Inspired 励 Reporting

The Journey Begins

Black Sun

STAKEHOLDER COMMUNICATIONS

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Black Sun plc

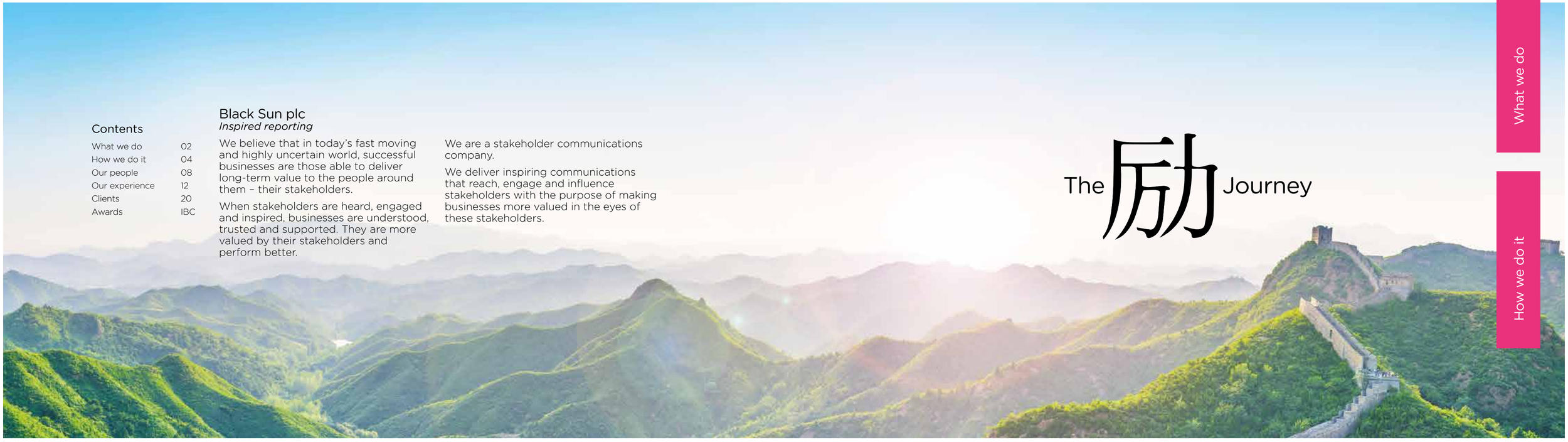
Inspired reporting

We believe that in today's fast moving and highly uncertain world, successful businesses are those able to deliver long-term value to the people around them – their stakeholders.

When stakeholders are heard, engaged and inspired, businesses are understood, trusted and supported. They are more valued by their stakeholders and perform better.

We are a stakeholder communications company.

We deliver inspiring communications that reach, engage and influence stakeholders with the purpose of making businesses more valued in the eyes of these stakeholders.



Some agencies may provide some of what we offer, but because corporate reporting is our principal focus we have the experience and resources to make your corporate reporting the best it can be. Our depth of experience, research-based approach and creative thinking set us apart.

We differentiate ourselves from traditional design agencies, PR consultants or professional services advisors by adding value through the reporting life cycle.

We understand the challenges you face, we provide clear direction, and we create great corporate stories defined through the reporting process – so that your investors and other important audiences feel both intellectually satisfied and emotionally gratified.

View our FULL list of services

online:

www.blacksunplc.com

We help clients articulate their corporate story and communicate how they deliver value to their stakeholders.

Corporate Reporting

Good disclosure is seen as a proxy for good management. We have over 20 years' experience in designing and producing Annual Reports and prelims, articulating business models and strategies, delivering your performance story to investors in a format that engages and connects with them.

Sustainability Communications

To ensure long-term value creation, you should deliver sustainability outcomes that truly matter to your stakeholders. We can help you identify what matters most to your stakeholders and help you inform, inspire and engage them with innovative multi-channel reporting and wider sustainability communications.

