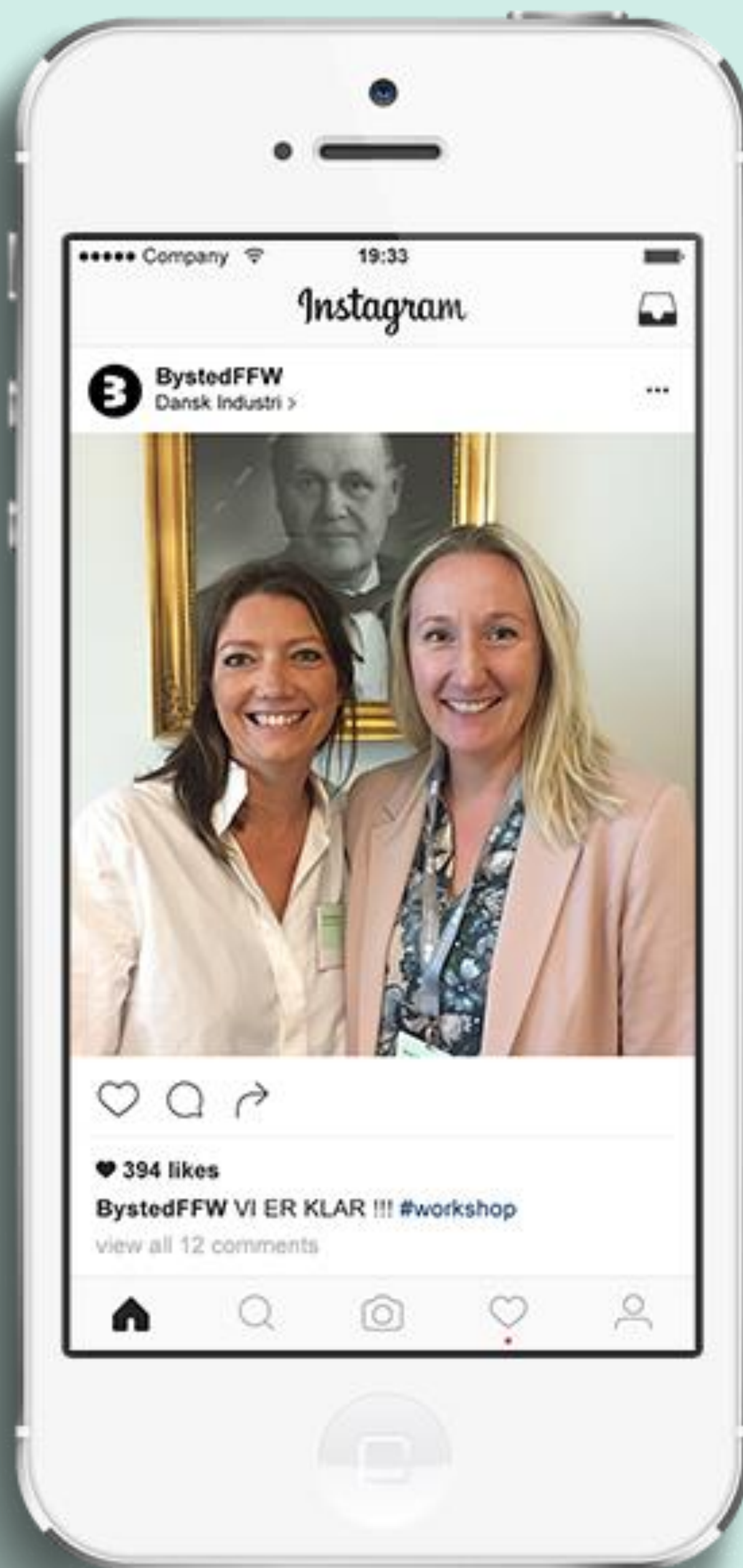


Fremtidens årsrapport er digital

Årsrapportprisen 2017



Kitt Ralkov

Director & partner

BystedFFW

Anja Berg Winther

Strategic communication manager

Novozymes

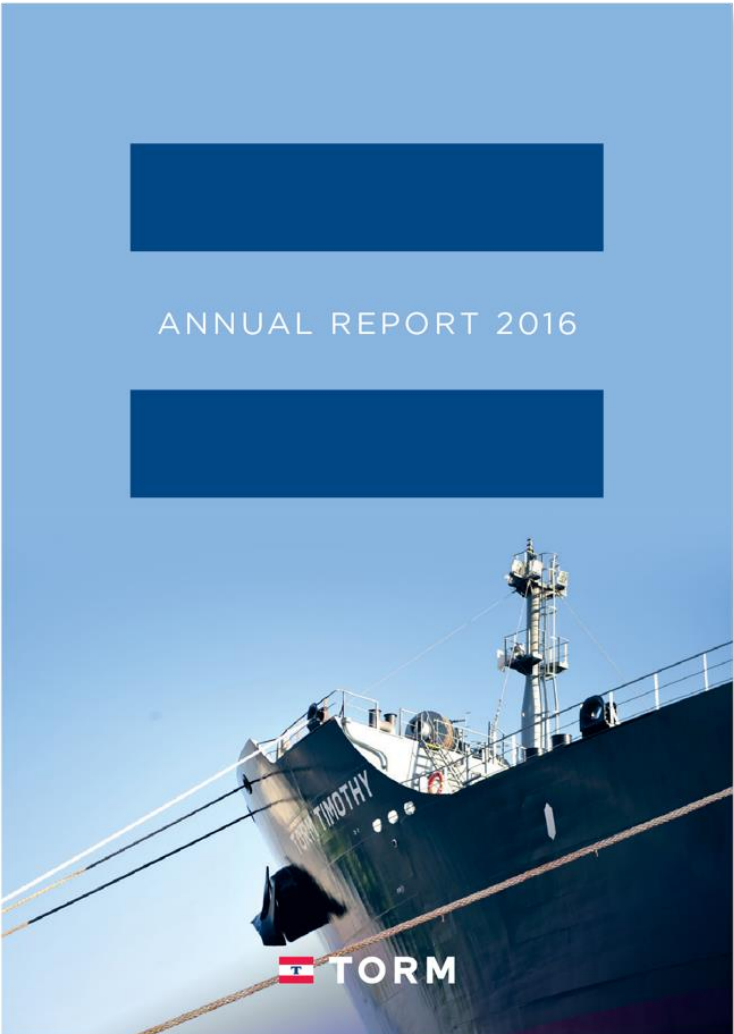
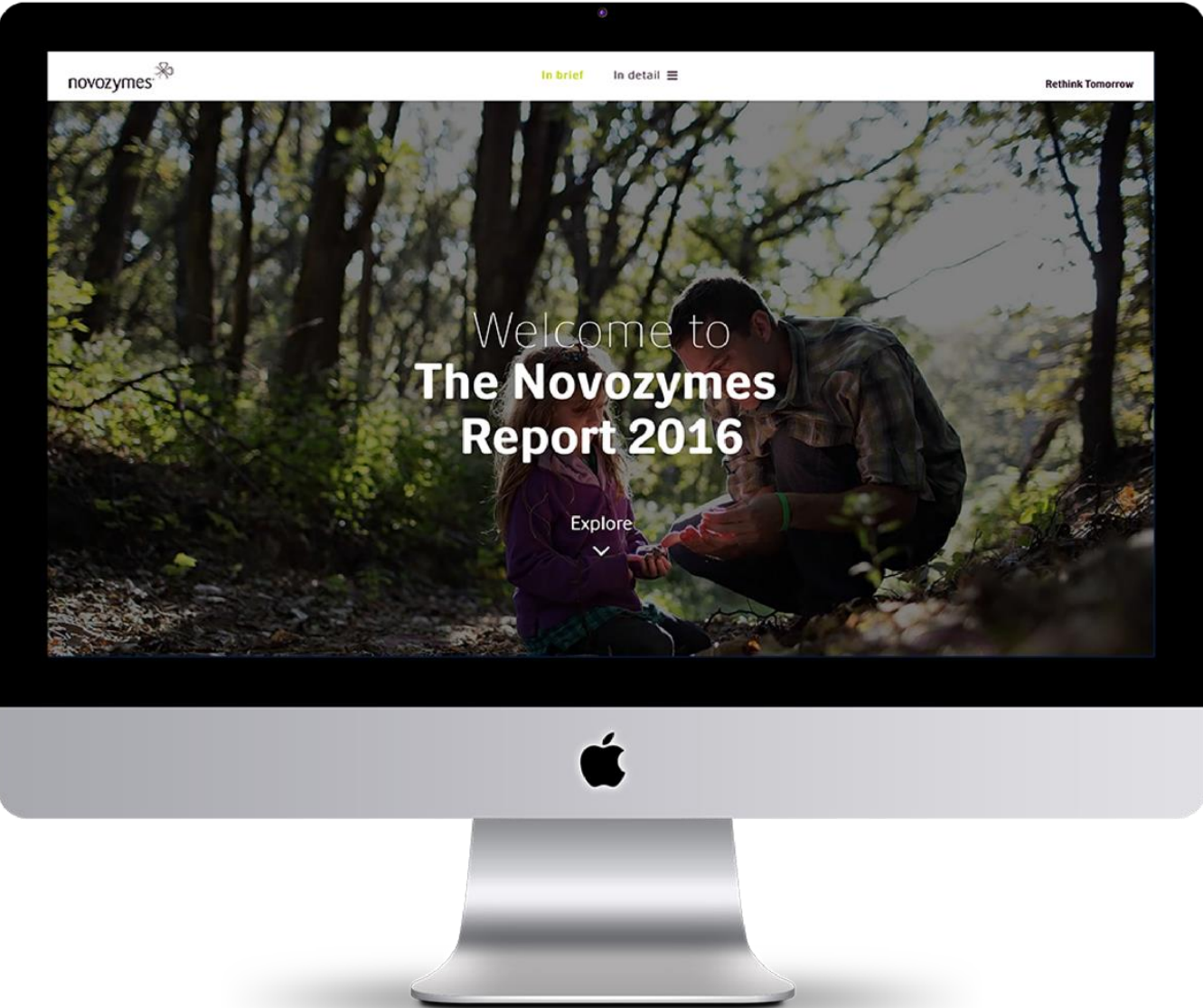
Formålet med i dag er:

- At inspirere jer med nyeste tendenser
- At se på, hvordan man kommer i gang med den digitale årsrapport
- At give jer et indblik i Novozymes' arbejde med årsrapporten
- At høre jeres tanker omkring digitale årsrapporter



Kort om BystedFFW

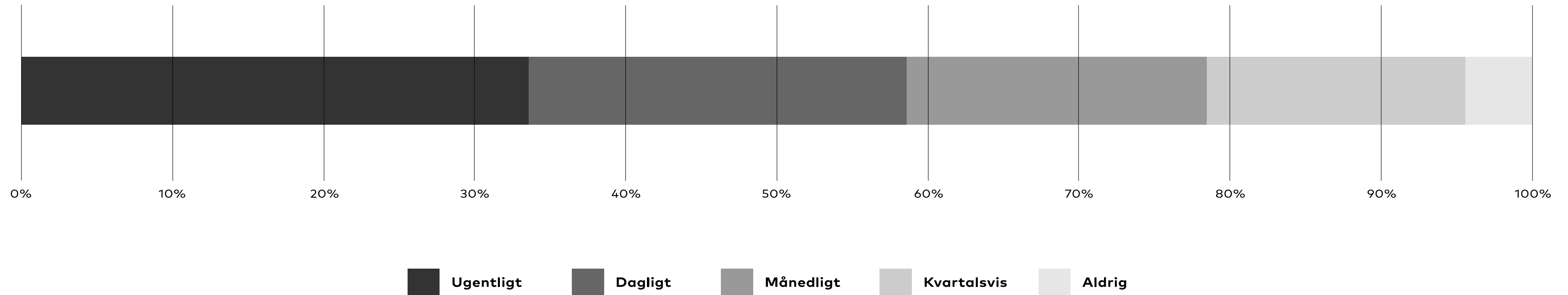
- + 25 år gammelt designbureau med fokus på corporate branding og corporate reporting.
- Vi arbejder med visuelle identiteter, årsrapporter, kundemagasiner etc.
- Langvarige kunderelationer med fokus på samarbejde og indgående kendskab til virksomhedens strategi og DNA.
- Stærkt digitalt fokus - vi er en del af det globale digitale bureau FFW med kompetencer i UX, digital design, analytics, Drupal, Sitecore mv.



