

CREATING ENRICHING DIGITAL EXPERIENCES

Reach. Engage. Influence.



WE LIVE IN A DIGITAL WORLD.

It has transformed how we think, work, and communicate.

It has given us access to unparalleled information, and the power to reach global audiences in the blink of an eye.

Emerging technologies are delivering virtual reality experiences, and the ability to engage through artificial intelligence.

Digital provides a unique opportunity for organisations to engage more deeply with their stakeholders, to reach, engage and influence them.

WE LEVERAGE THIS DIGITAL OPPORTUNITY.

As an international stakeholder communications company, we help organisations transform how their stakeholders experience their corporate story.

Led by insight, driven by creativity, powered by technology, we harness the power of digital to reach, engage and influence stakeholders. Making businesses more valued in the eyes of these stakeholders.

TRANSFORMING CORPORATE WEBSITES

Your corporate website is one of the only channels you have to address each of your stakeholder groups, to articulate and communicate your corporate story consistently and coherently.

Companies are increasingly viewing their corporate website as a dynamic, definitive destination to tell this story.

Delivering relevant and timely content through a compelling creative identity and intuitive user experience is key to success.

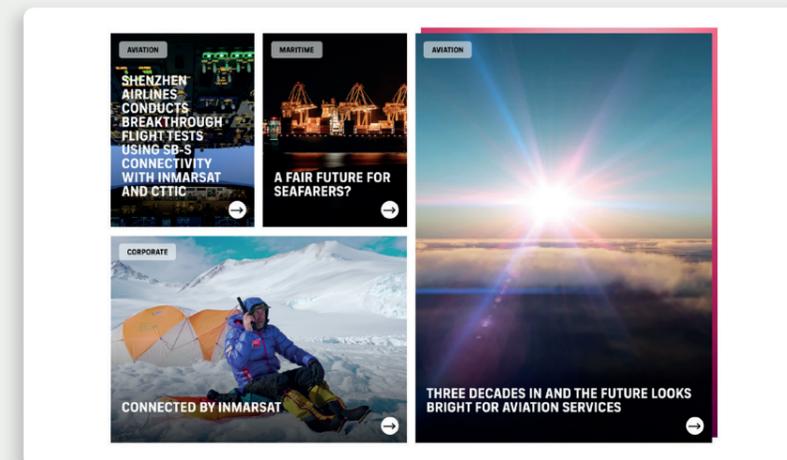
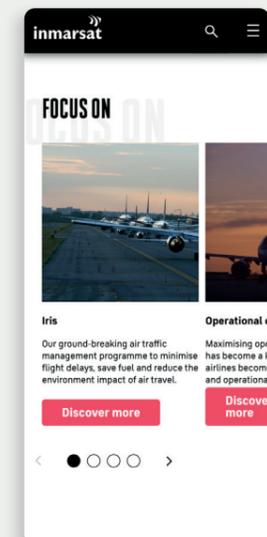
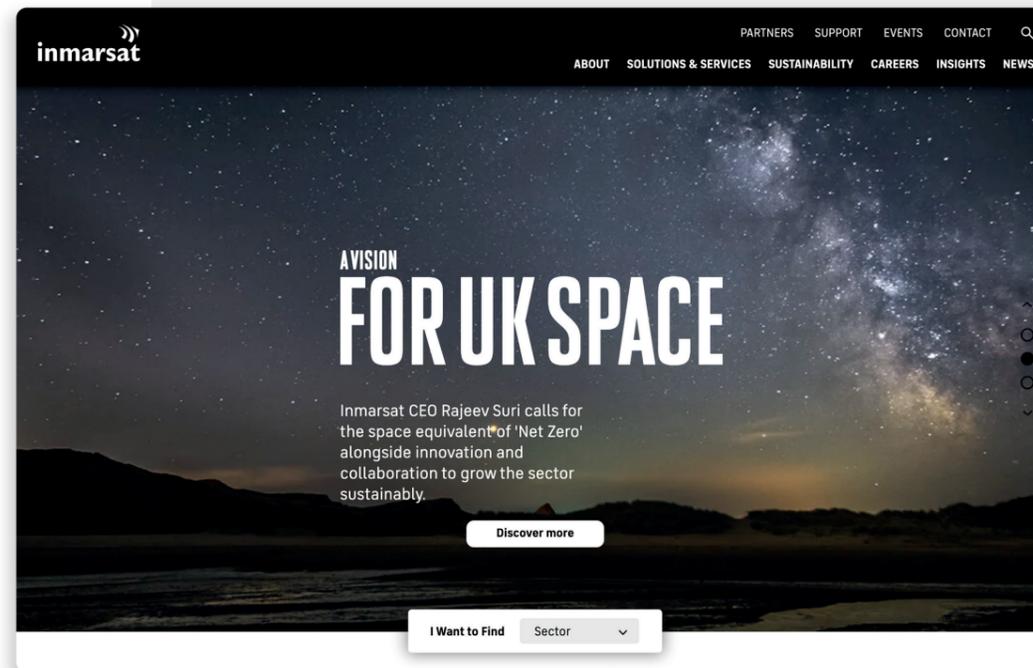
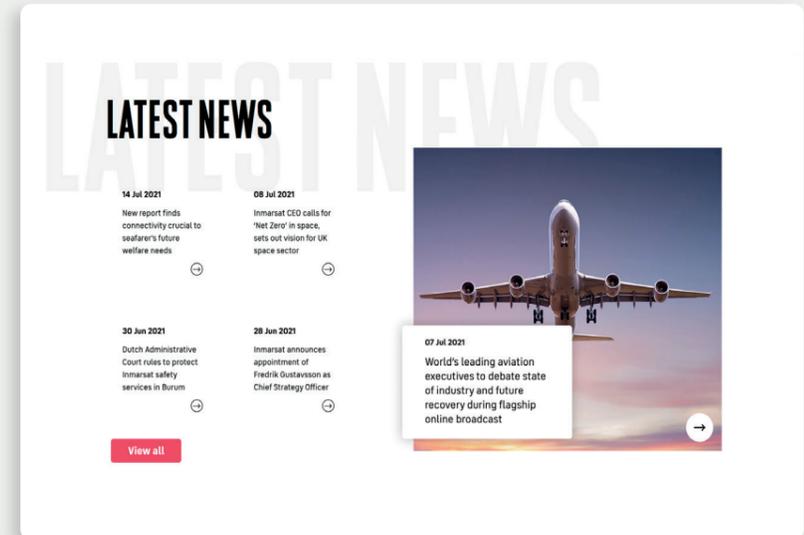


CREATING A WORLD-LEADING WEBSITE

Inmarsat is a leading global mobile communications provider.

We brought their fragmented web presence into a single new website with a brand new design, advanced technology platform so they could better communicate who they are, what they do and their undoubted leadership.

<https://www.inmarsat.com/en/index.html>



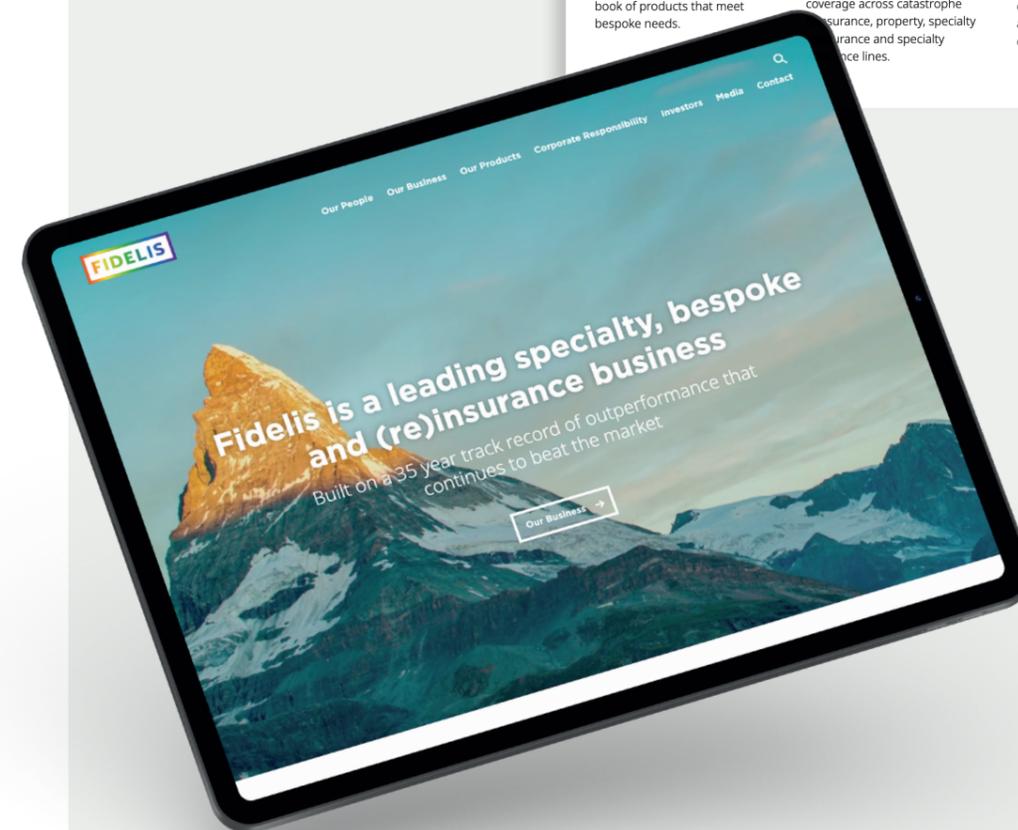
FIDELIS

LAUNCHING A MARKET BEATING WEBSITE

For Fidelis we created a new corporate website to better communicate who they are, their leadership position and their unique differentiators.