Investor Relations Digital Solutions

IR Apps

Online Sustainability Solutions

We exploit digital channels to transform how stakeholders experience your corporate story.

Digital Communications

With our unique blend of compelling creative, intuitive user experience and enriching content, we transform how stakeholders experience your story through digital channels, stimulating greater engagement and a deeper understanding of your business.

Moving Image

Video traffic is estimated to represent over 80 percent of all internet traffic by 2020. Video and animation can be an incredibly powerful way to engage audiences in a brief format that easily conveys emotions. Our moving image team can help you bring your corporate story to life in a creative and compelling way.

Planning and insight

The first stage of our work is to identify your key stakeholders and audiences and prioritise your communication requirements. We would also review the channel/media mix that is most appropriate.

At this stage, we have three significant products that help direct our reporting strategy:

- Business model workshop which engages different internal stakeholders to facilitate the internal and external articulation of how the organisation creates value for all its stakeholders.
- A benchmarking audit, that will provide an objective assessment against a chosen sector/global peer group – building a reporting 'gap analysis' and providing a framework for the creation of best practice content.
- Detailed content guidelines which translate audit findings and capture specific recommendations – in a logical editorial structure – for distribution to content generators and writers. Providing a clear narrative flow of text and eliminating repetition and duplication.

Content and creative

Our creative approach is informed by our 'Communications Brief' – a document that captures key communication objectives, identifies the corporate story and the investment proposition, and provides recommendations for theme, editorial and creative concepts. The brief can be shared with senior management – ensuring common understanding and early consensus.

At this stage, we also familiarise ourselves with your brand, positioning and personality – our goal is to create a distinctive investment identity through the use of design. Consideration is given to the translation of the idea across print and online channels.

We can help by writing the 'narrative section' of your Annual Report or copy editing for tone, style and consistency.

Publishing and delivery

Once our creative proposal is approved, every page is templated in InCopy and MS Word before first draft copy is flowed in.

Our clients have direct access to these editable page templates through our secure project management Extranet – giving you as much or as little control as you desire in managing the content process.

We have a rigorous approach to QA and the approval process, including data sign-off sheets as final checks prior to printing. Our clients sign-off on printers proofs, but we always supervise pre-press and at the printers for quality control. We also fully manage the distribution and fulfilment schedule.

Our approach allows for the seamless integration of digital publishing solutions – in parallel with print.

The Black Sun Extranet

Our technology has been established and proven since 2001. The Extranet succeeds in integrating all members of the project team – wherever they are in the world and provides 24/7 'One-click' access to all resources – files, documents and templates.

A bespoke file structure is designed to suit your specific requirements. This can be restricted on an individual user basis: i.e. project owners, authors, editors, and approvers.

The Extranet also houses the document templates and real-time editing software – in MS Word and InCopy. Full audit trails and black-lining history is available to monitor and manage the content generation and approval process.

Our technology complies with full security protocols.

Corporate Reporting

Our integrated delivery methodology

Our key products and services

80+ people from 18 different nationalities,
operating from London and Singapore
The 励 Team

We are a group of 80 people from 18 different nationalities, operating from London and Singapore, united by our passion to help businesses better connect with their stakeholders.