To be or not to be - digital?

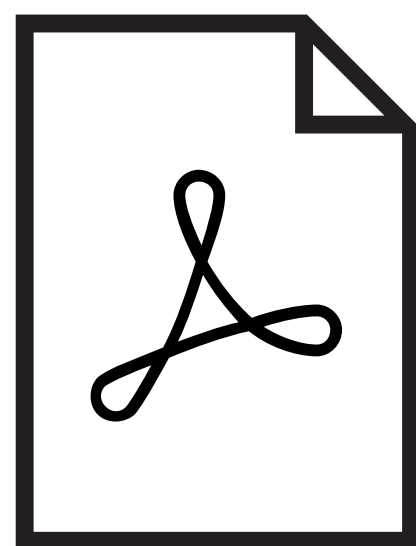
Overraskende mange investorer søger viden online

Investorers frekvens for besøg på corporate websites:



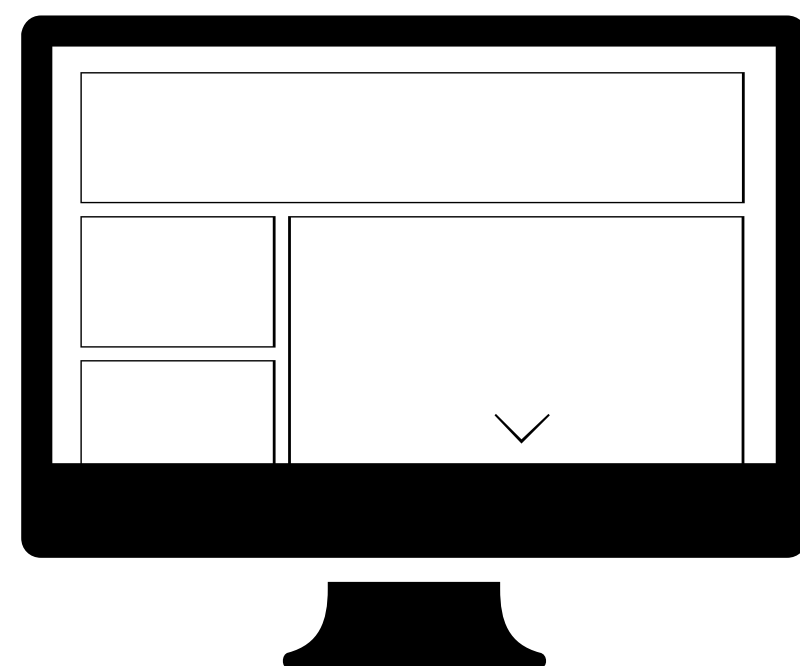
/ Kilde: S&P Global Market Intelligence, 2015

Hvad er en digital årsrapport?



