



## PRESS RELEASE

### Avalanche of prizes at international ARC Awards in New York: HGB again recognised as best international agency

Hamburg, 18 September 2009 – At this year’s international ARC Awards in New York, the specialist annual reports agency HGB won more Gold awards than ever before: twelve of these coveted prizes were handed out to the Hamburg-based agency along with two Silver, nine Bronze and six Honors awards. All in all, 29 of the highly sought after awards found their way to Hamburg, making HGB the agency with the most victorious reports for the second year in succession. “Even in difficult economic times, the annual report remains the flagship publication,” commented Peter Poppe, president of HGB. “This year, German companies were again responsible for submitting reports that stood out from the crowd.” Another observation by the experts was that most companies are interpreting the global financial crisis less as a threat to their continued existence than as an opportunity to emerge stronger and fitter for the future.

The ARC Awards are the oldest international competition for annual reports and have been organised since 1987 by the Academy of Communication Arts and Sciences/MerComm in New York. This year, more than 1,800 annual reports from 25 countries were submitted.

The Gold winners in the USA included HGB’s annual reports for Dekra, Gerresheimer, KSB, Nordmilch, SAF, Telekom, Trumpf and Tui. These prize-winners were also nominated for the prestigious Grand Awards. The “Academy Awards of Annual Reports” were handed out at a ceremony in New York on 17 September. As in the previous year, HGB’s representatives were invited on stage to accept the award for best international agency as well as receiving the “ARC AWARD Platinum Achievement 2009”.

Peter Poppe explains the reasons behind this remarkable achievement: “HGB designs, structures and prepares annual reports that form a key pillar of strategic corporate communications. We get to the heart of the content and present it in an impressive design that is appropriate to the issuer. HGB’s motto is clear: out with the bland, in with the courage to be individual.”



HGB managing director Christa Eickmeyer assesses the company's participation in the ARC Awards as follows: "For us, the opportunity to meet colleagues from around the world is an important factor. And the competition is an excellent forum for companies to put their communications to the test in an international environment."

*HGB Hamburger Geschäftsberichte GmbH & Co. KG is the major specialist agency for annual reports in Germany. HGB performs all services from the initial concept through the printed report to the online version. The reference list of HGB contains over 100 German companies – including Aurubis, DEKRA, Deutsche Telekom, EADS, EDEKA, Landesbank Berlin Holding, MPC Capital, and TUI. The agency has 17 staff.*

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