Uantchern Loh
Chief Executive Officer

Cassandra Kow
Group Account Director

Justin Stead
Creative Director

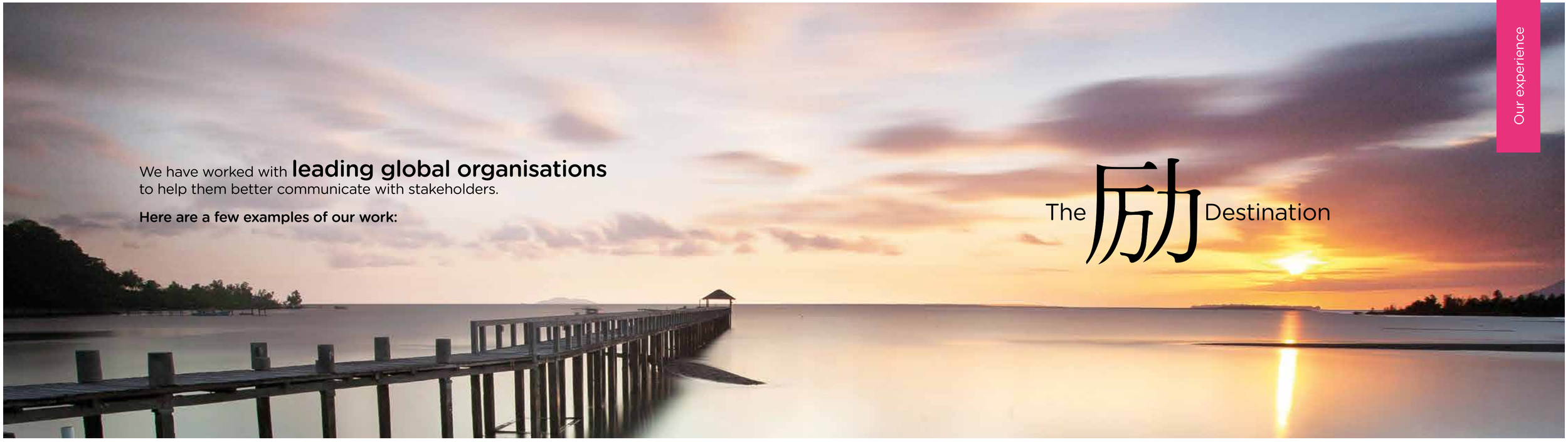
Joanne Lee
Senior Account Manager

Ai Wei Tam
Production Manager

Sham Bakri
Designer

Angeline Soo
Office Manager

Eva Koh
Account Executive (Research)



We have worked with **leading global organisations** to help them better communicate with stakeholders.

Here are a few examples of our work:

Sime Darby

Connected opportunities

Sime Darby is a leading multinational conglomerate based in Malaysia. Black Sun partnered with Sime Darby to articulate an integrated and inter-connected strategy and business model. Reporting against the Integrated Reporting <IR> framework for the second year, Black Sun facilitated a workshop with senior management to determine the most effective articulation of the Sime Darby's business model consistent with <IR> best practice. The theme 'Connecting Opportunities' provides a platform for Sime Darby to demonstrate how it creates value for its stakeholders by leveraging on its diverse global portfolio and Group-wide synergies.

Scope: Annual Report designs, Thematic Development, Strategic Advisory

Global Logistic Properties

Championing change

GLP is the world's leading owner, manager and developer of modern logistics facilities. With operations spanning from China to Brazil, and Japan to the USA, GLP has a truly global reach. Following on from our initial partnering in 2015, this year's report was to further evolve the development of content, whilst ensuring that the information remained accessible to its audience. It was also the year in which GLP wanted to showcase the impact it has on the communities it operates in, moving to a more holistic approach in its reporting. Through a crisp and modern look, and the use of infographic-based case studies, GLP successfully showed its stakeholders how it's redefining logistics.

Scope: Annual Report

SMRT Corporation

Driven performance

2015/2016 proved a year of evolution for Singapore's iconic transport provider. With a new reporting structure, highlighting their core rail business and non-rail operations, Black Sun worked with SMRT to show how these two areas converge to drive performance and growth. With <IR> becoming an area of focus for many companies in Singapore, we worked together to not only deliver a uniquely creative and visually engaging Report, but also developed and evolved content to better showcase how the company creates value for its stakeholders.

Scope: Annual Report, Sustainability Report

China Construction Bank

Accelerated transformation

This year's annual report centres on the ongoing transformation of CCB into a leading international bank. The images used throughout the report showcase a series of symbols which the world associates with China - from stunning ancient temples to major cities which are now considered global financial powerhouses, and lush bamboo forests to intricate pottery and ceramic production. The clean and crisp look of the 2015 Annual Report projects a modern and confident feeling, reinforcing CCB's position as a major player in global banking and a symbol of China's economic resilience.