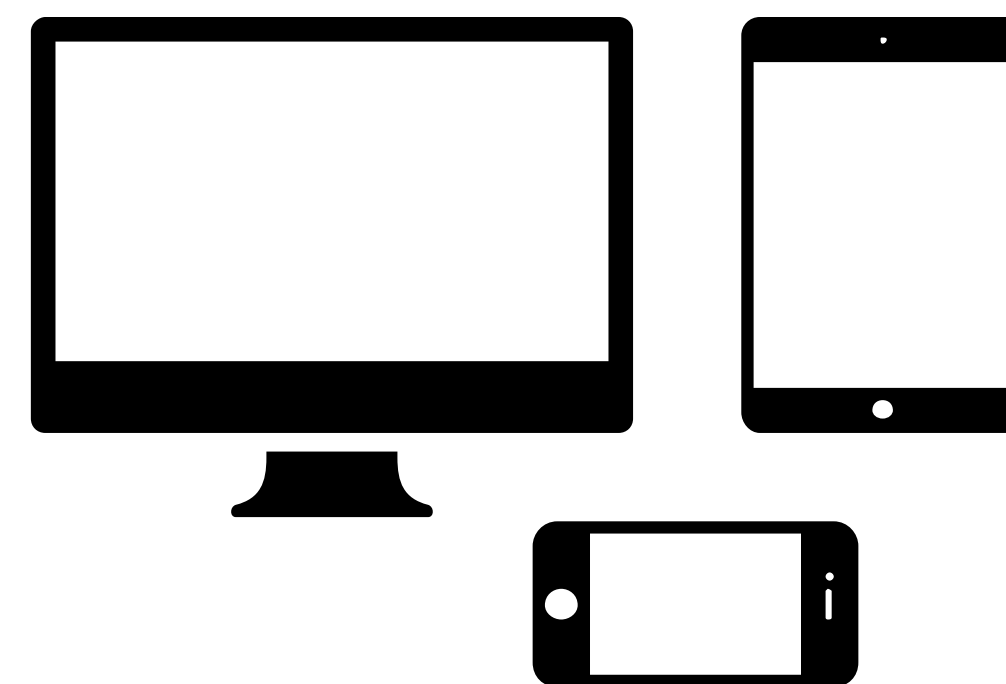
Navigerbar PDF

Produkt



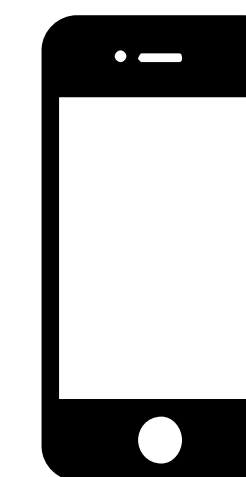
Highlights

Produkt



Digital platform

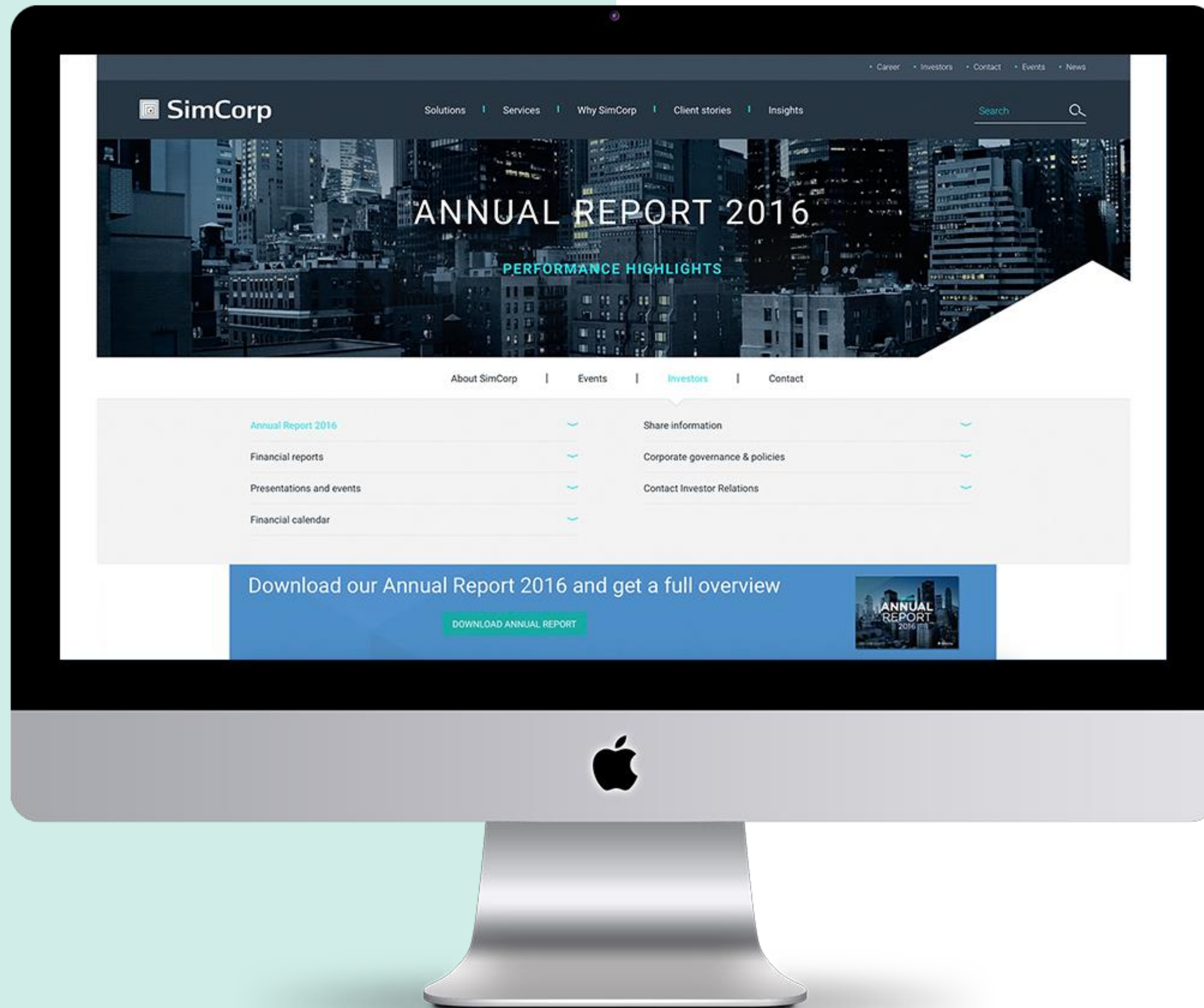
Værktøj



Social media tool

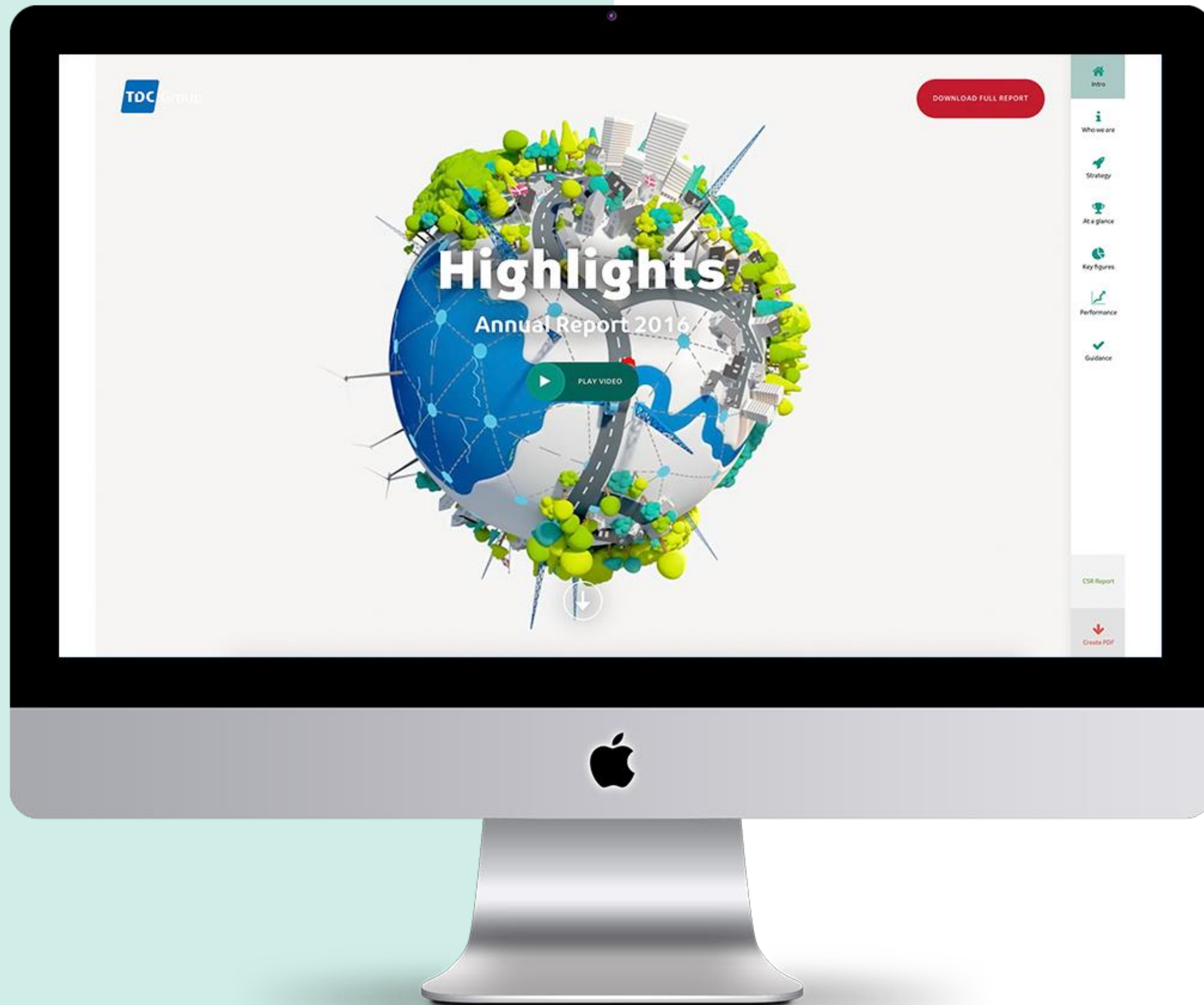
Værktøj

3 gode eksempler



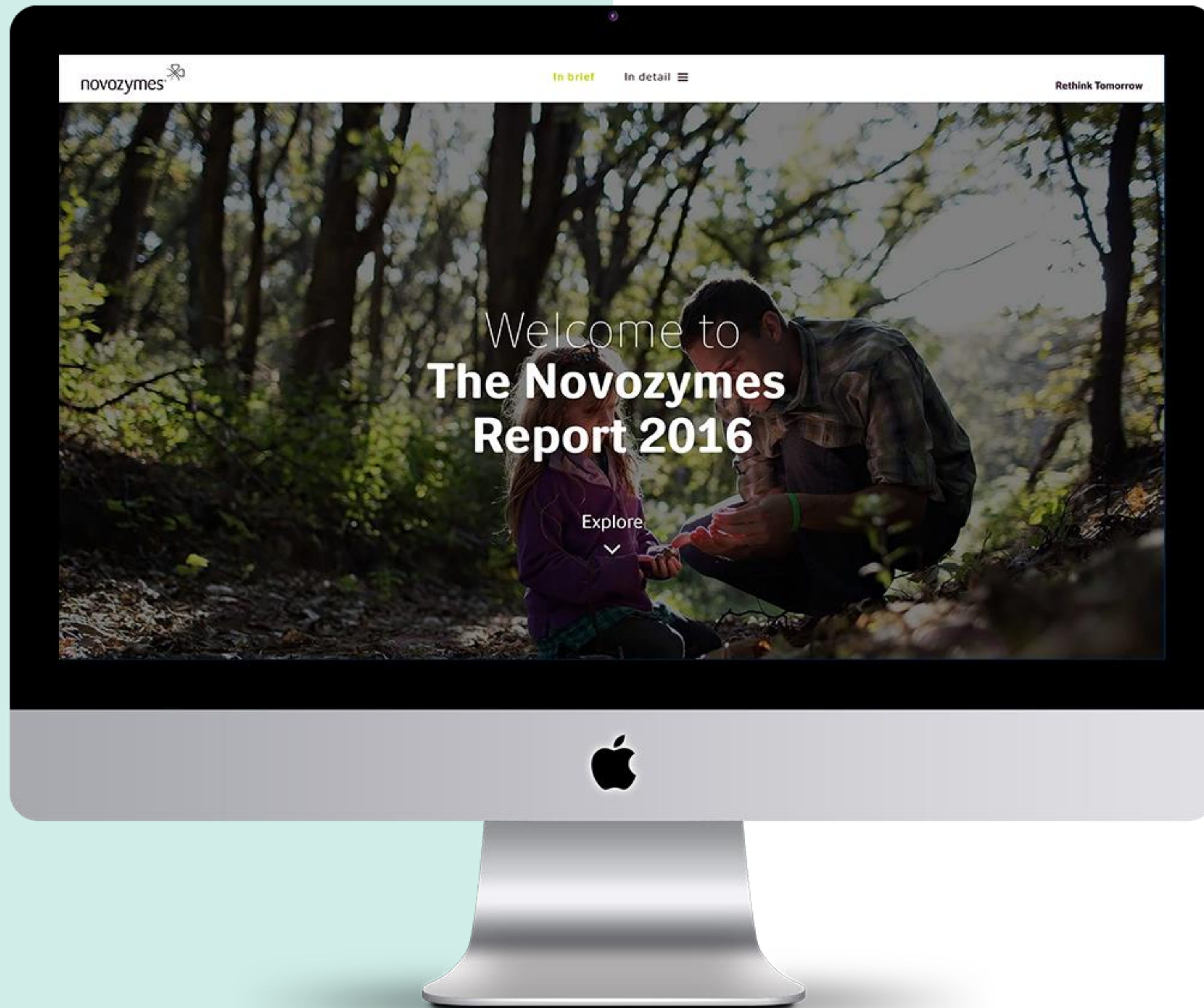
Simcorp

Link:
www.simcorp.com/en/about/investor/annual-report-2016



TDC

Link:
annualreport2016.tdcgroup.com



Novozymes

Link:
report2016.novozymes.com

5 grunde til at gå digitalt...

