

Press Release

ARC Awards 2011: Annual Reports Awards Presented in New York.

HGB is once again the most successful agency in Germany.

Hamburg, 26 August 2011 - HGB, the Hamburg-based specialist annual reports agency, was presented a number of internationally coveted trophies at this year's ARC Awards in New York. The agency's record of success includes three Gold, four Silver, four Bronze and two Honors Awards. HGB's reports for the Deutsche Telekom AG, the Deutsche Lufthansa AG and the Würth Group won the Gold Awards and are now nominees for the Grand Awards to be presented on 22 September 2011 in New York.

"Winning these awards means a lot to us, mostly because it shows that our work is also appreciated on a very high international level," says Peter Poppe, President and Head of Agency. "For a long time German agencies did not attach any significance to this competition. By now however, almost all of the report agencies in Germany submit their work to the ARC Awards." This speaks for itself. HGB however was among the very first competitors and has been subjecting its work to professional international scrutiny for more than a decade. HGB's globally operating customers appreciate this as well, being thereby able to measure the effectiveness of their report beyond the borders of Germany.

The ARC Awards were established in 1987 by the Academy of Communication Arts and Sciences/MerComm in New York. In 2011, the well-known contest took place for the 25th time. This means the world's largest international competition for annual reports is now also the most long-standing one.

This year, the ARC Awards panel received more than 2100 submissions by 1137 companies from 31 countries. These remarkable figures show that the competition is attracting more and more attention internationally. The contest is becoming more compelling and a top spot is growing ever more desirable. While Western industrial nations have always been strongly represented among the

competitors, the number of Asian entries has been growing significantly. Submissions arrived from China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Pakistan, Singapore and Vietnam.

The independent ARC jury panel is made up of more than 200 experts from the fields of investor relations, PR, journalism, photography and design, all of them dedicated to honouring excellence in annual reports. The panel uses a well-established scoring system for evaluating the entries. This year only about 7% of the submissions were honoured with a Gold Award.

The award winning reports can be seen online at www.mercommawards.com. Next year's winners will be exclusively shown in Hamburg next autumn - at the HGB exhibition "ANNUAL REPORTS 2011".

HGB Hamburger Geschäftsberichte GmbH & Co. KG is one of Germany's leading specialist agencies in the annual reports field, covering all services from the first concept to the final print and online editions. HGB's reference list includes more than 100 German companies. Currently the agency is working for Aurubis, Brenntag, DEKRA, Deutsche Lufthansa, Deutsche Telekom, Deutsche Wohnen, Gerresheimer, Hamburger Hochbahn, Infineon, Landesbank Berlin Holding, PSI, Q-Cells, SGL Carbon, Würth and XING. HGB has 17 permanent employees.

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