The site also better communicates their product portfolio and their corporate responsibility

<https://www.fidelisinsurance.com/>



What We Do

Our three pillars, supported by Socium, create a truly diversified business platform, allowing us to achieve leading market returns.



Bespoke

Listening to clients and using our combined market expertise and nimble, disciplined, underwriting approach we have built a unique book of products that meet bespoke needs.



Reinsurance

Our innovative reinsurance and retrocession products provide coverage across catastrophe insurance, property, specialty insurance and specialty reinsurance lines.



Specialty

We offer coverage for a number of specialty lines, both on our own books and through our MGA platform, Pine Walk. Our combined wealth of experience allows us to respond quickly and commercially to clients' needs.



Socium

Fidelis' market leading position and proactive underwriting approach gives us the ability to access business in excess of our own risk appetite, and share capacity for that excess with key partners.

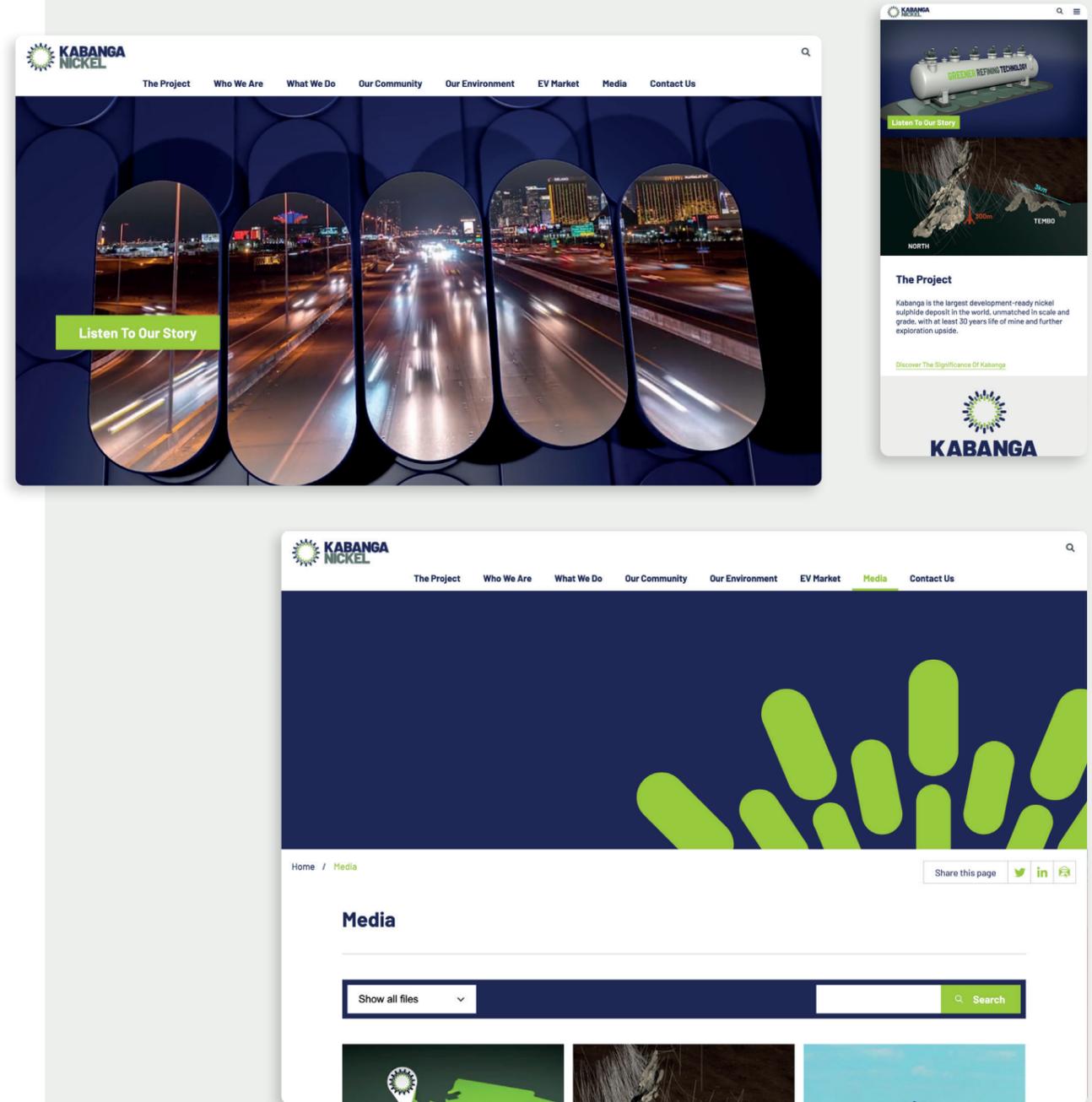


CREATING A NEW BRAND & DIGITAL IDENTITY

Kabanga is the largest development-ready nickel sulphide deposit in the world.

We created the logo and brand identity for this new organization, and developed a corporate website to tell their value creation story.

<https://www.kabanganickel.com>



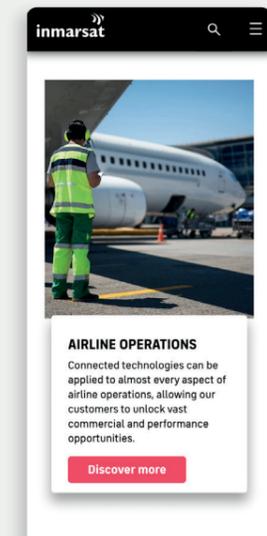
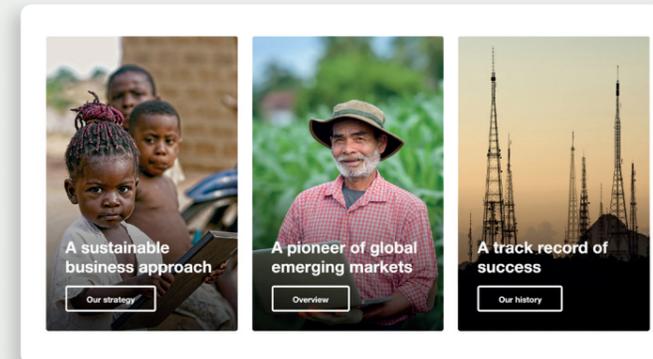
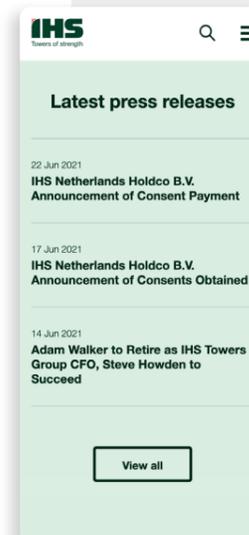
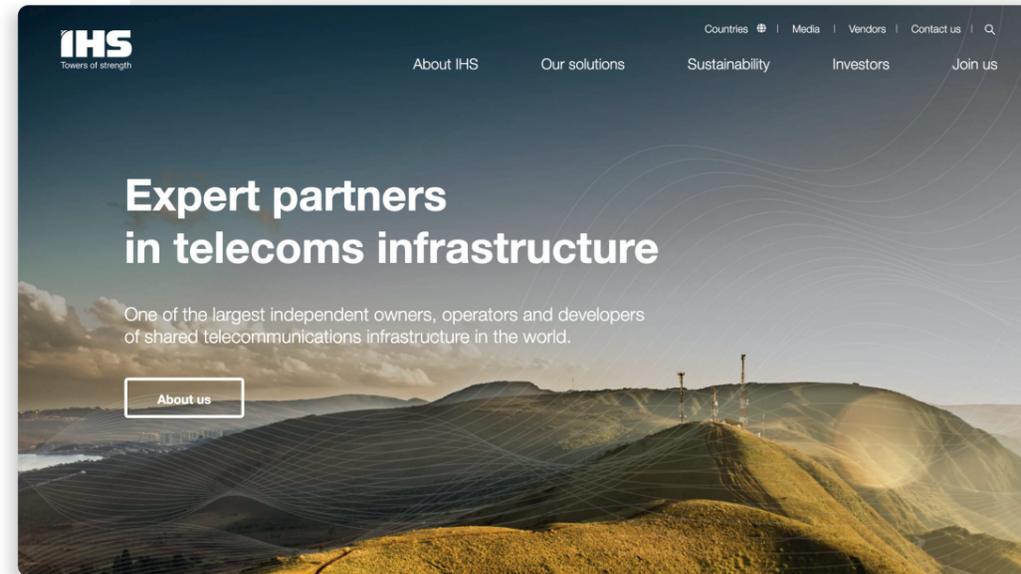


DEVELOPING A TOWERING DIGITAL PRESENCE

IHS Towers is one of the largest independent owners, operators and developers of share telecoms infrastructure in the world.