**Hvor mange af jer ved, hvem
der læser jeres årsrapport?**



**For slet ikke at tale om,
hvilke afsnit de læser!**



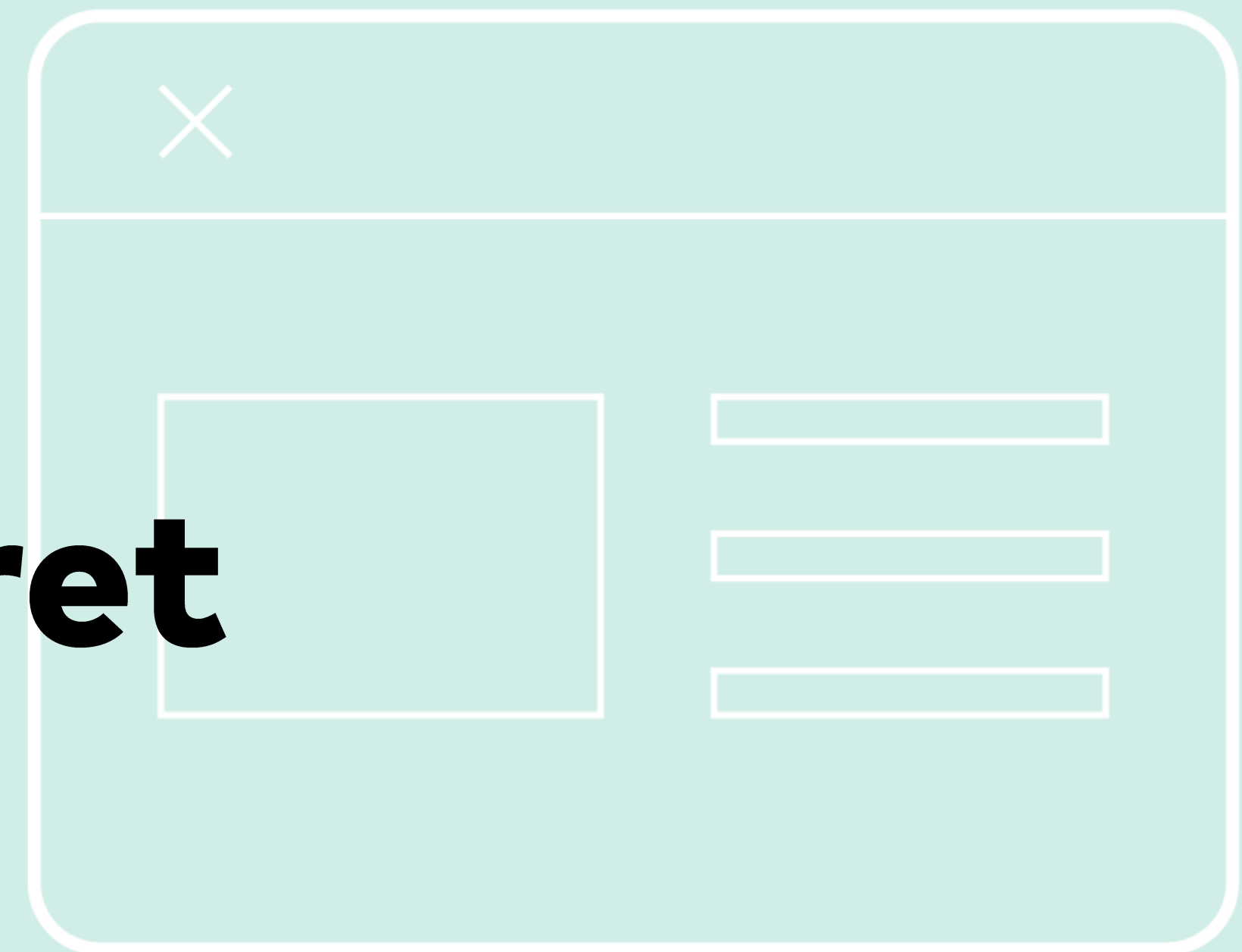
Google bliver den nye hoveddør



**Din rapport bliver en del
af en større fortælling**



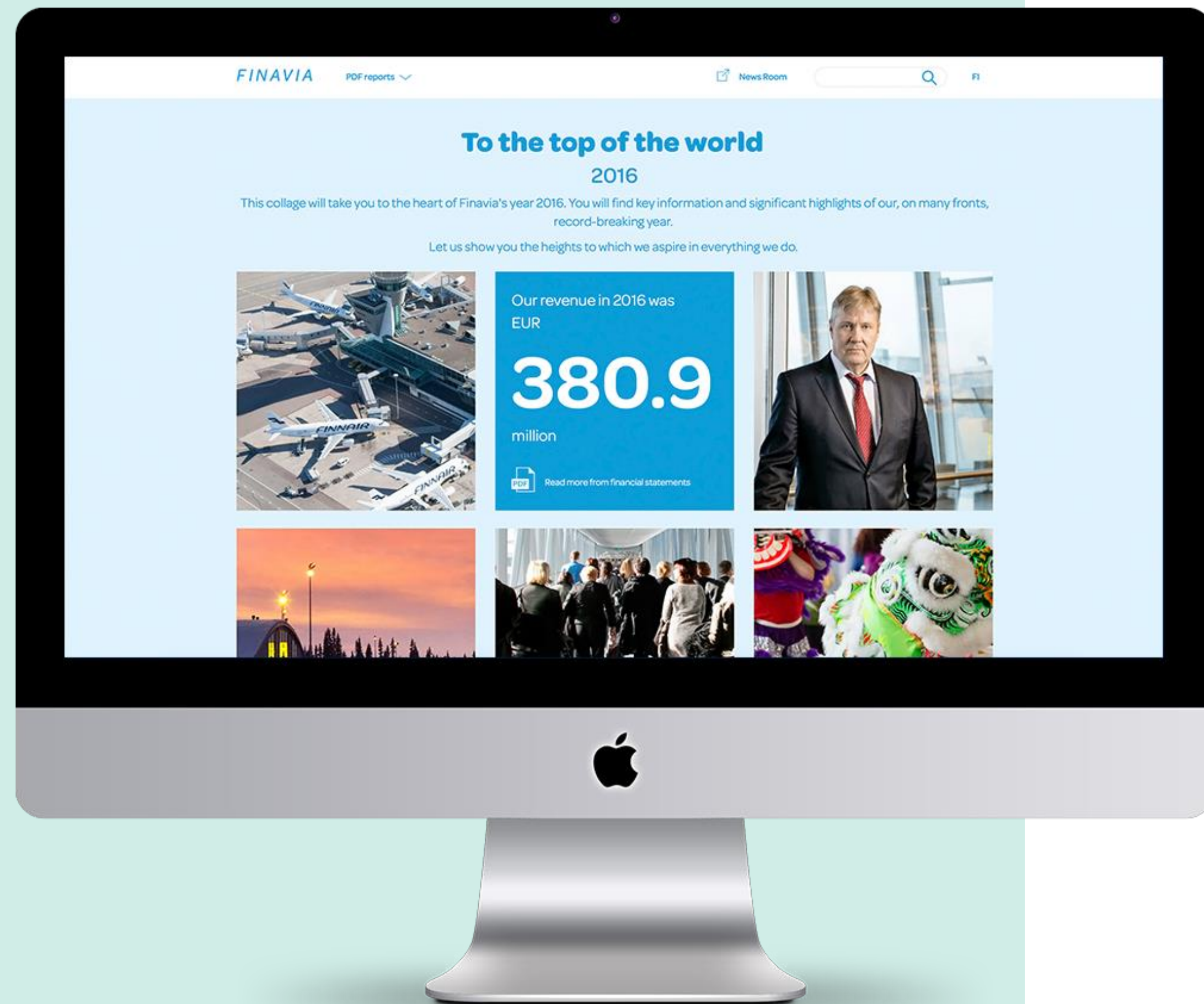
**Dit indhold kan
genbruges hele året**



5 grunde til at gå digitalt

1. Søgning – nemt at finde indhold
2. Data / Insights – find ud af, hvad der bliver læst og downloaded. Find ud af, hvem læserne er.
3. Del – genbrug indhold og del relevante emner på sociale medier
4. Referencer – let at linke og referere til tidligere rapporter og kvartalsrapporter
5. Historiefortælling – connect the dots!

Trends fra den digitale rapport



CASE

Finavia

Finavia killed its traditional annual report with a user-centric, social media and content driven approach. Simultaneously, the publicing cycle was broken down and content production became ongoing. As a result, Finavia tripled its annual report readers, and set an example to others by proving that the time of ineffecting reporting is over.

Link: vuosikertomus.finavia.fi/en/home/

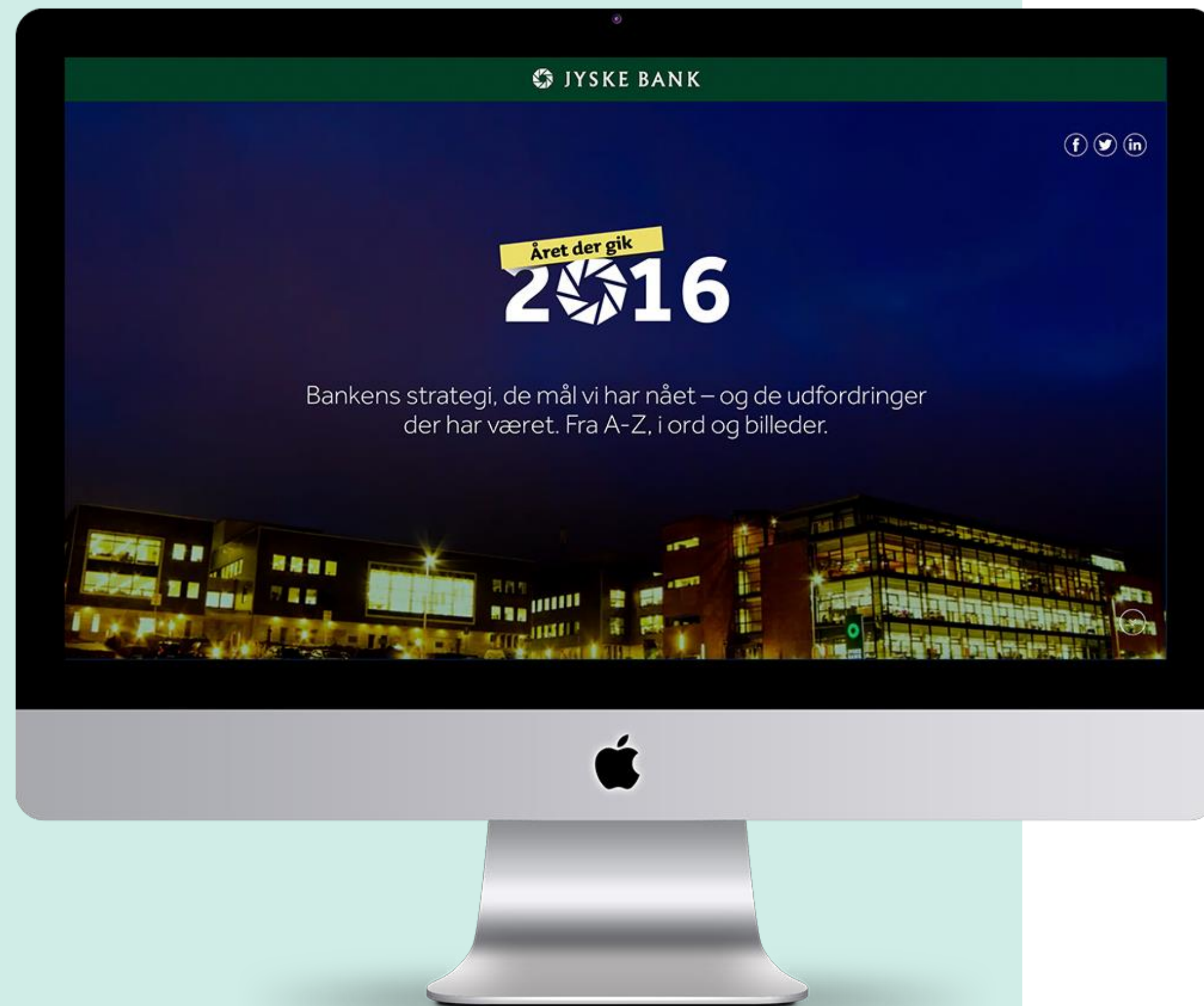


CASE

Morphosys

MorphoSys, a leading specialist in human antibodies, evolves from a biotech to a pharmaceutical company. This is underscored by the 2016 online annual report "Engineering the Medicines of Tomorrow". It charts the development of the company and brings to life its cutting-edge research: animated anatomical infographics explain the antibodies' mechanisms in a way that any layperson can understand.

Link: reports.morphosys.com/2016/

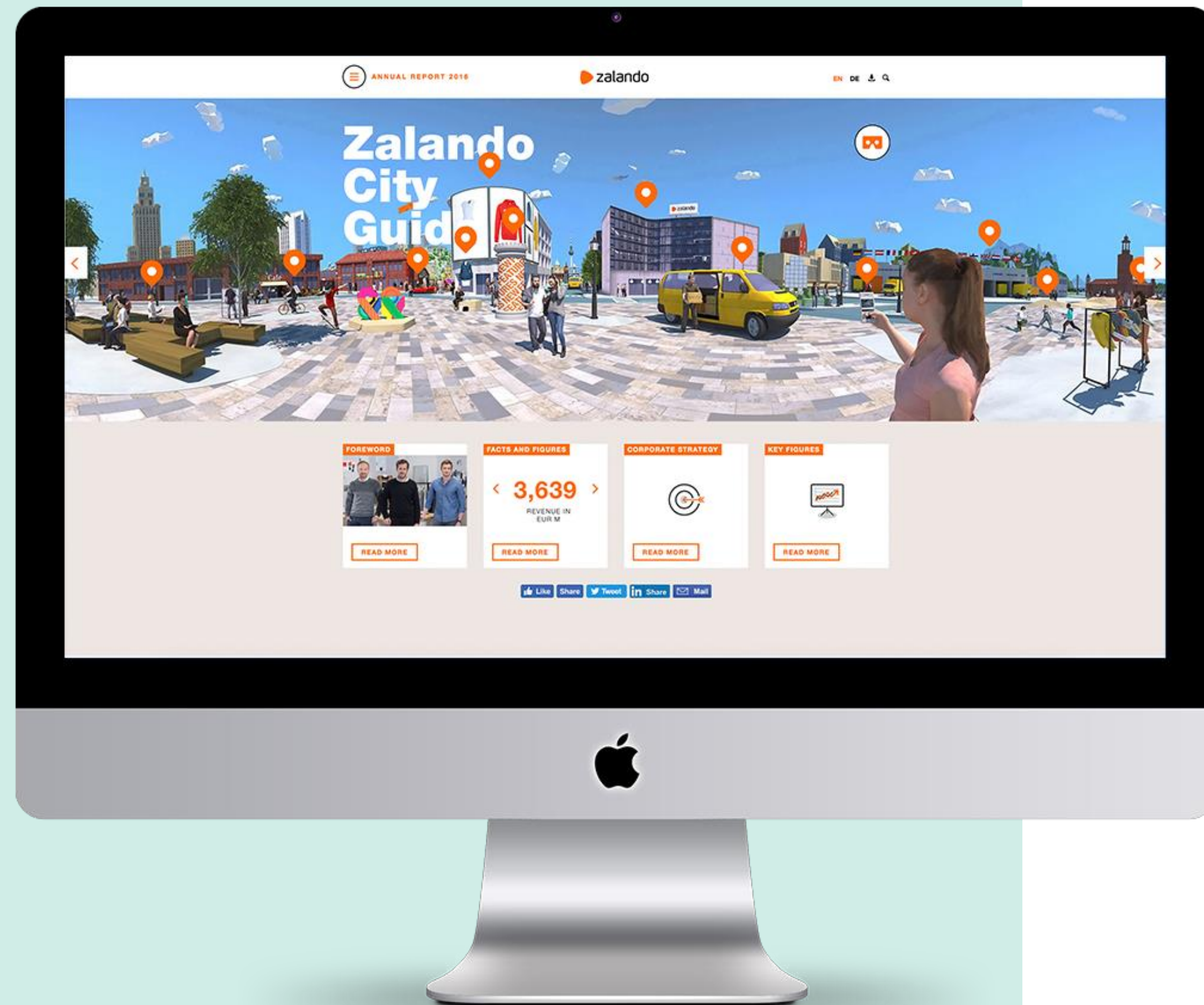


CASE

Jyske Bank

Jyske Bank went back to the digital drawing board with its 2016 annual report. The result was a social content annual report, designed to tell small stories that are perfect for sharing.

