



**key**  
principles

for best practice annual reports

# Simplicity

Your annual report should be well written and easily understood by people who have no financial or industry knowledge.

# Definition

Explain sensibly what your business actually does.  
Organise and structure are key factors so that complex issues are clearly understood.

# Consistency

Provide progress on a time-line so shareholders can track progress on key issues and make comparisons and analysis of performance.

# Concise

After a year of business there is a mountain of information to communicate. Despite this your content needs to provide summaries and overviews that are informative and engaging.

For help with your next annual report

**give us a call**

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