We developed an entirely new website worthy of their leadership position, with a more powerful creative identity and a better articulation of their corporate narrative and global presence.

<https://www.ihstowers.com/>

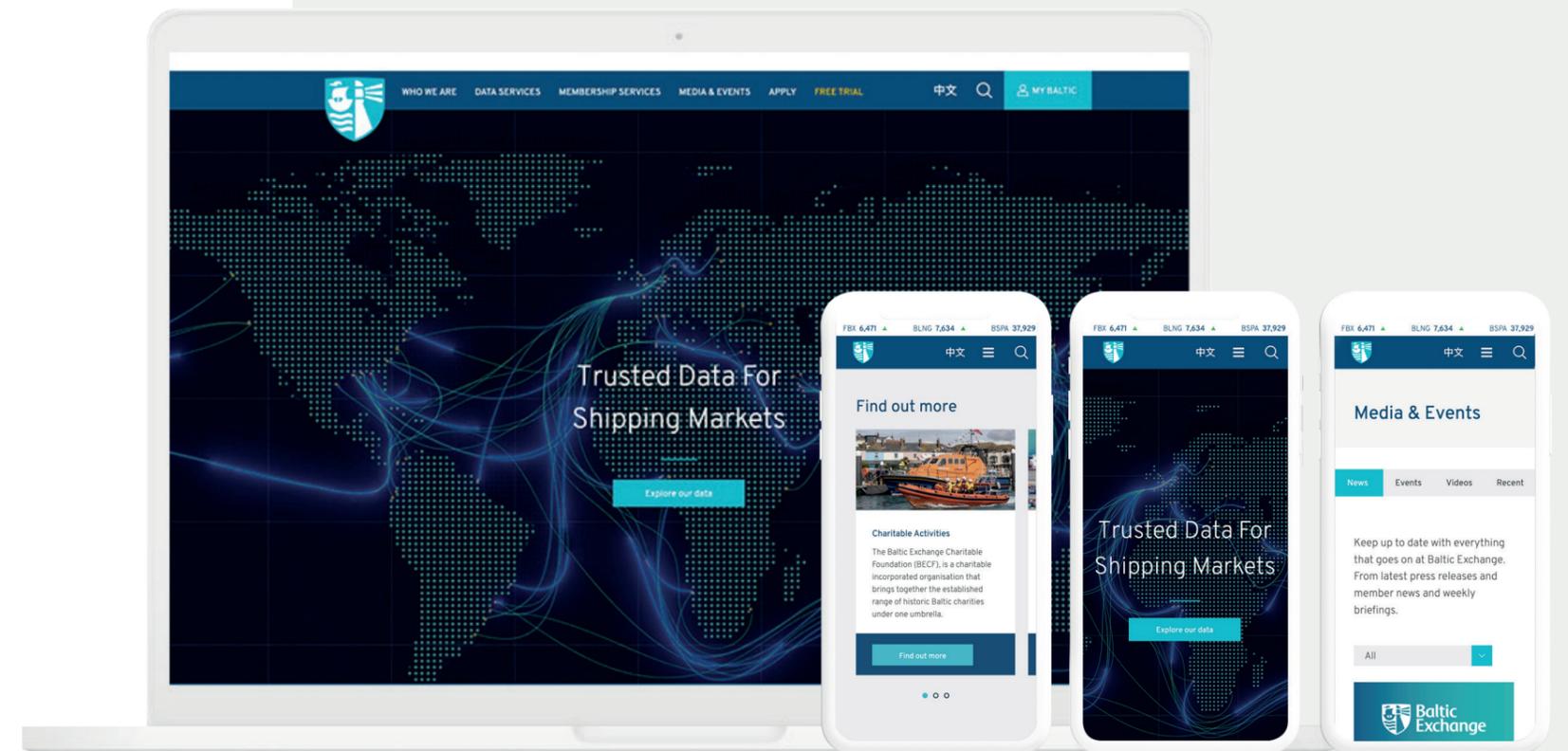


PROVIDING TRUSTED DATA TO A GLOBAL AUDIENCE

The Baltic Exchange provides trusted data to a global membership.

We worked with them to design and deliver a new portal through which members can access this data from across the globe.

 <https://www.balticexchange.com>



BUILDING INVESTOR TRUST AND CONFIDENCE

Digital gives you a unique opportunity to reach and engage both new and existing investor audiences.

Your corporate website is one 'owned' channel through which you can clearly articulate your investor proposition, share your business strategy and communicate your performance.

In a global market, video is often the only way many investors can hear your leadership team first hand, and social media empowers you to extend your reach and sustain engagement.

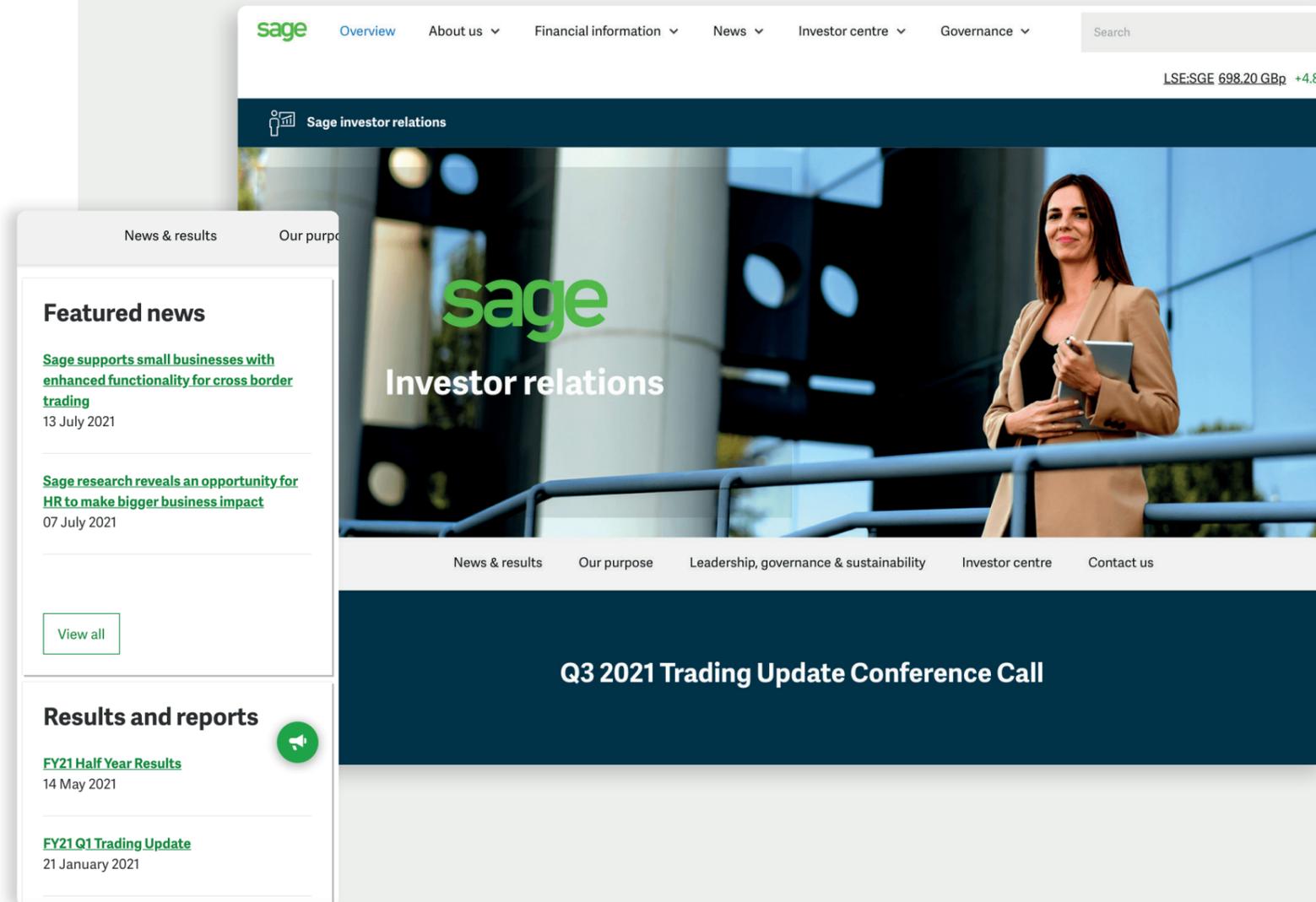


TRANSFORMING INVESTOR ENGAGEMENT

Sage is the market leader for integrated technology solutions that provide small and medium businesses with the visibility, flexibility and efficiency to manage finances, operations and people.