Link: jb2016.dk

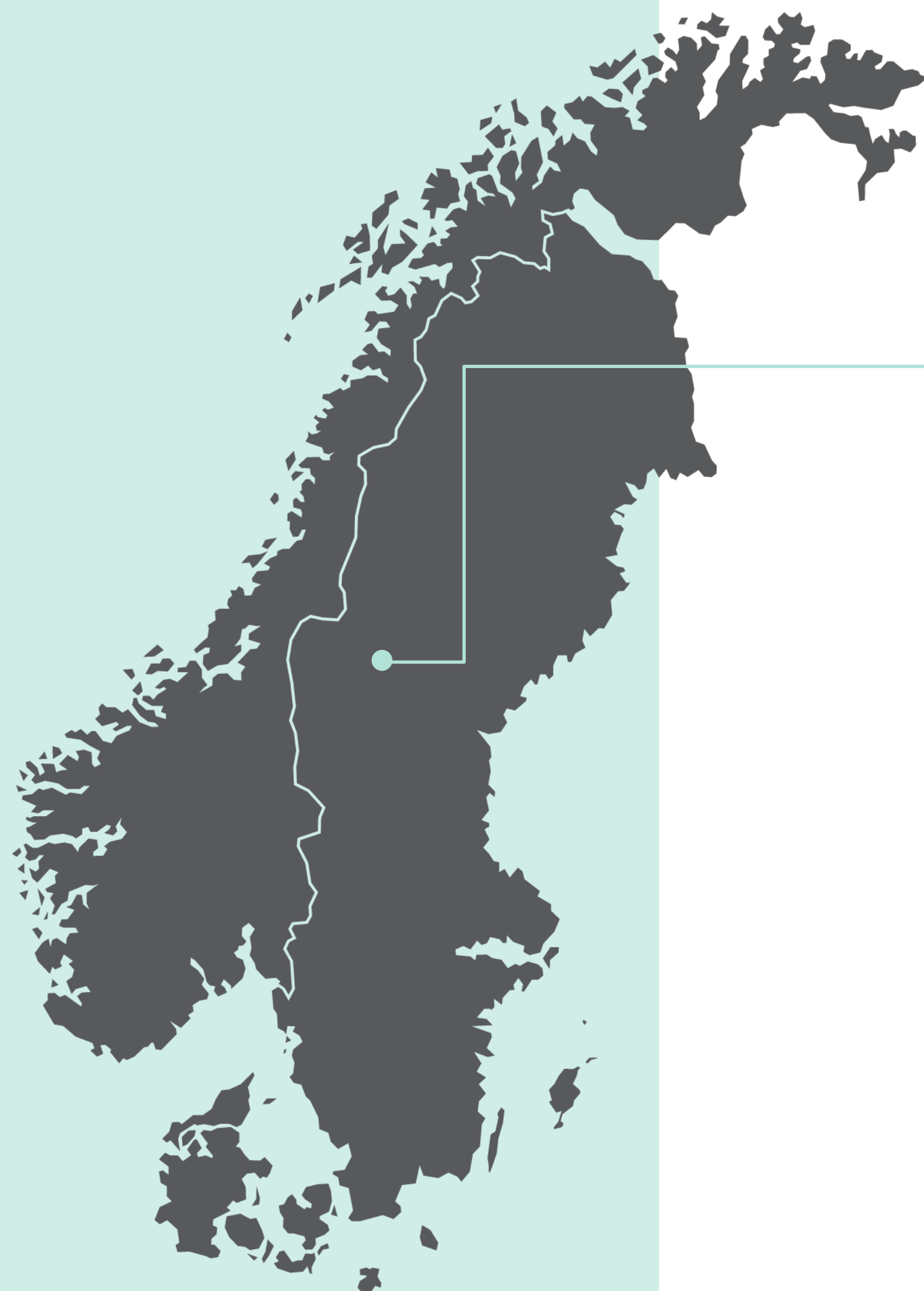


CASE

Zalando

Centerpiece of the report is the app which allows users to immerse themselves into „Zalando City“, a virtual fashion hotspot. Selected target groups were provided with virtual reality (VR) glasses, delivered in a suitcase mock-up, allowing for a full VR experience. The online version of the report shows the success of Europe's biggest online fashion marketplace in a 360° view.

Link: annual-report.zalando.com/2016/

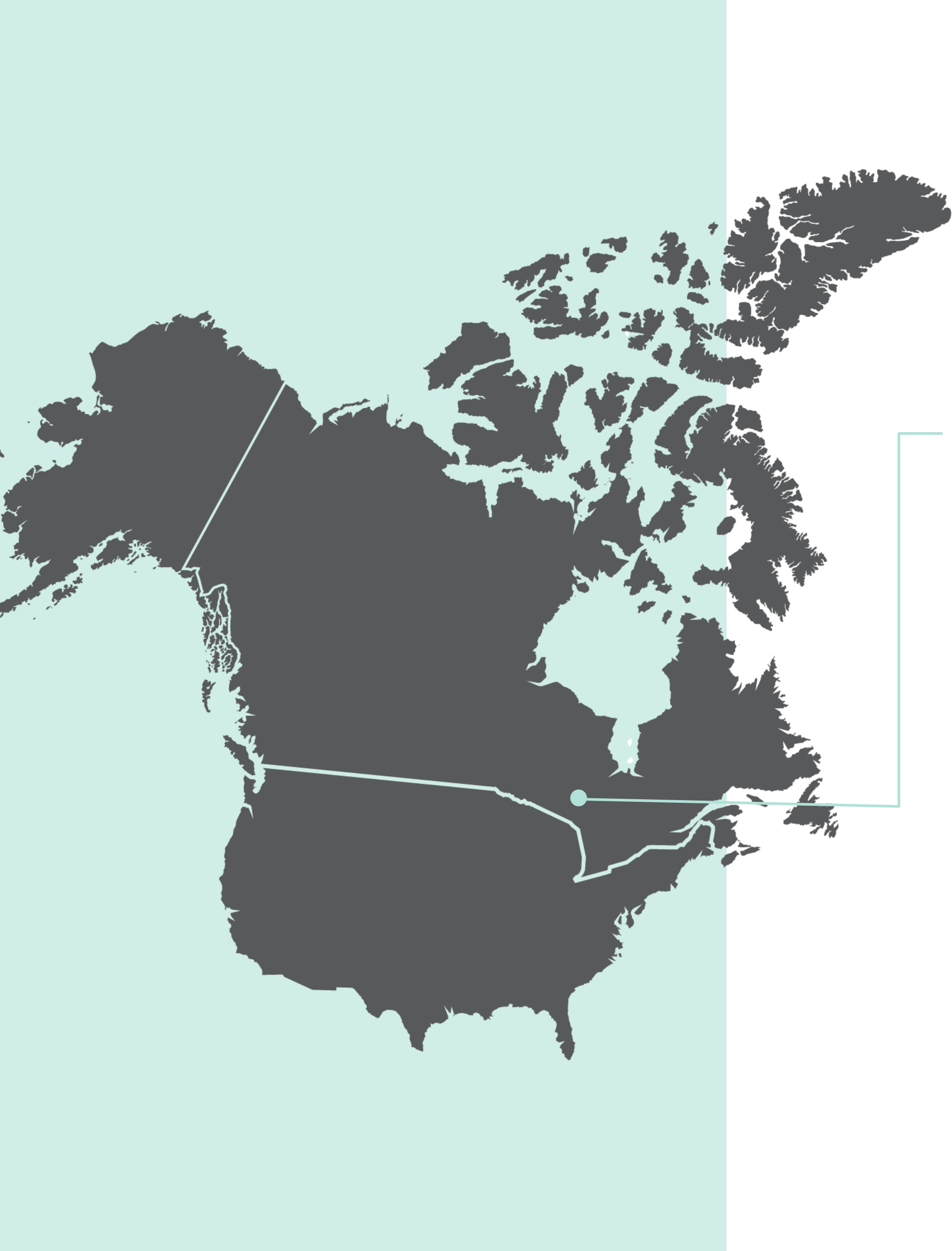


DIGITAL STATUS

Skandinavien*

- 33% laver en eller anden form for online årsrapport
- 60% af online rapporter er full-online.
- Fokus på mobile og tablet (responsiv visning)
- Skræddersy PDF, interaktive og statiske infografikker, video baggrund og intuitive navigationer
- Den traditionelle flip-book årsrapport PDF er på vej ud!

* 60 største virksomheder. Kilde: Tangelo software



DIGITAL STATUS

Nordamerika*

- 28% udgiver en online årsrapport
- Kun 2 er full online
- Fokus på mobile og tablet format
- Interaktivitet og bevægelse i alle former
- Mulighed for at skræddersy egen PDF

* 60 største virksomheder. Kilde: Tangelo software



DIGITAL STATUS

Australien*

- 17% af virksomhederne en eller anden form for online årsrapport
- 71% af virksomhederne publicerer ren PDF rapport
- Lavt engagement på de features som ellers er dominerende i Skandinavien og Nordamerika

* 186 største virksomheder. Kilde: Tangelo software

**Det var et blik ud i
verden. Hvordan ser det
ud her i salen?**

Hvor mange laver allerede en digital årsrapport?

1. Vi laver en navigerbar pdf
2. Vi laver highlights på vores hjemmeside
3. Vi laver en ekstern one-pager
4. Vi laver en full-online årsrapport
5. Vi gør ingen af delene

Hvor mange overvejer at digitalisere årsrapporten i de kommende år?

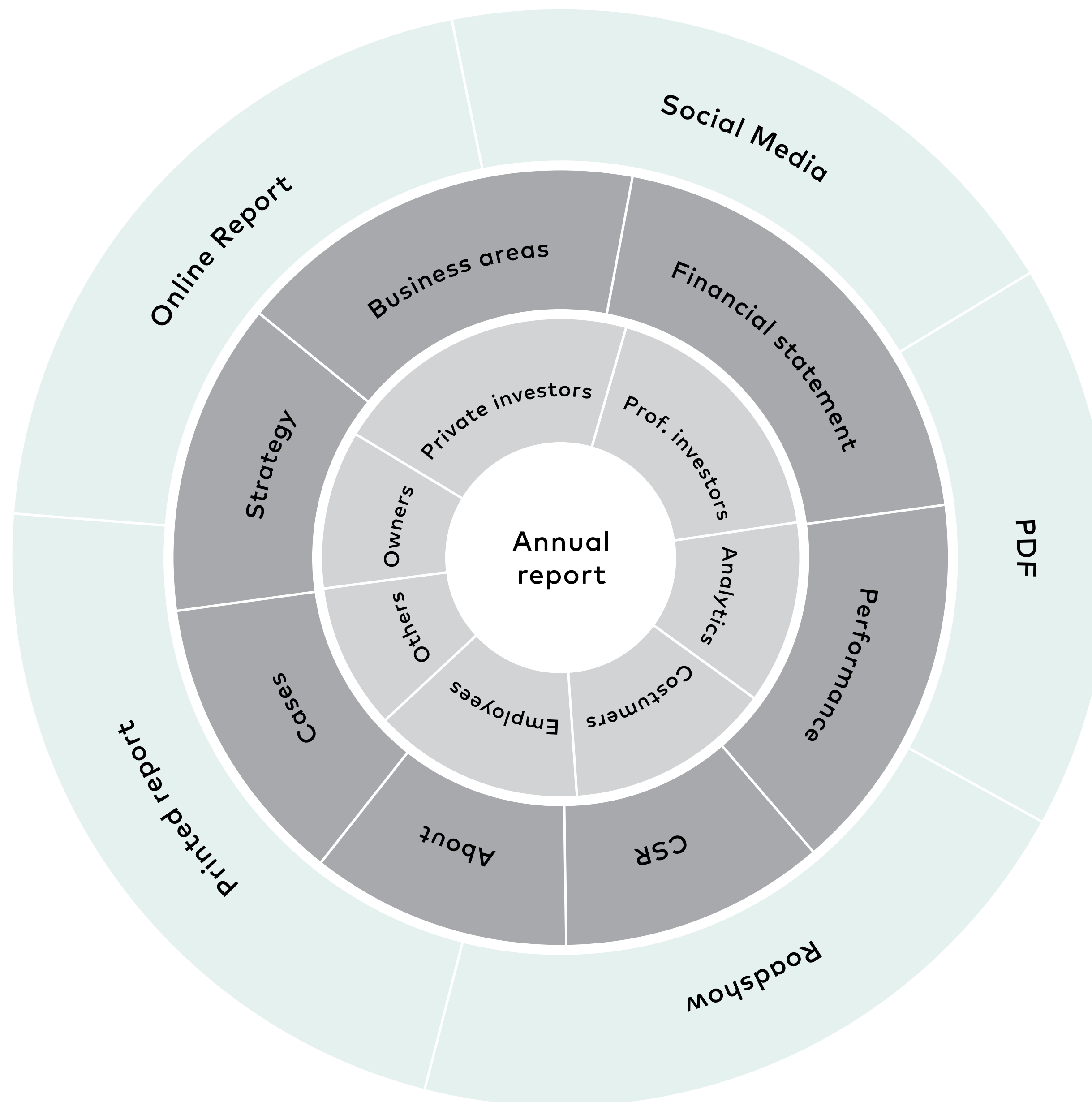
1. Vi gør det formentlig inden for 1-2 år
2. Vi gør det formentlig inden for 5 år
3. Vi har ingen planer om at digitalisere vores årsrapport

Hvor er den største barriere for at komme i gang?