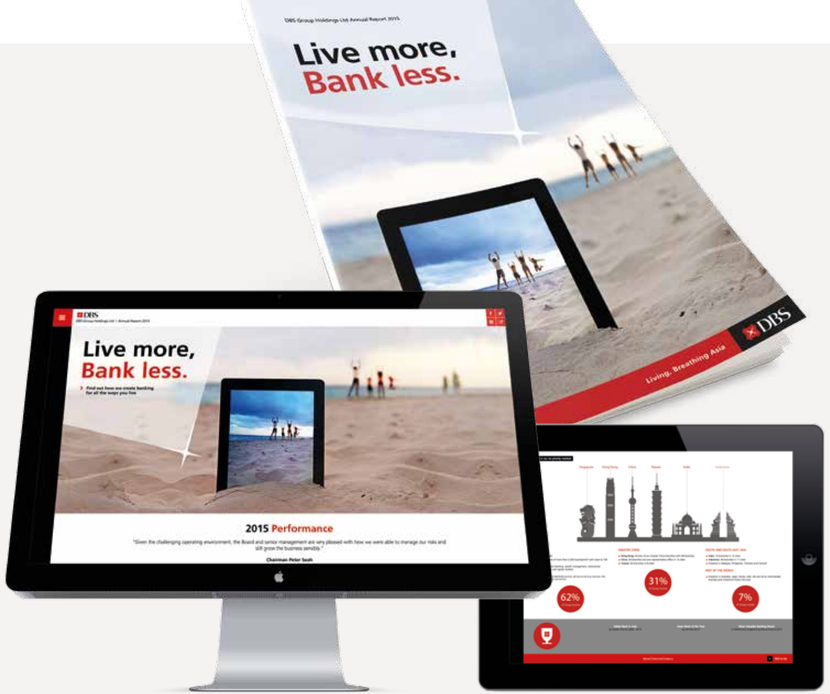
Scope: Annual Report designs, thematic development

Olam International

Promoted purpose

Olam International is a leading agri-business operating from seed to shelf in 70 countries, supplying food and industrial raw materials to over 16,200 customers worldwide. Olam is committed to responsible growth, ensuring it is achieved in an ethical, socially responsible and environmentally sustainable manner. 'Growing responsibly' is more than a strapline, it is Olam's purpose, and an integral part of their business model. This theme underpins the story within this report, which has created the framework for integrated reporting next year.