We worked closely with Sage to completely refresh their investor website. With improved content, enhanced structure and a more effortless user experience the new investor site now delivers a best practice investor experience.

<https://www.sage.com/investors/>





REDEFINING DIGITAL TRANSFORMATION

AVEVA pioneers innovations that empower industry leaders to optimize value, efficiency and sustainability.

As part of their corporate reporting we designed and developed an interactive and engaging online report.

<https://investors.aveva.com/annualreport/annualreport.html>

AVEVA Annual Report Menu

How we performed

The last year has been transformational for AVEVA. The Group reacted quickly to the Covid-19 crisis, so that despite a challenging first half, the second half saw double-digit revenue growth. At the same time, our transition to Subscription continues at pace.

Read more

Financial highlights

| Revenue | Profit before tax |
|----------------------------|--------------------------|
| £820.4m (FY20: £833.8m) | £34.2m (FY20: £92.0m) |
| Adjusted EBIT | Adjusted diluted EPS |
| £226.4m (FY20: £215.8m) | 81.31p (FY20: 86.75p) |

Our Environmental, Social and Governance (ESG) framework

TECHNOLOGY HANDPRINT
Transforming the energy efficiency, circularity, traceability and resilience of worldwide industries via secure software

OPERATIONAL FOOTPRINT
Exemplifying environmental stewardship and ethical business across our value chain

INCLUSIVE CULTURE
Enabling a culture of inclusion, wellbeing and opportunity for our people and communities

Our technology handprint is the positive environmental, operational and social impact that our products can offer our customers. As a technology leader, this handprint is where we believe we have the biggest opportunity to make a positive global impact, including by helping our customers reduce their greenhouse gas emissions. We are committed to demonstrating we are a trusted and secure software partner who can enable new levels of energy efficiency, circularity, traceability and resilience for industries worldwide.

We define our operational footprint as our efforts to demonstrate ethical business practices and manage the environmental impacts of our operations in line with the highest standards. We aspire to lead by example on how we measure and reduce our own GHG emissions and are committed to minimising our use of all natural resources. We are also focused on strengthening our resilience and mitigating risks as part of our work to indicate climate leadership.

As a company, we are passionate about embracing and supporting a diverse, equitable and inclusive culture for our people and communities around the world. In addition to our employee-led support networks, we have a comprehensive diversity and inclusion action plan in place. We are committed to ensuring all our colleagues feel a sense of belonging and wellbeing. Through our various giveback initiatives and the Action for Good programme, we strive to share those core values with our communities.

Corporate website | Investor website | Download AVEVA app

AVEVA Annual Report and Accounts 2021 [Download Annual Report \(PDF 10.5mb\)](#)

Redefining Digital Transformation

Annual Report and Accounts 2021

In FY21, AVEVA shifted to operate from home, extended our Cloud capabilities and accelerated subscription sales. Our transformative integration with OSIsoft deepened our industrial information management capabilities. In 12 months of unprecedented disruption, we delivered a solid performance.

- Overview
- Optimising EDF
- Enabling BASF
- Elevating SCG Chemicals
- Chairman's statement
- Chief Executive's review
- Performance highlights
- Our strategy
- Sustainability
- Downloads

AVEVA Annual Report Menu

A strategy for growth and continuous improvement

We build our strategy on five strategic pillars, enabling us at all times to focus on priorities and react fast and decisively to changes in our operating environment.

Our strategy is centred around five key areas:

- Digital Transformation
- Innovation
- Commercial Transition
- Expansion & Diversification
- Operational Improvements

Corporate website | Investor website | Download AVEVA app

AVEVA Annual Report and Accounts 2021 [Download Annual Report \(PDF 10.5mb\)](#)

Our ESG framework

To inform our areas of focus and advance our work on setting enterprise-wide sustainability goals, we conducted a detailed assessment to determine the ESG issues that are most material to our business. These issues align to the three pillars of our sustainability framework, which we call our technology handprint, our operational footprint and our inclusive culture.

Read more

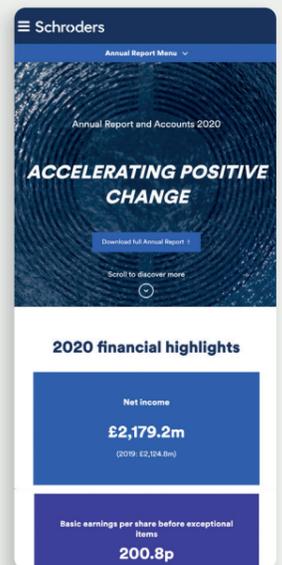
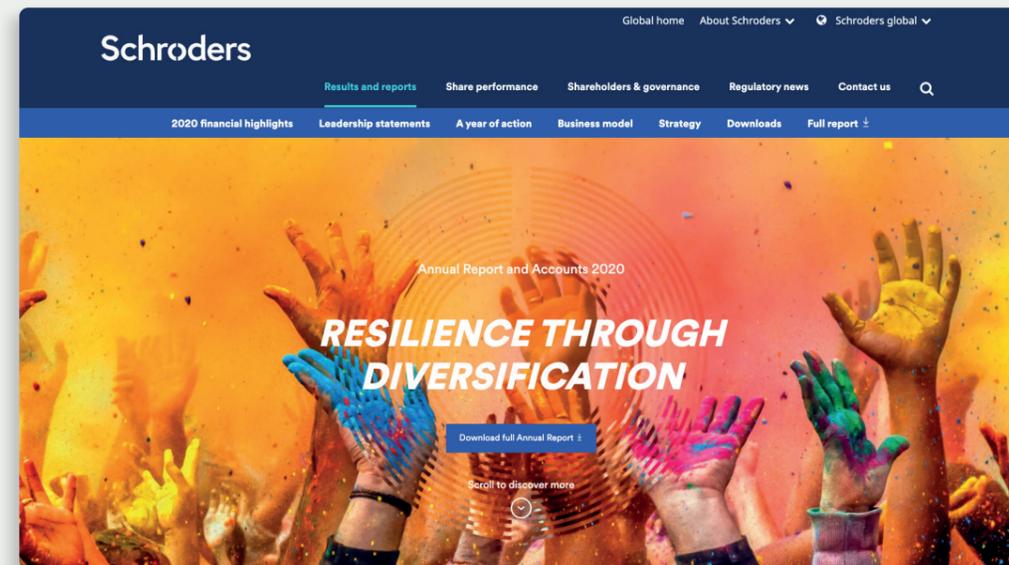
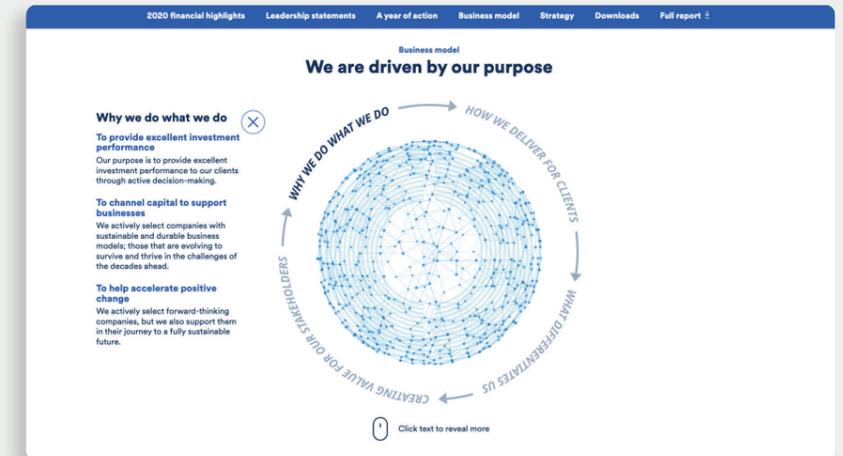
[Download Sustainability \(PDF 1.6mb\)](#)

- Overview
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ACCELERATING POSITIVE CHANGE

For Schroders we created an even better online reporting experience. The core content and messages were communicated clearly and concisely, with interactive links and content that enables the more engaged users to explore further layers of content, especially around purpose and value creation story.