1. Det koster for mange penge
2. Vi har ikke nok interne ressourcer
3. Processen er presset nok i forvejen
4. Vi synes det er unødvendigt

Hvordan kommer man i gang med den første digitale årsrapport?

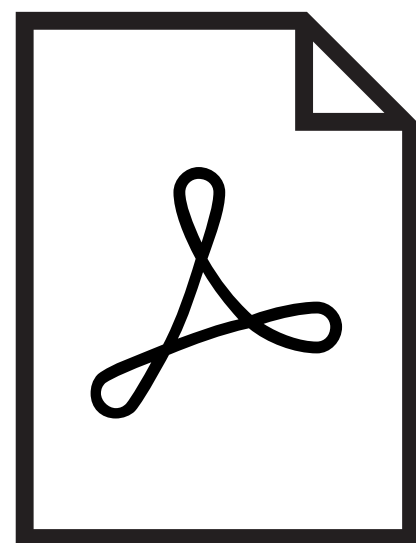
Kortlæg målgruppe, budskab og platforme



Vær opmærksom på:

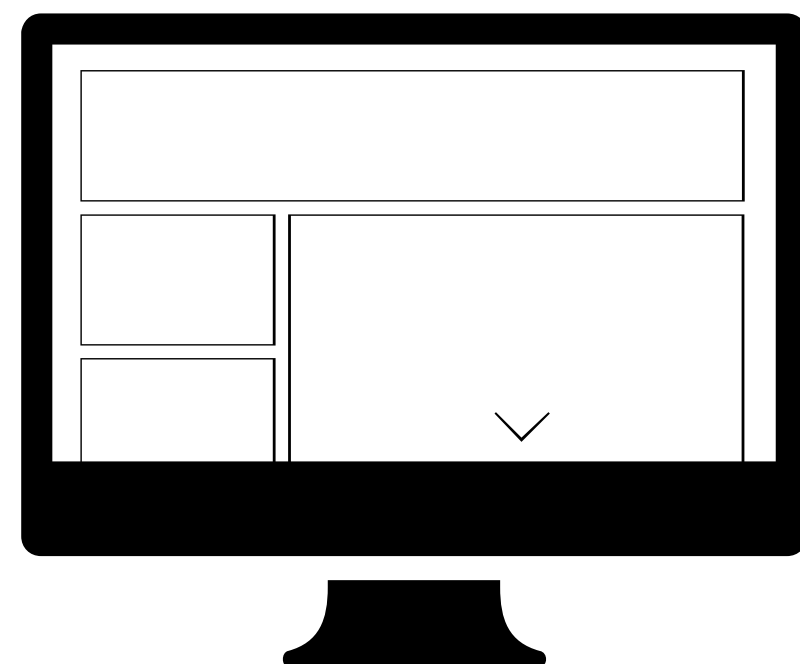
- Virksomhedens digitale strategi / kommunikationsstrategi
- Kvalitet og fleksibilitet på dotcom site / øvrige kommunikationskanaler
- Proces og arbejdsform

Brug tid på at vælge den rigtige strategi



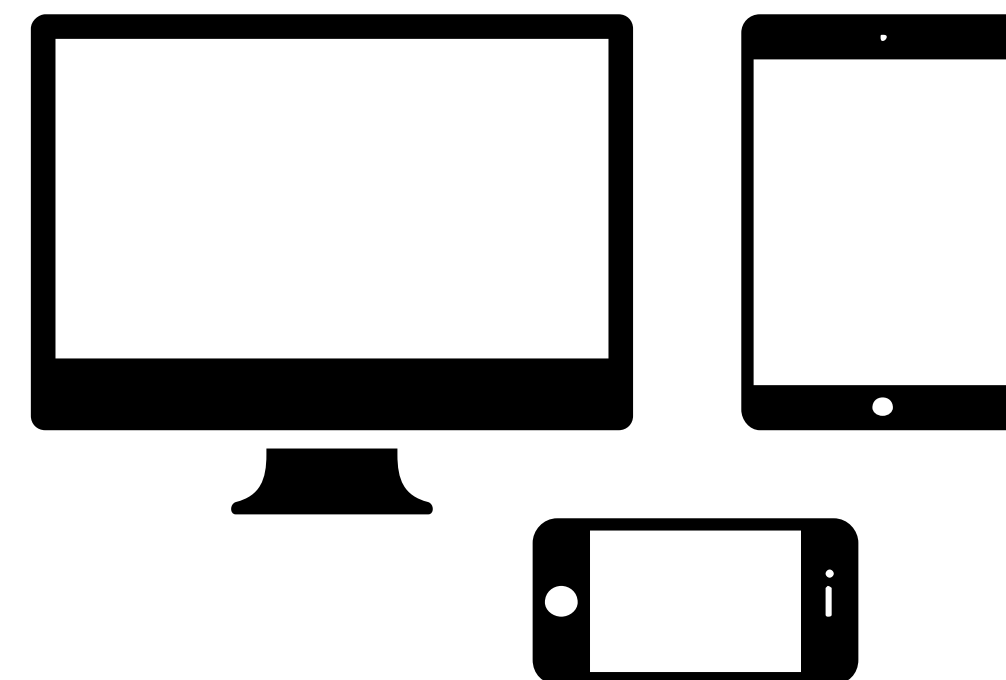
Navigerbar PDF

Produkt



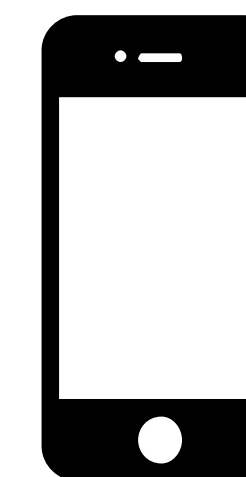
Highlights

Produkt



Digital platform

Værktøj



Social media tool

Værktøj

Lad dig inspirere af andre



Novozymes' digitale årsrapport

Anja Berg Winther

Strategic Communications Manager

7. september, 2017

Novozymes er ledende i biologiske løsninger



6,000+

employees

6,500+

patents

700+

products

25.1%

ROIC

30+

different industries

14,142

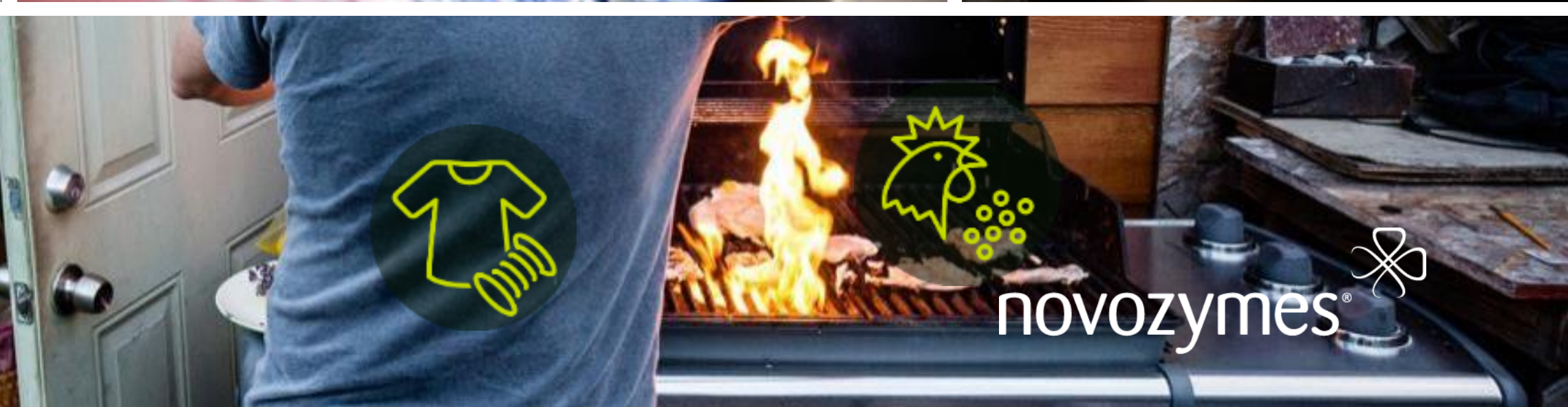
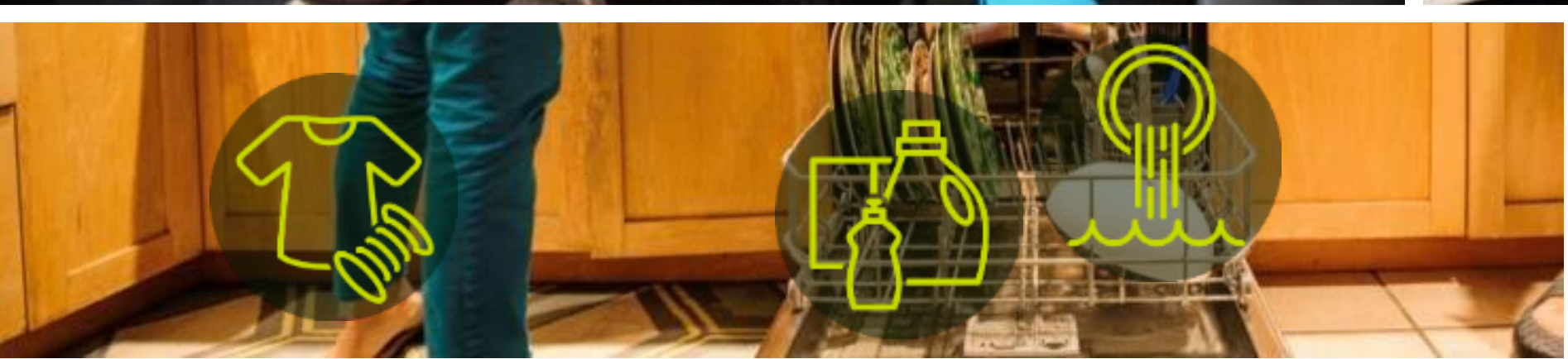
sales (mio. DKK)

