



The Investor Relations Society

Best Practice Awards 2006

Best Annual Report: Most effective communication SmallCap company

In this category 3 out of the 4 shortlisted annual reports were designed by Emperor.



Elementis plc
Designed by Emperor

A complicated business explained simply

WINNER



Holidaybreak plc
Designed by Emperor

Catching the attention of the browsing reader

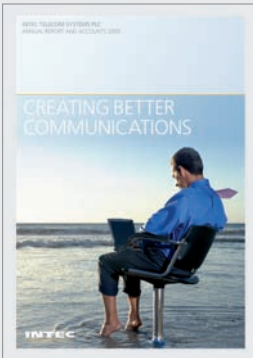
COMMENDED



Intec Telecom Systems PLC
Designed by Emperor

Helping investors understand what drives its markets

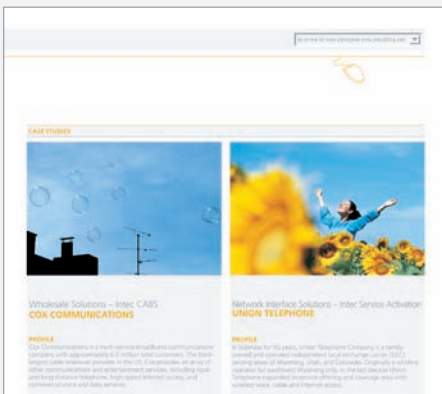
SHORTLISTED



Intec Telecom Systems PLC
Designed by Emperor

Helping investors understand
what drives its markets

SHORTLISTED



↑↑ ATTRACTIVE GEOGRAPHIC SUMMARY

- illustrates the global nature of a business that generates 90% of its revenue overseas

↑ INFORMATIVE MARKET OVERVIEW

- explains how the company is positioned to take advantage of the key trends in the market

↑ HARD WORKING CASE STUDIES

- help shareholders understand how the company's products are used by its customers in different markets throughout the world

EMPEROR'S

Top five tips

1. AT A GLANCE SECTION

Explain the activities, products or services, geographic coverage and strengths of the business, to give shareholders a quick overview of what the company does.

2. MARKET OVERVIEW

A section outlining market drivers and trends will help shareholders understand the company's market position and the opportunity for growth.

3. STRATEGY

A clearly articulated strategy is essential. If the strategy has changed, or a new chief executive has been appointed, the strategy of the business should feature strongly.

4. KEY PERFORMANCE INDICATORS

Clearly labelled graphs, tables and bullet points should be used where possible to illustrate figures, metrics and trends.

5. IMAGERY

Imagery is a powerful way to convey corporate messages but it is important to get the balance right. Too many images may make the document too elaborate. Too few leave the document text heavy and unlikely to draw the reader in.

www.emperordesign.co.uk

Emperor is a design and communications company, specialising in investor, corporate and marketing communications. We design and produce annual reviews, annual reports, CSR reports and websites for companies from FTSE 100 to AIM.

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