<https://www.schroders.com/en/investor-relations/results-and-reports/annual-report-and-accounts-2020/>



PRESENTING A YEAR IN REVIEW

For Stolt-Nielsen we created a summary online report, with the focus on both communicating performance and the individual business divisions

<https://ar.stolt-nielsen.com/2020/>



Stolt Sea Farm

Stolt Sea Farm is the world's most advanced high-tech aquaculture company, and the premier provider of high quality turbot and sole in an environmentally sound manner.

| | | |
|------------------------------------|---|---|
| 14 Land-based fish farms | 5,700 tonnes turbot production capacity | 1,570 tonnes sole production capacity |
|------------------------------------|---|---|

[Download Business Review \(146KB pdf\)](#)

[Read more](#)



Stolt-Nielsen Gas

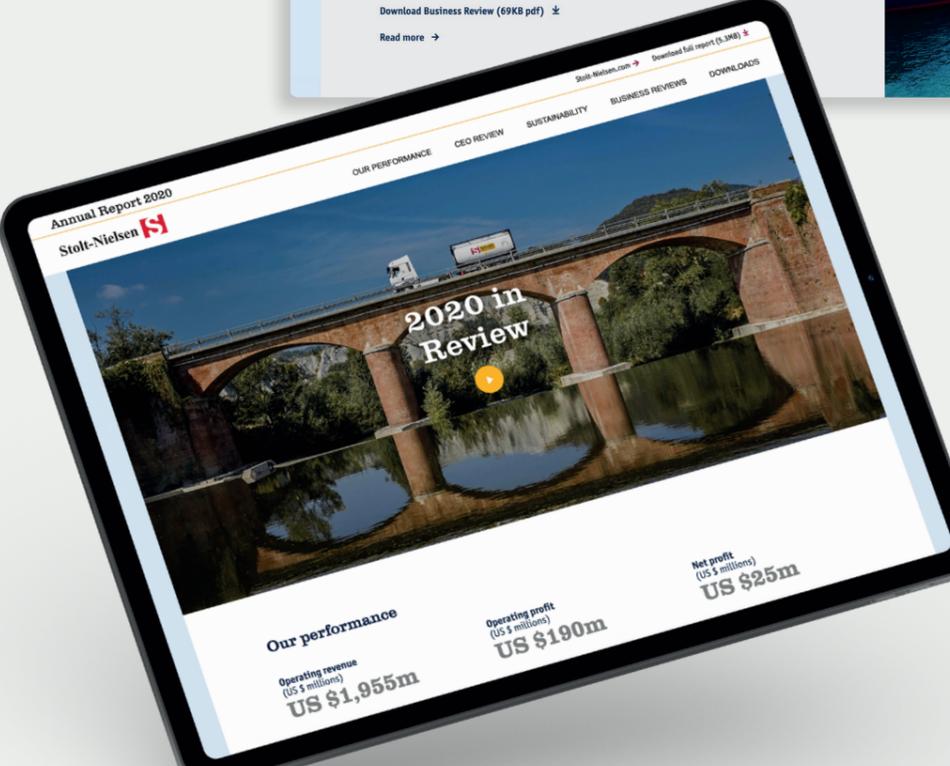
Stolt-Nielsen Gas invests in opportunities in LNG shipping and distribution.

| | |
|---------------------------------------|---------------------------------------|
| 47% ownership of Avenir LNG | 2.5% ownership of Golar LNG |
|---------------------------------------|---------------------------------------|

1. As at March 12, 2021.

[Download Business Review \(69KB pdf\)](#)

[Read more](#)

Annual Report 2020

Stolt-Nielsen 

2020 in Review

OUR PERFORMANCE | CEO REVIEW | SUSTAINABILITY | BUSINESS REVIEWS | DOWNLOADS

Our performance

| | | |
|---|--|---|
| Operating revenue (US \$ millions) US \$1,955m | Operating profit (US \$ millions) US \$190m | Net profit (US \$ millions) US \$25m |
|---|--|---|

EVIDENCING LONG-TERM SUSTAINABLE VALUE TO SOCIETY

Sustainability is at the top of stakeholders' agendas

Digital provides a key way of engaging these audiences through the corporate website, email social media and film.

Whether it is 'evergreen' information such as leadership commitments, policies, governance frameworks and material ESG issues, or 'live' content such as news, performance, and case studies, digital is ideally suited to inform, inspire and influence your sustainability audiences.

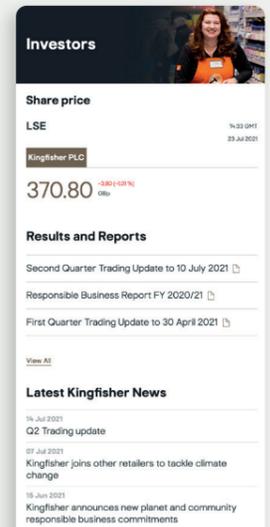
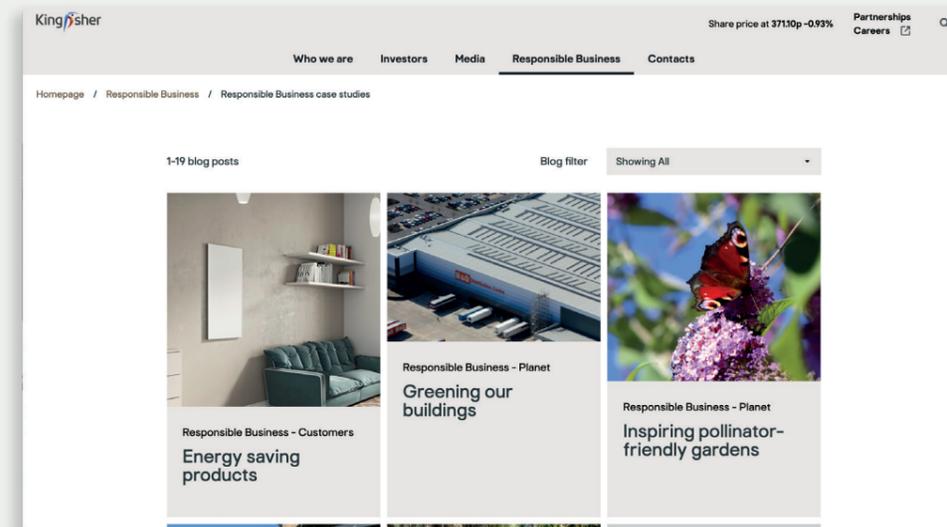
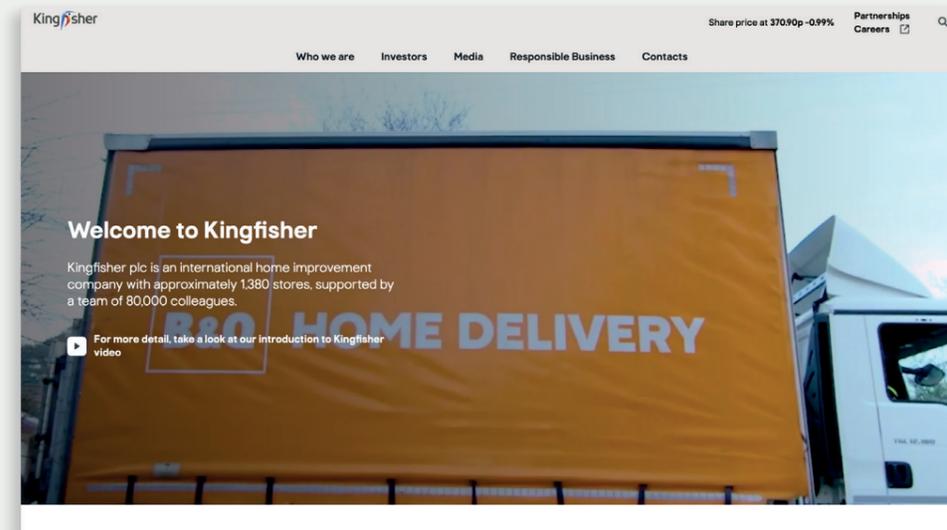
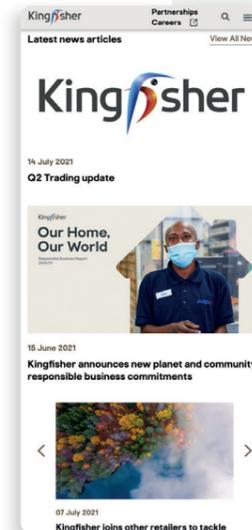


COMMITTING TO MAKE A POSITIVE DIFFERENCE

Kingfisher plc is an international home improvement company.