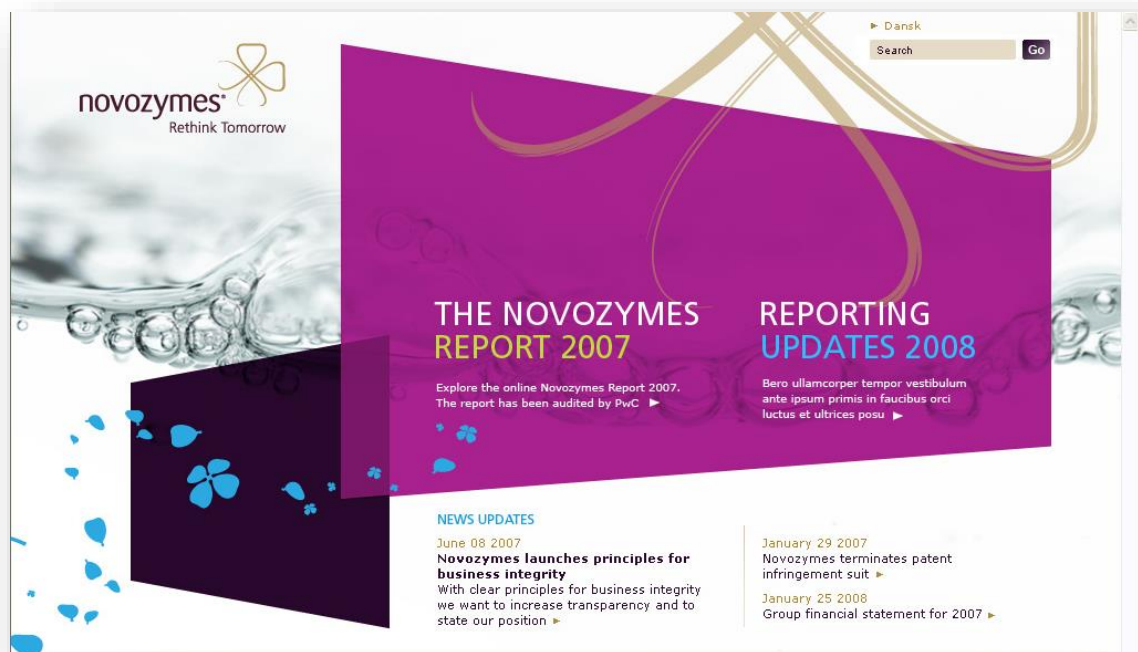
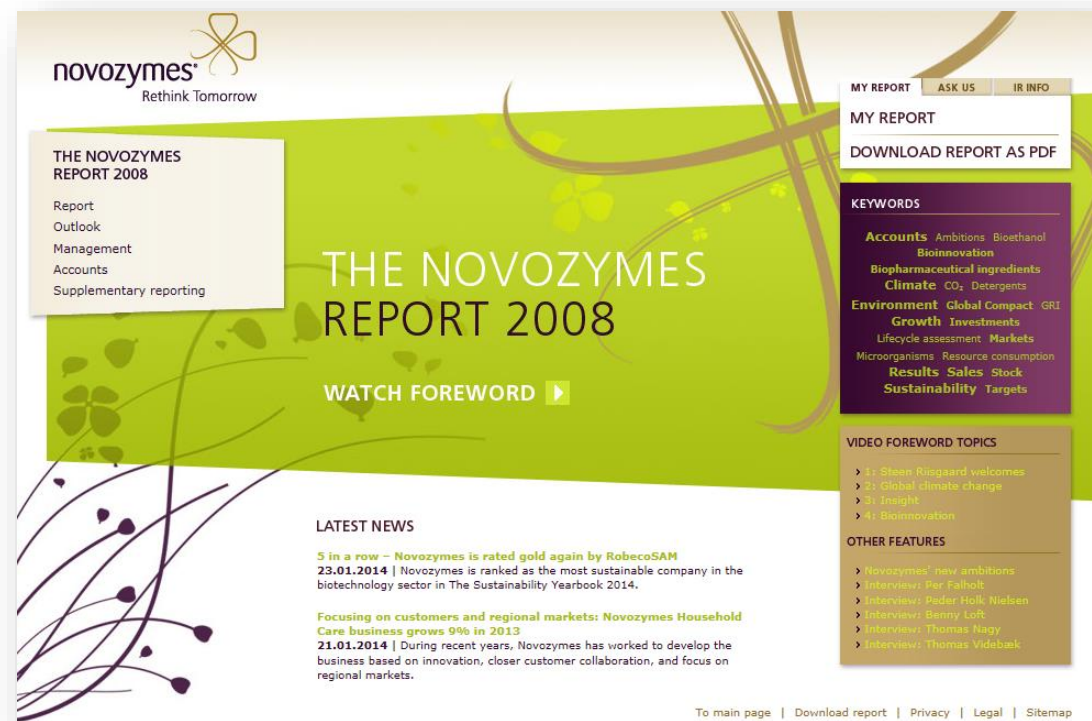
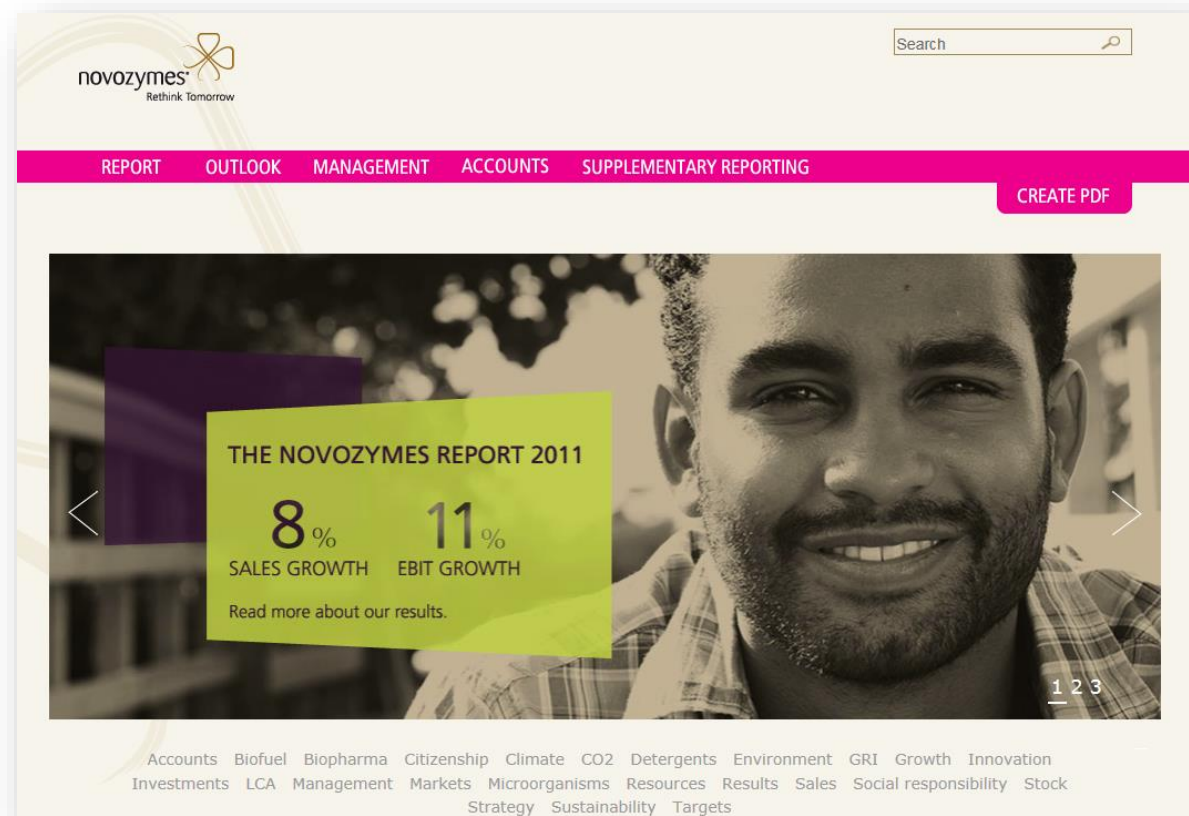
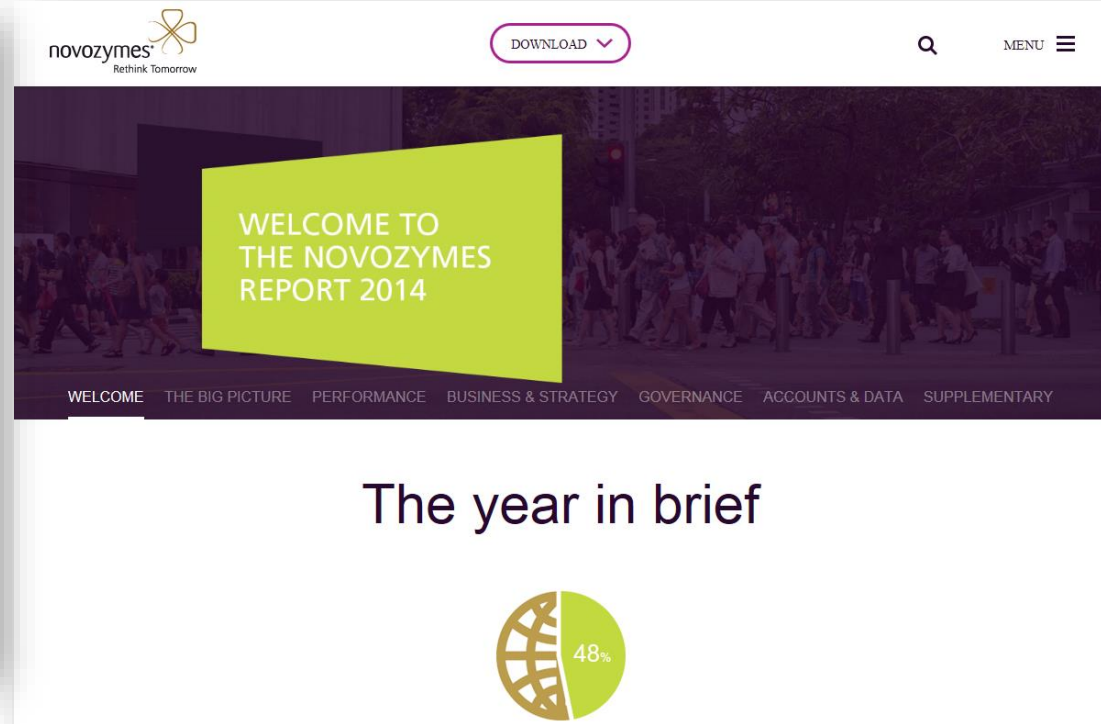
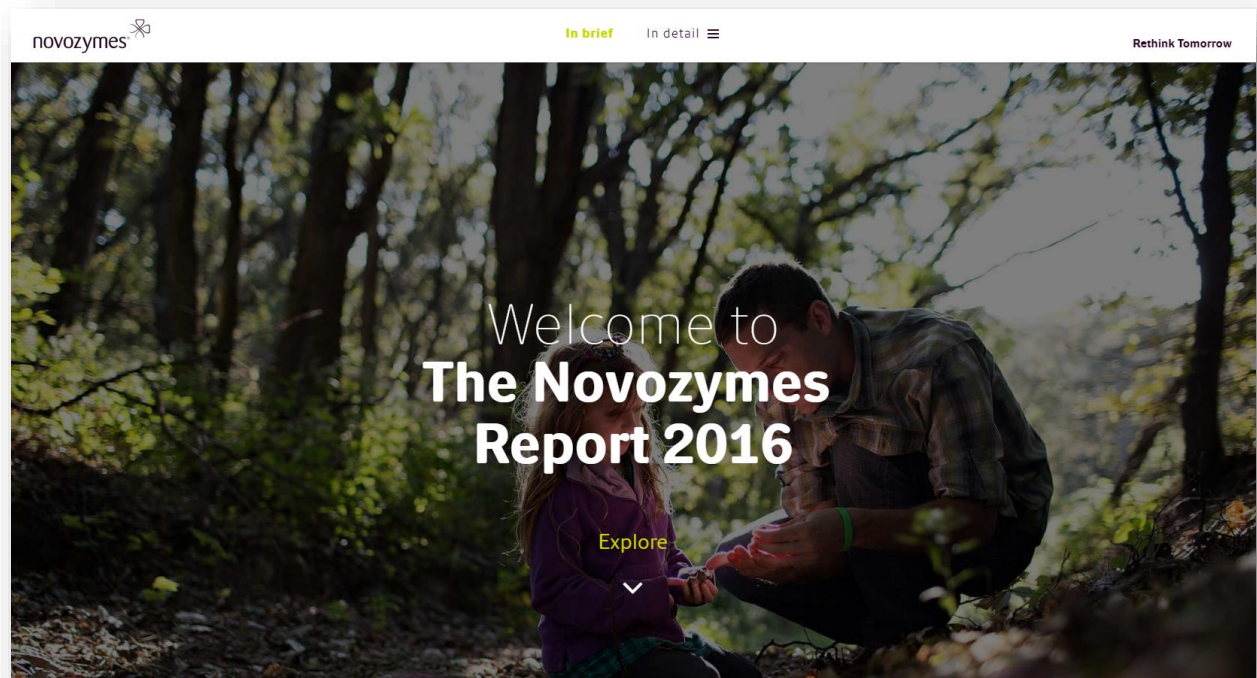
130