Scope: Annual Report

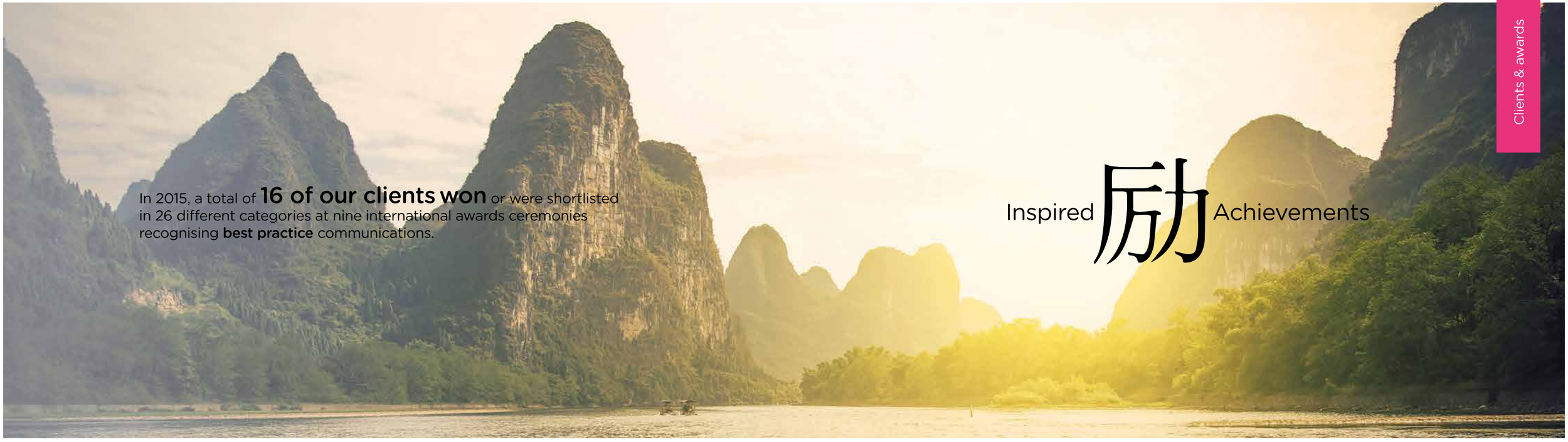


DBS Group Holdings

Built forever

Singaporean multinational bank, DBS's online report has a modern, responsive design, with innovative navigation which communicates their new positioning 'Live more, Bank less'. They focus on how they create sustainable value for their stakeholders with an in-depth look at their business model and how they manage resources for the long term. This is the fourth report following the IIRC's reporting principles. DBS were the first company in South East Asia to adopt it in 2012.

Scope: Reporting Strategy, Online Annual Report



In 2015, a total of **16 of our clients won** or were shortlisted in 26 different categories at nine international awards ceremonies recognising **best practice** communications.

Inspired 励 Achievements

Clients

SMRT
Hammerson
capco
Taylor Wimpey plc
Kingfisher
DS Smith
TULLOW OIL plc
sage
De Beers Group of Companies
DBS
IMPERIAL BRANDS
easyJet plc
Direct Line Group
Go-Ahead
BARCLAYS
eOne
中国建设银行 China Construction Bank
vedanta
IAG International Airlines Group
Regus
STALLERGENES GREER
babcock
Sime Darby Developing Sustainable Futures
mitie
RioTinto
VimpelCom
Olam
URALKALI
KAZ MINERALS
Coca-Cola Hellenic Bottling Company
Ashmore
G4S
COMPASS GROUP
CIMA
Stolt-Nielsen Limited
Rank Group Since 1937
GLP

Awards

IR SOCIETY BEST PRACTICE AWARDS

Barclays
Best use of digital – FTSE 100

Coca-Cola Hellenic
Best Sustainability Reporting

Go-Ahead Group
The best use of digital communications – FTSE 250

DIGITAL IMPACT AWARDS

De Beers Group
Best corporate website
Best use of digital from the extractives sector
Best digital re-brand

ICSA

Babcock
Best Strategic Report – FTSE 100

Tullow Oil
Best Annual Report – FTSE 100

CORPORATE & FINANCIAL AWARDS

Inchcape
Gold award: Best FTSE 250 corporate website

Sage
Silver Award: Best FTSE 100 Annual Report

LONDON DESIGN AWARDS

De Beers Insight Report
Website digital experience

INNOVA AWARDS EXCELLENCE IN CORPORATE WEBSITES

De Beers Group
Best corporate website

Shaftesbury
Best of show – FTSE 100

CORPCOMMS AWARDS

SUEK
Best Annual Report 2014 private sector

PWC AWARDS

Hammerson
Best Reporting – FTSE 100

Rank group
Best Reporting – FTSE 250

Kingfisher
Best Sustainability Reporting – FTSE 100

VISION AWARDS

CCB
Annual Report – Gold Winner, Worldwide

CCB
Annual Report – Top 50 Reports, China

Do your reports tell your value creation story effectively?
Is your Annual Report inspiring?
If not... we should talk.
Contact Uantchern Loh,
Chief Executive Officer – Asia Pacific
at: uloh@blacksunplc.com
Find out more at:
www.blacksunplc.com

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