

ANNUAL REPORTS

BACK TO THE FUTURE.
REDISCOVER OLD VALUES.

PROGRAMME FOR THE ANNUAL REPORTS CONFERENCE ON 23 SEPTEMBER 2010

subject to change

- 11.00 a.m.** A guided tour through the ANNUAL REPORTS exhibition.
Exclusive preview of the award-winning international annual reports.
- 12.00 p.m.** Welcome address by **Peter Poppe**, Managing Director of HGB Hamburger Geschäftsberichte.
- 12.10 p.m.** **How much is health worth?**
Corporate activity in balance between social responsibility and financial market rules.
Dr. Francesco De Meo, CEO of Helios Clinics and Fresenius SE Board Member.
- 1.00 p.m.** **Balancing stakeholder interests:**
New demands on senior management and executives in a global context.
Zhengrong Liu, Head of Human Resources LANXESS AG.
- 1.45 p.m.** Lunch
- 2.30 p.m.** **Sustainability in financial markets:**
Are CSR reports unnecessary? What motivates investors on the subject of ESG (Environment, Social, Governance)? **Ralf Frank**, Managing Director DVFA.
- 3.15 p.m.** **Shareholder value versus stakeholder value:**
A stress test for the credibility of IR and corporate communications.
Panel discussion with **Martin Kleene**, co-founder of utopia.de, **Dr. Christian Lawrence**, Head of Group Communications MunichRe, **Dr. Herbert Walter**, Management Consultant and DAX Board of Directors.
Presented by: **Inge Kloepfer**, Frankfurter Allgemeine Zeitung.
- 4.15 p.m.** Coffee break
- 4.45 p.m.** **The alternative view:**
Language is the enemy of the annual report.
Bastian Sick, author and humourist.
- 5.30 p.m.** **Annual report as responsibility report:**
New ways for corporate reporting.
Peter Poppe, HGB Hamburg Annual Reports.
- Opening ceremony of the ANNUAL REPORTS 2010 exhibition**
Presentation of the ARC Award winner 2010
- 6.30 p.m.** Speech by **Reni Witt**, President of the Academy of Communications Arts & Sciences / MerComm, Inc., NY