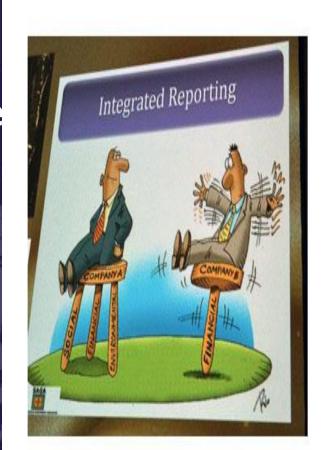


Integrated Reporting - Why

 Financial Reporting does not satisfy all the qualitative characteristics the makes information useful for effective decisionmaking.

• In a disruptive economic and business environment decision maker require both quantitative and qualitative information about the business.



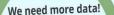
Integrated Reporting - Shift

 Paradigm shift in the strategic goal of businesses from profit maximisation to value creation and the distribution of value to stakeholders

 Growth of investor and public interest activism which places greater emphasis on the demand for information beyond financial information

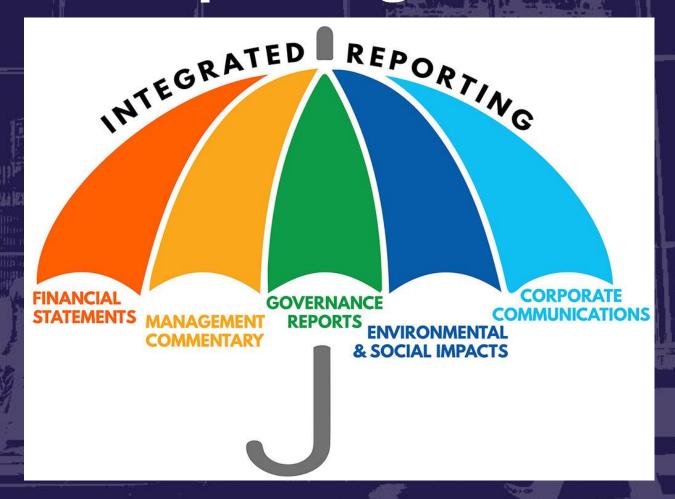
More information = better decisions?

Is this true? How much more information do I need, and how much will it improve my decisions?

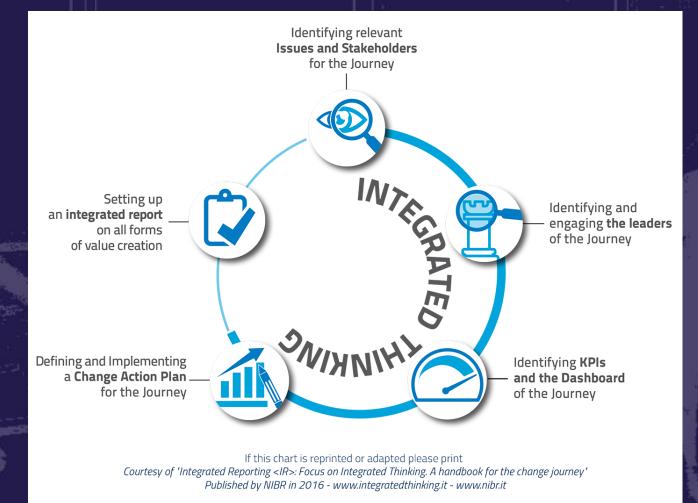


How should I manage this species? I don't know enough about the system. I only I had more data!

Integrated Reporting - Business



Integrated Thinking - Holistic



Business Drivers - Success

15 Drivers of Successful Businesses

Strong Leadership

1-Put the Right People in the Right Jobs

2-Set a Powerful Personal Example

3-Build Freedom
within Accountability

4-Stimulate Customer Focus and Innovation

5-Eight Practices of Engagement

Strategy That Works

1-Compelling, Long-Term Foundation

2-Clear Competitive Differentiation

3-Winning Go-to-Market Strategy

4-Strong Understanding Across the Organization

5-Effective Leadership Bridge to Execution

Execution That Gets Results

1-Clarity of Goals, Action Plans and Metrics

2-Effective Collaboration, Decisions, Communication

3-Systems, Processes and Resources Enable Goals

4-Expect and Reward High Performance Results

5-Achieve Results on Critical Leading Indicators

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Integrated Reporting - Drivers

External drivers

- Competitive environment
- Regulatory environment
- Macro environment

Strategy

- Strategy and objectives
- Governance
- Risk
- Remuneration

Resources and relationships

- Financial assets
- Physical assets
- Customers
- People
- Innovation
- Brands and intellectual assets
- Supply chain

Performance

- Economic
- Operating
- Key performance indicators
- Segment
- Corporate responsibility



Next Step - Unanswered Question **Financial** Reporting **Financial Integrated** Accountabilit Reporting y Reporting **IRC Annual Conference 2018**