We helped better communicate their responsible business narrative through the corporate website, with a clear description of their approach and better evidence of the successful outcomes through case studies.

<https://www.kingfisher.com/en/responsible-business.html>

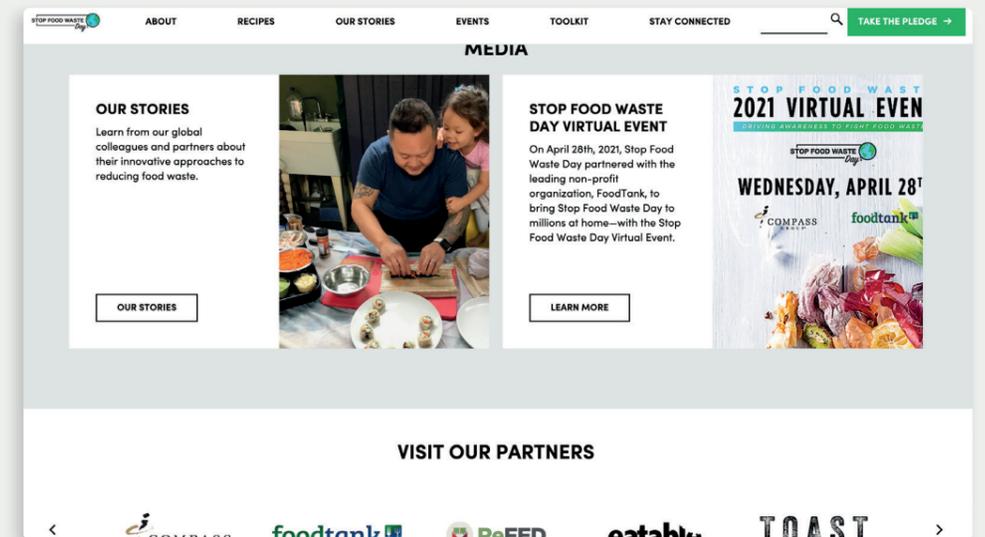
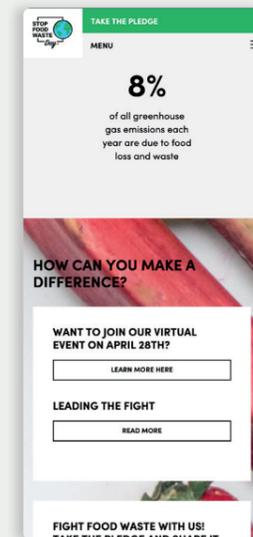
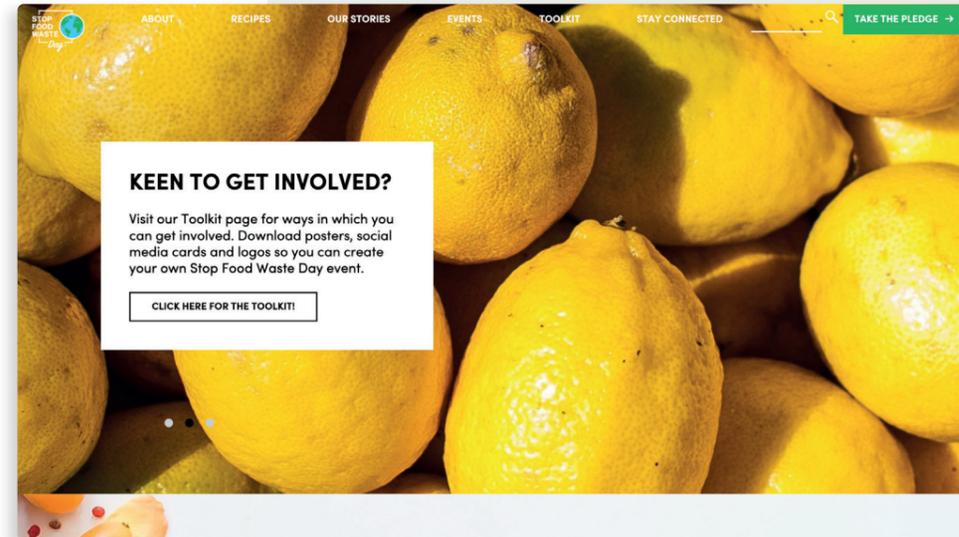




CAMPAIGNING ON THE ISSUES THAT MATTER

This year we once again supported Compass in their Stop Food Waste Day campaign - aimed at reducing global wastage of food. With a refreshed website that contains advice, tips and recipes to reduce waste, the ability to pledge to reduce your own waste and stories from experts, we created a practical yet inspiring way to reduce waste.

<https://www.stopfoodwasteday.com/en/index.html>



DEEPENING EMPLOYEE ENGAGEMENT & ADVOCACY

Your employees increasingly want to be part of an organisation that is making a difference. They want to feel they are actively contributing to its social purpose.

They are also increasingly mobile and more sensitive to work-life balance.

In the context of this dematerialised workforce, digital communications and technology are a critical way to ensure sustained employee engagement, and to reinforce shared beliefs and behaviours.

Smart deployment of digital technology is critical to engender a loyal and engaged workforce.



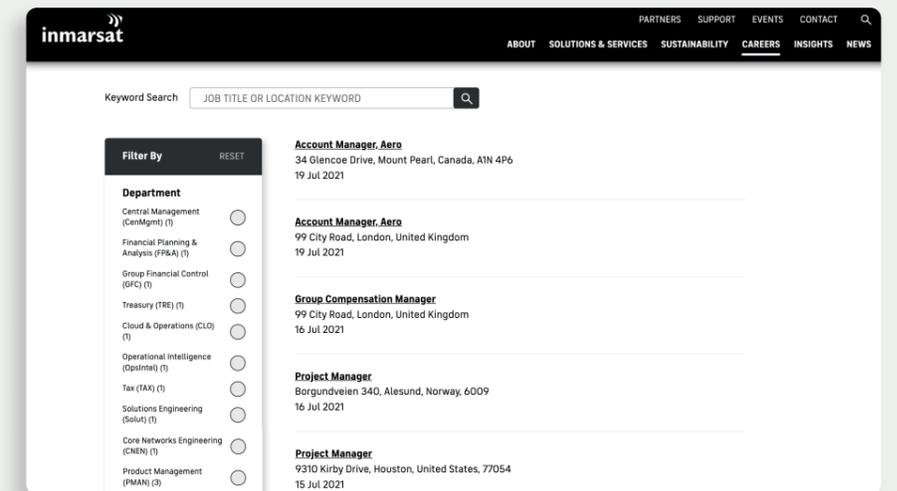
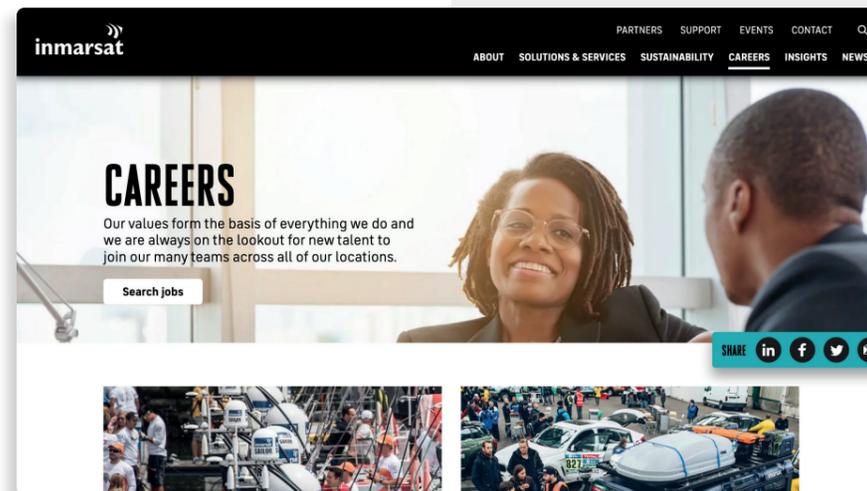
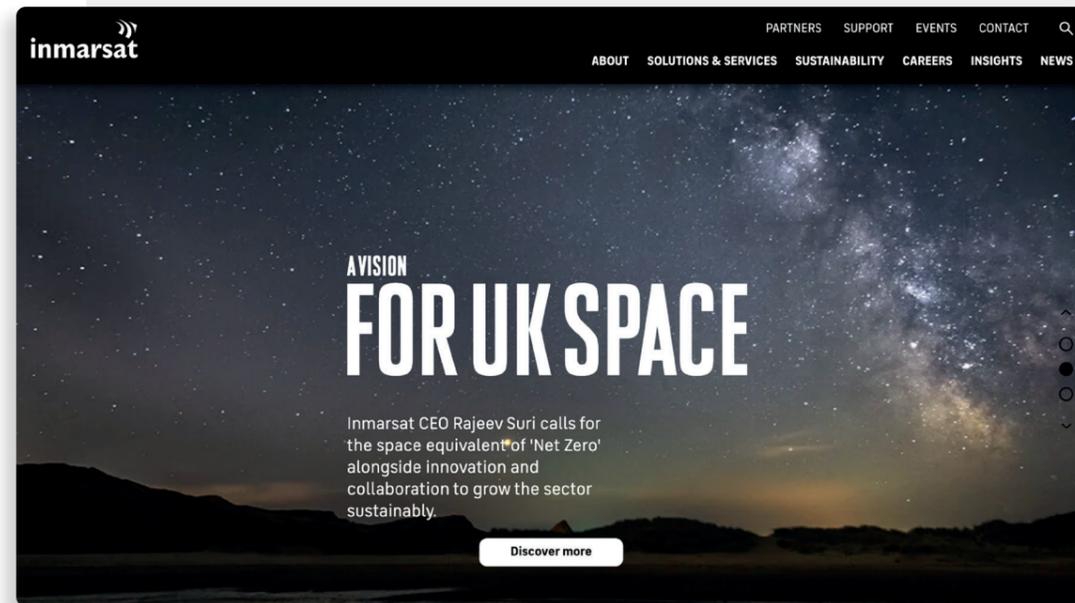
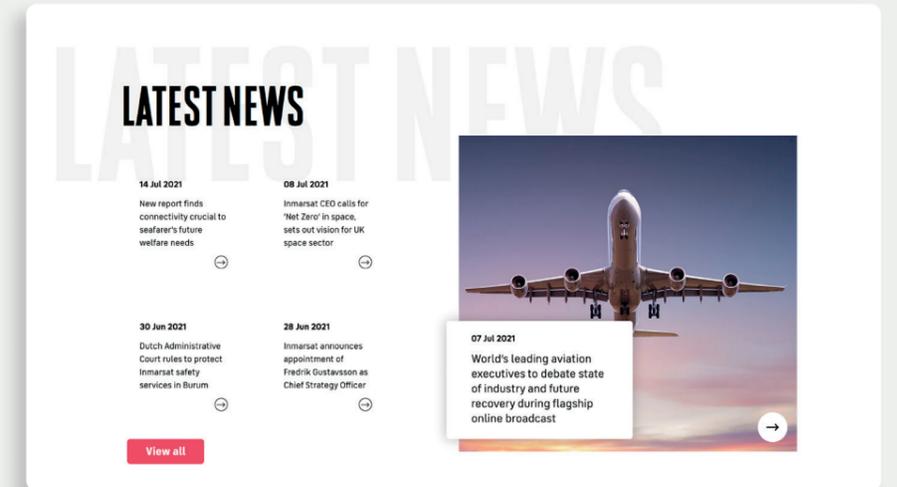
WINNING THE GLOBAL BATTLE FOR TALENT

