port, the busiest inland waterway for freight and passengers and a growing centre for sporting activity.

The Port of London Authority holds the river in trust, working to hand it on in a better condition to future generations and realising the goals of the Thames Vision through its key themes.

"Over the years I have worked with quite a number of designers. It is fair to say that Perivan Design's team are one of the best — easy to work with, enthusiastic and good on the details."

Alistair Gale, Corporate Affairs Director



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On the Market

we were very pleased with the designs presented, all of which showed a strong understanding of our culture and objectives

OnTheMarket plc is the third biggest UK residential property portal provider in terms of traffic. It aims to deliver a market-leading, agent-backed alternative to Rightmove and Zoopla, offering a first-class service to agents at sustainably fair prices and becoming the go-to portal for serious property-seekers, creating long-term value for all shareholders and being a rewarding place to work for its people.

"We were introduced to Perivan through our advisers. We asked them to propose some design concepts and against demanding deadlines we were very pleased with the alternatives presented, all of which showed a strong understanding of our culture and objectives."

Clive Beattie, Finance Director

OnTheMarket is the parent company of Agents' Mutual Limited' which owns and operates the UK online residential property portal OnTheMarket.com.



KRM22

KRM22 help capital markets companies reduce the cost and complexity of risk management. Their global risk platform provides applications to help address regulatory, market, technology and operations risk challenges and to manage entire risk profiles.

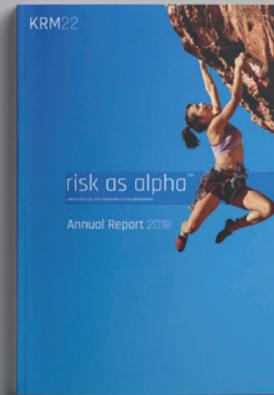
2018 was the inaugural year of KRM22 as a public company where they established solid foundations for the business and its future. At IPO they stated that customers needed to simplify and reduce the cost of their risk management systems and that specialised risk management businesses needed help to scale and reach those customers.

Since IPO, this view has been confirmed by customers, prospects, acquisition targets and partners.

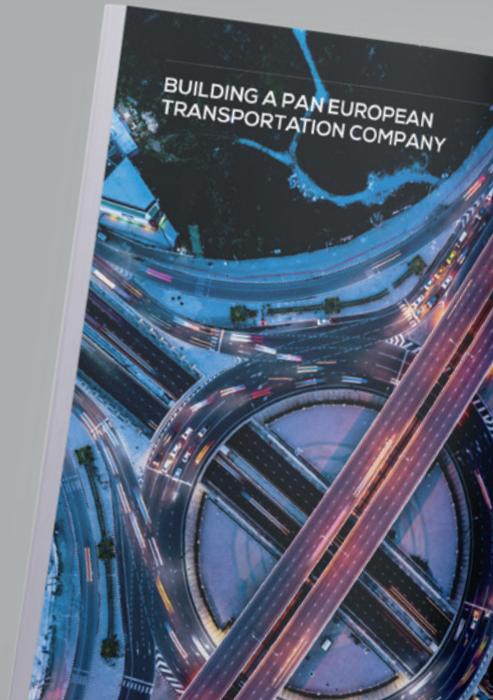
"Perivan were a pleasure to work with and I am very pleased with the quality of design and finish of our first annual report. The team provided great support and flexibility which made the whole process much more simple."

Carla Leighton, Head of Marketing

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Xpediator



Xpediator Plc is a fast growing integrated freight management business operating in the supply chain logistics and fulfilment sector across the UK and Europe with a particular focus on, and expertise in, CEE countries.

As a Group Xpediator Plc is committed to providing dynamic supply chain solutions and innovation within a Global market, focusing on outstanding quality and customer care excellence and cutting-edge technology. It has three main business areas, Freight forwarding, Logistics and warehousing and Transport services. These are managed autonomously on a day-to-day basis but directed centrally to cross-sell services to the Group's customer base.

"Perivan's specialist design and print team presented us with four creative routes. Our biggest problem was that we loved all of the suggested routes but eventually settled on one and were extremely happy with the final document!"

Dave Gladen, Group Marketing Manager

"we loved all of the four suggested routes but eventually settled on one and were extremely happy with the final document!"

RA International

“everything ran seamlessly, and we were very happy with the service received from start to finish”

RA International is one of Africa's leading remote site service providers offering everything from camp construction to facilities management and supply chain services for clients operating in the world's most challenging environments.

Their customers are found in three key categories: humanitarian, governments and commercial. They include UN agencies such as UNICEF, UNHCR, governmental organisations such as the UK MOD, the US State Department and the EU, and a number of publicly listed companies operating in the mining and oil & gas industries. Over the last 15 years, they have successfully executed projects in Afghanistan, Chad, South Sudan, Uganda, Somalia, Tanzania and many other countries.

“We were introduced to Perivan by our Company Secretary. We chose them to design, typeset and print our inaugural Annual Report as a plc. From our perspective everything ran seamlessly, and we were very happy with the service received from start to finish.”

Andrew Bolter, CFO



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