



**34 awards for Hamburg's agency HGB Hamburger Geschäftsberichte for annual reports:
It is raining medals in New York**

Hamburg, July 31, 2008 – The specialised agency for annual reports HGB won more prizes than ever before at the international ARC Awards in New York: 34 of the treasured awards could be taken home to Hamburg – seven times gold, four times silver, 13 times bronze and ten honour awards. “Courage has returned to the reporting on business developments”, says Felizitas Peters, owner of HGB. “German enterprises again dare reports that attract attention.” There is a second trend that attracts attention this year: “Orientating towards the reader ranks highly in 2008.”

The annual reports of EADS and E.ON Hanse, Gerresheimer and MPC Capital, of Telekom and Q-Cells are among the winners of gold in the U.S. These reports now run for the award of the treasured Grand Awards. These “Oscars of annual reports” will be awarded on September 18 in New York.

ARC Award is the oldest international contest for annual reports and has been arranged by the Academy of Communication Arts and Sciences/MerComm since 1987 in New York. This year, about 2100 annual reports from 27 countries have been filed.

Felizitas Peters: “The one who manages to connect his annual review with a story that convinces with its content and design has good chances to receive one of the awards.” The contest shows how the requirements on communication differ from country to country and which levers can be used by enterprises to communicate successfully in other countries. “International exchange is important and inspiring for us. We receive inspiring incentives from it”, assesses the head of HGB the participation at the award. “Contest is a good forum for enterprises to measure its communication within an international environment.” The prize-awarded reports can be seen in Germany exclusively in Hamburg: They can be admired at the exhibition “ANNUAL REPORTS – The best annual reports of 2007” that will be arranged by HGB from September 26 until October 19, 2008 in the museum for arts and handicraft (Museum für Kunst und Gewerbe).

This year, the accompanying conference day, being held under the motto “Good times, bad times”, deals with the question of how German enterprises assess the phase after the approximately three-year cyclical boom. What do enterprises and entrepreneurs learn from the ups and downs on the markets? How does the slow cooling-down of the economic situation affect their behaviour and their communication? What is the meaning of terms like “sustainability” and “responsibility” in this time? How can an annual report be implemented even more effectively?



Registrating for the conference day on September 25 and the opening of the exhibition of annual reports with the awarding of the prizes to the German winners will be possible by September 1 with www.hgb.de. You may also find the comprehensive programme on this site.

HGB Hamburger Geschäftsberichte GmbH & Co. KG is the great specialised agency for annual reports in Germany. HGB carries out all services from the draft to the printed report up to its online version. HGB's list of references contains more than 100 German enterprises – among which are ARCANDOR, DEKRA, Deutsche Telekom, EADS, Landesbank Berlin Holding, MPC Capital, Norddeutsche Affinerie, Q-Cells and TUI. The agency permanently employs 14 staff members.

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