Inmarsat is a leading global mobile communications provider.

As part of the redesign and redevelopment of their corporate site, we integrated and enriched their careers site to better tell their people story.

With integrated search and apply, content targeted at different audiences and 'meet the people' stories it delivers a more engaging people story

<https://www.inmarsat.com/en/careers.html>

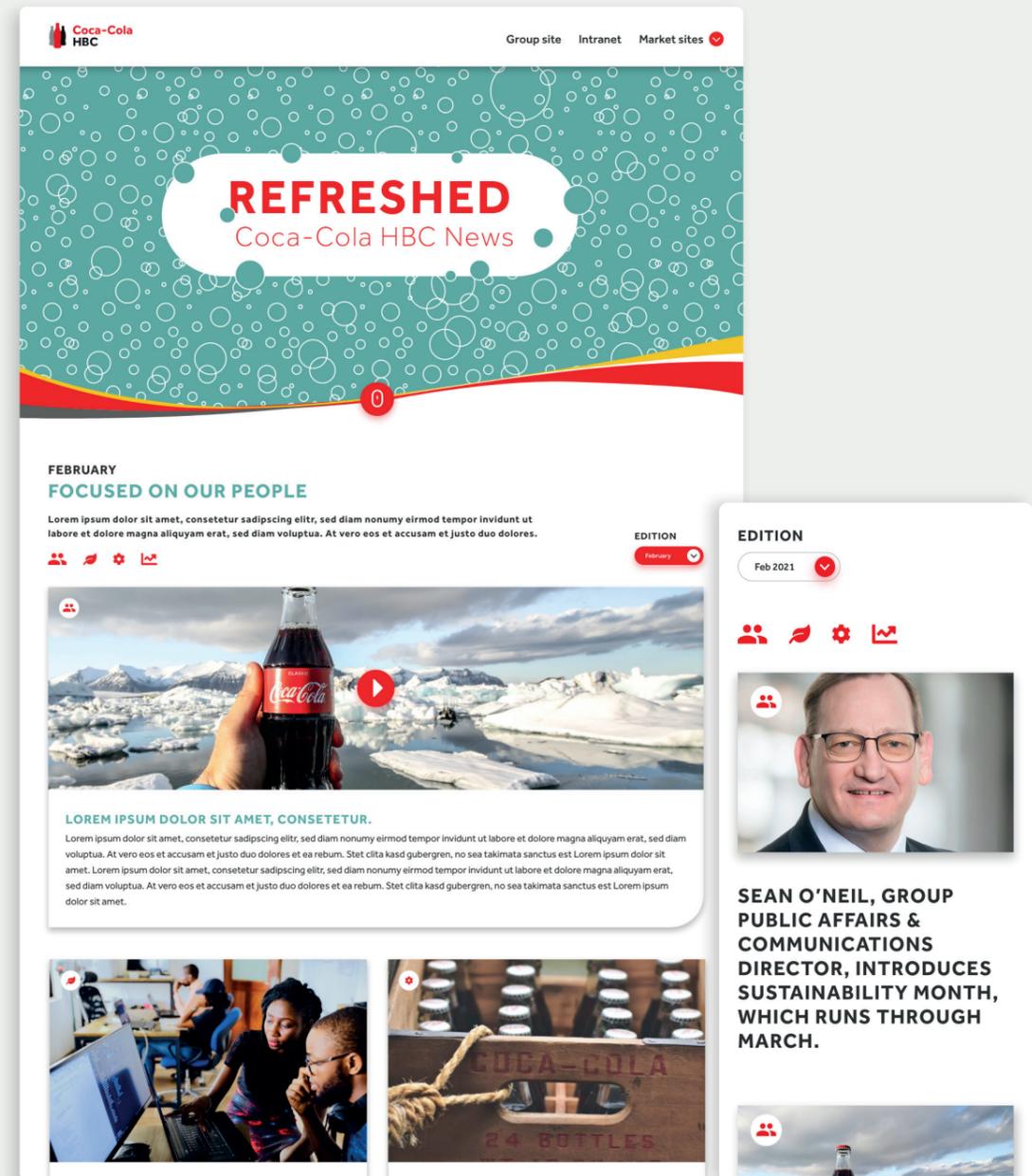




REFRESHING EMPLOYEE COMMUNICATIONS

Coca-Cola Hellenic has approx. 28,000 employees across 28 markets.

We have created an internal news programme to deliver relevant and timely content to these employees every month with all the latest news, views, and people stories.

