

Press release

23 awards for Hamburg-based annual reports agency HGB at the international ARC Awards in New York:

Five nominations for annual report Oscars

Hamburg, 12 August 2010 – specialist annual reports agency HGB again won multiple awards at the international ARC Awards in New York: All in all, 23 of the highly sought-after awards found their way to Hamburg – five Gold, six Silver, six Bronze and six Honor awards. The Gold winners in the USA included HGB's annual reports for Deutsche Telekom, Deutsche Lufthansa, EADS and PSI as well as the sustainability report for Deutsche Telekom. These prize winners are now nominated for the prestigious Grand Awards, which are considered the Oscars of annual reports and will be awarded in New York on 16 September.

"This year's annual reporting is very much affected by the aftermath of the crisis. To create trust in successful crisis management and achieve the right strategic orientation for the recovery, companies mainly focus on the annual report as a known and consistent communication medium", says Peter Poppe, Managing Partner of HGB. After recent news coverage, corporations are also trying to present the business year in a more factual manner than they used to in the past. They show how they align economic goals with their responsibility towards customers, employees, society and the environment.

The largest and oldest international competition for annual reports

The international ARC Awards are the oldest international competition for annual reports and have been organised annually since 1987 by the Academy of Communication Arts and Sciences/MerComm in New York. This year, about 1,900 annual reports from 27 countries were submitted.

Peter Poppe: "If you succeed in linking your annual report with a convincing story when it comes to content and design, then you have a good chance of winning one of the awards." The competition underlines how communication requirements differ from country to country. The HGB director assesses the company's participation in the ARC Awards as follows: "The international exchange is very important and stimulating for us. It inspires us with important new impulses. For companies, the competition is a great forum to put their communications to the test in an international environment."

In Germany, the award-winning reports will only be on display in Hamburg, during the exhibition "ANNUAL REPORTS - the best annual reports 2009", which is organised by HGB in the Museum of Art and Commerce from 24 September to 17 October 2010.

This year's conference day and exhibition are themed "Back to the future. Rediscovering old values." and will discuss the following questions: Shareholder and stakeholder value: How can corporations align these partially opposing concepts without jeopardising the credibility of their corporate and financial communication? What is the role of corporate social responsibility within the management agenda of global corporations? How do companies have to communicate sustainability in order to reach analysts and investors? How can an annual report become a responsibility report, and wouldn't this make a sustainability report obsolete?

Registration for the conference day on 23 September and the opening of the annual reports exhibition including the awarding of the prizes to the German winners is available online at www.hgb.de until 13 September.

Service for editorial teams

Detailed information on the conference day and the opening of the exhibition "ANNUAL REPORTS - the best annual reports 2009" is available online at www.hgb.de.

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, Brenntag, DEKRA, Deutsche Lufthansa, Deutsche Telekom, EADS, EDEKA, Gerresheimer, Greenpeace Energy, Hamburger Hochbahn, Hamburger Sparkasse, Landesbank Berlin Holding, XING. The agency has 17 permanent staff.

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