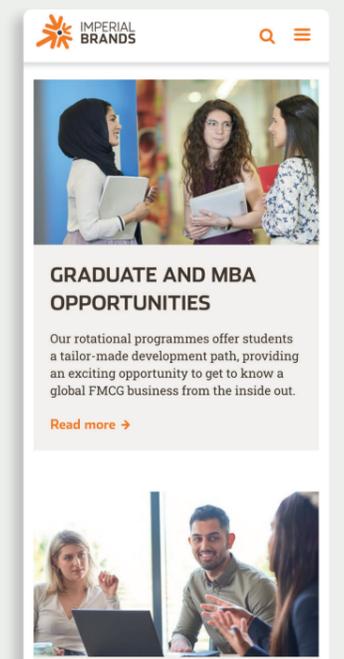
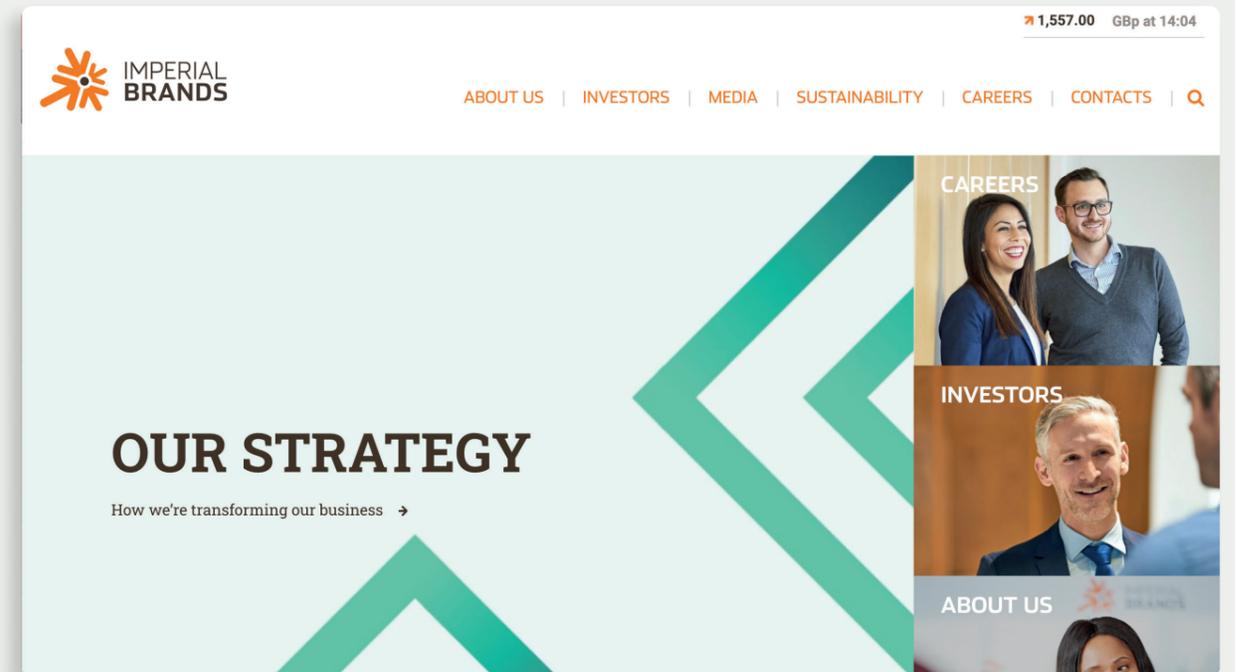
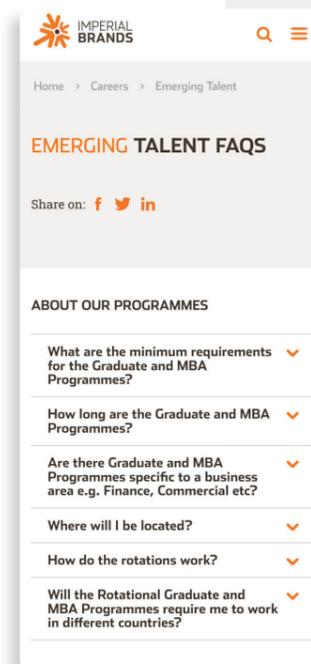




CREATING SOMETHING BETTER FOR EMPLOYEES

We have enriched the careers website for Imperial Brands, with a clearer articulation of the career opportunities, bringing the people to life through people profiles and enabling prospective employees to search for and apply for jobs through the website.

<https://www.imperialbrandsplc.com/careers.html>



ENABLED THROUGH A WORLD-CLASS COMMUNICATIONS PLATFORM

Your communications are only as good as the technology through which you publish.

We recognised this many years ago and have developed a purpose built corporate communications platform that empowers our clients to manage their communications seamlessly across channels.

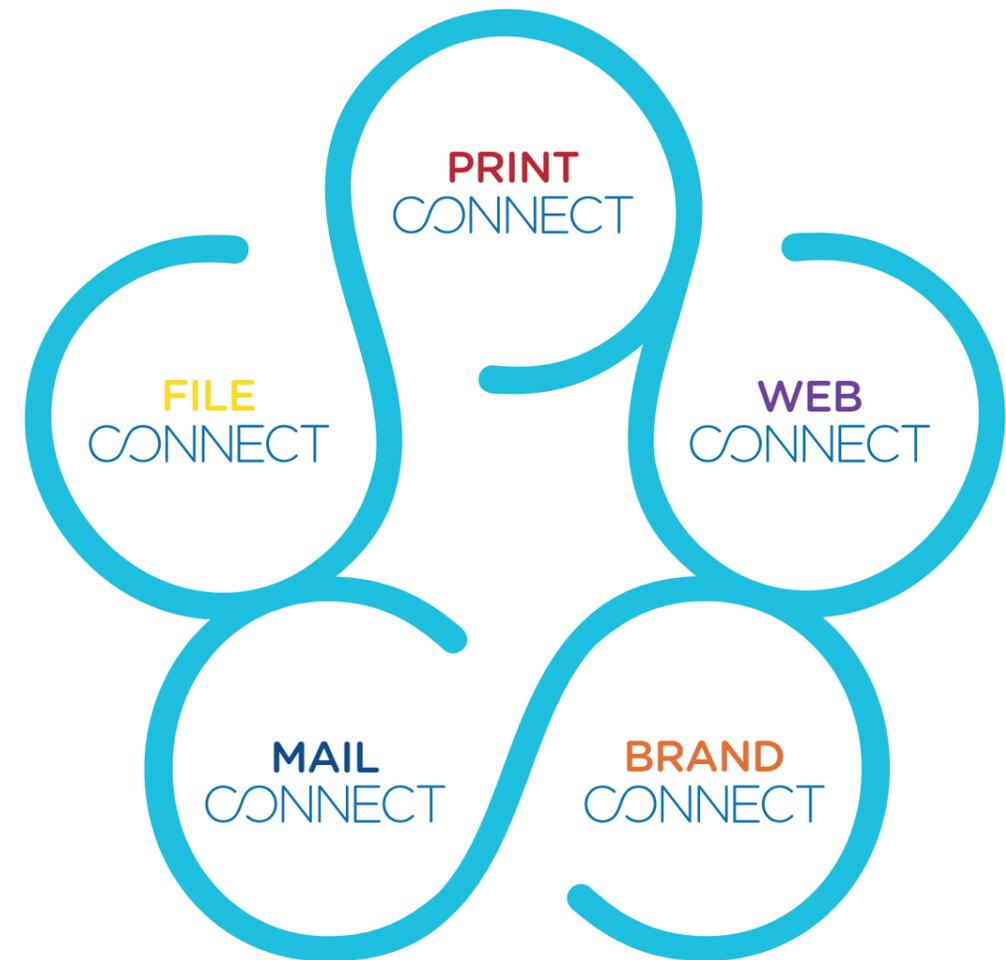
We have also selected best of breed partners to enhance our offering, with Brightcove as our chosen video distribution platform and Staffbase for our employee App platform.

The results is that our clients are more empowered than ever before to communicate their story more powerfully and more cost effectively real-time.

BLACK SUN: CONNECT

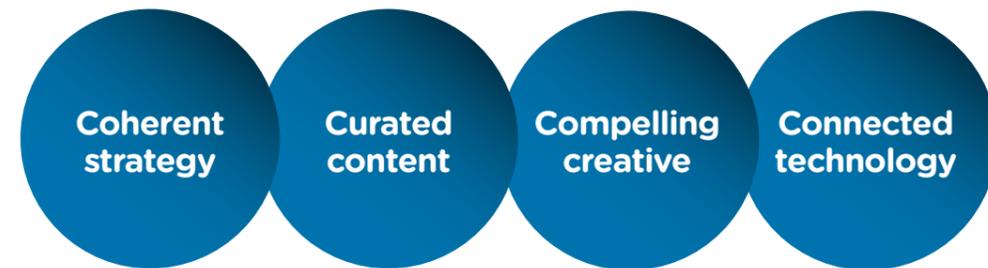
Empowering our clients to manage their communications.

- As an Adobe partner we can implement Adobe solutions and help shape their roadmap.
- Connect is an integrated communications platform.
- Powered by world-beating Adobe Experience Manager.
- Built by Black Sun, and integrated with our print, social and email technologies, enabling seamless content management across channels.
- Connect also seamlessly integrates with other Adobe technologies to deliver a complete digital experience.



At Black Sun we transform how people experience your corporate story.

We achieve this by blending 4 key ingredients:



Contact Richard Dixon to find out how we can help you communicate your corporate story more effectively.

 020 7736 0011

 rdixon@blacksunplc.com

 www.blacksunplc.com

Reach. Engage. Influence.

www.blacksunplc.com/digital



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[BlackSunComms](https://www.youtube.com/BlackSunComms)