countries

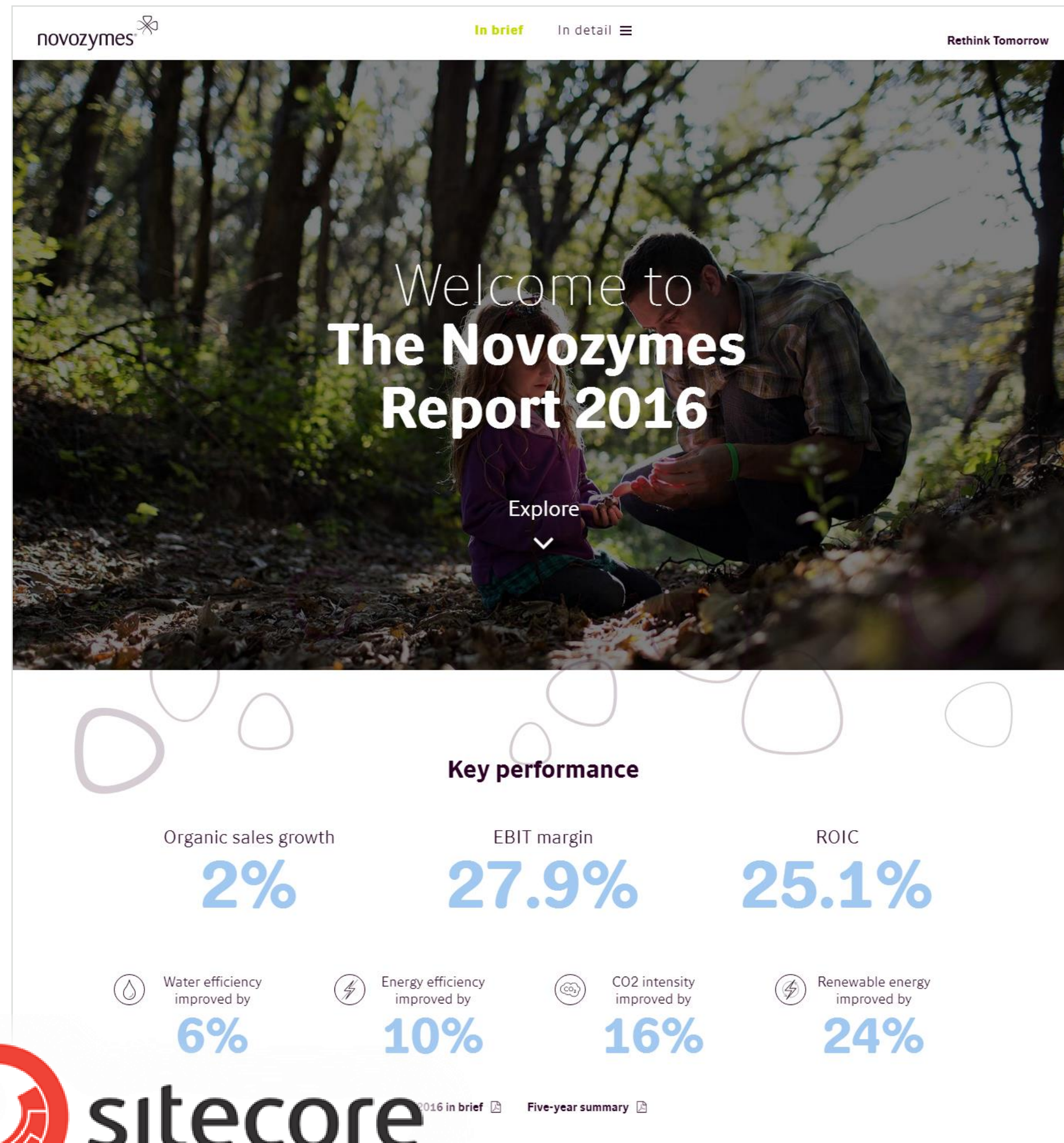
27.9%

EBIT margin

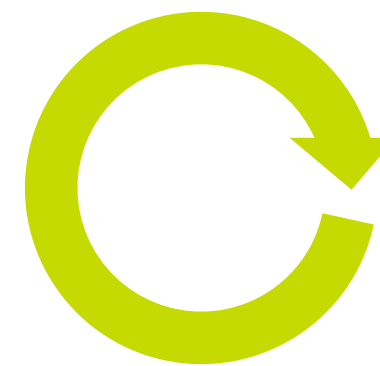




Website: report2016.Novozymes.com



PDF



En integreret rapport – en integreret proces

Finance

Communications

Investor
Relations

Sustainability

Den digitale løsning støtter vores proces

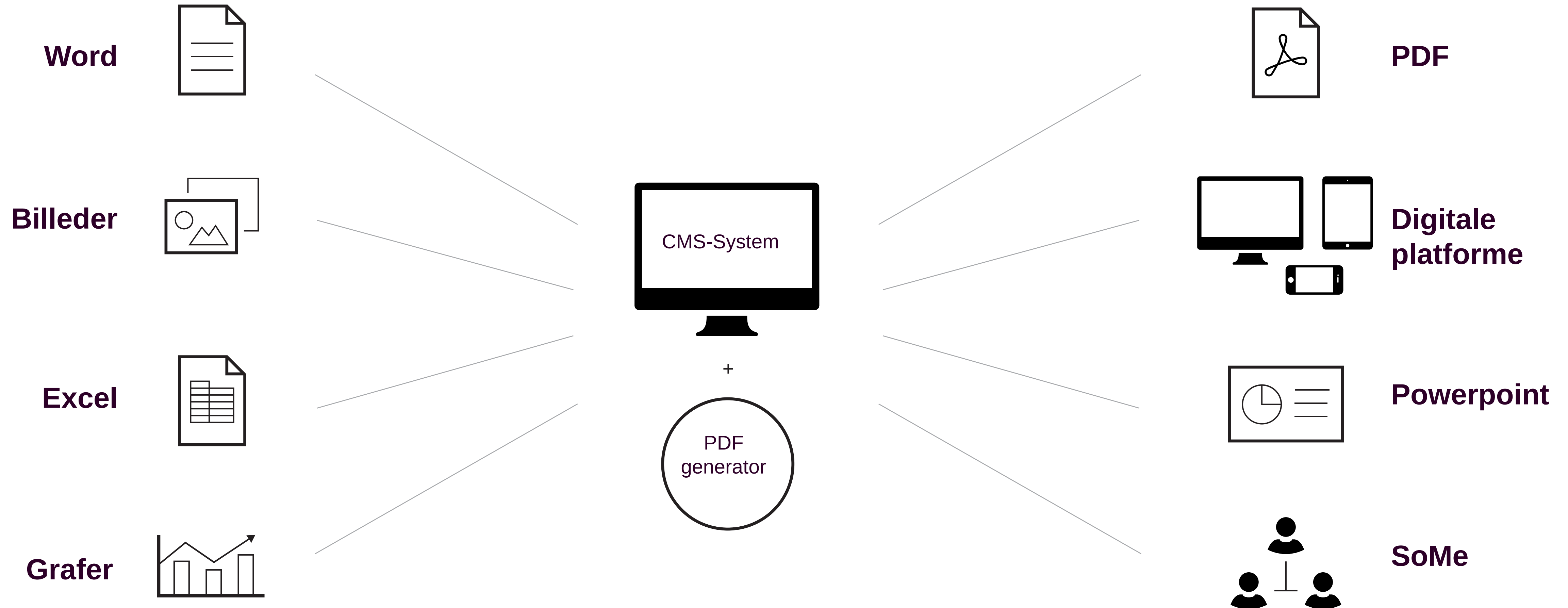
- Mange inputgivere kan arbejde på rapporten samtidig – i forskellige sektioner
- Beslutninger omkring design og funktionalitet tages tidligt i processen – og styres senere af templates
- Vi sparer tid i en presset periode, hvor rapporten kommer på plads

2017 JANUARY						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	<u>7</u>
8	9	10	11	12	13	<u>14</u>
15	16	17	18	19	20	<u>21</u>
22	23	24	25	26	27	<u>28</u>
29	30	31				

www.free-printable-calendar.com



Det samme indhold bliver til flere produkter



**Hvad vil vores
målgruppe
have?**



Hvad siger statistikken?

35%

stigning i antal
besøgende –
første måned



PDF
downloads
steget 50%

25%

stigning i
antal
besøgende –
første 3 mdr.



**Vores digitale rapport giver os indblik i
brugernes adfærd og ønsker**

Hvordan finder de ind på sitet?

**Hvad bruger årsrapportens læsere
mest tid på?**

Novozymes in a nutshell

Share PDF

Novozymes is the global market leader in biological solutions, producing a wide range of industrial enzymes and microorganisms. We provide solutions that help customers produce more from less, adapt to market changes, make their products stand out and reduce costs.

Sustainability is in our DNA
The planet's population is growing, and consuming more – putting a strain on natural resources and calling for more sustainable solutions. Novozymes helps the world address some of these challenges. Used in the manufacture of a wide variety of products, our innovative biological solutions improve the efficiency of processes both in industry and in everyday life, by saving energy, water and other raw materials while reducing waste.

The nature of our products makes sustainability an intrinsic part of our business. In 2016 alone, our solutions helped our customers save an estimated 69 million tons of CO₂. That is equivalent to taking 30 million cars off the road!

Delivering world-class innovations
The possibilities for further developing enzymes and microorganisms into new business solutions are vast. Every year, around 13% of Novozymes' revenue is reinvested in R&D, and more than 1,400 of our employees work in R&D to create innovation that influences how our customers work and succeed. In 2016, we launched eight new products aimed at the Household Care, Agriculture & Bioenergy and Food & Beverages industries.



Novozymes' microbial solutions
Our microbial solutions for bioagriculture, animal health and nutrition, wastewater and cleaning allow our customers in these industries to do more with less.

Product launches in 2016

Q1 2016

Saphera®
The only lactase to offer manufacturers of lactose-free products better control of lactose elimination, better sweetness stability in sugared dairy products and...

novozymes

In brief

In detail

Rethink Tomorrow

THE BIG PICTURE

OUR BUSINESS

GOVERNANCE

ACCOUNTS & PERFORMANCE

SUSTAINABILITY INDICES & DATA

Q

PDF

Macro and industry trends

Global macro trends

Growth drivers and growth barriers

Share

PDF

Macro and industry trends impact Novozymes and emphasize the need for innovation and strong positioning of our solutions.

In 2016, the world market for industrial enzymes expanded by 1.7% to an estimated DKK 25.4 billion. Novozymes remained the market leader with an estimated 48% market share, followed by DuPont with an estimated 19%.

In the growing market for microorganisms, which is particularly influenced by trends in the agricultural industry, improving yields and complementing traditional chemistry and fertilizers remain priorities. This industry continues to attract increased attention from established agricultural chemical companies. In 2016, a consolidation wave swept the industry, with mergers announced by Bayer–Monsanto, Syngenta–ChemChina and Dow–DuPont, among others.

The world around us
To ensure long-term success, Novozymes needs to understand how developments in the external world translate into specific macro and industry trends with the potential to drive or hinder growth in each of our end markets. While some trends are specific to one industry, Novozymes has also identified five macro trends that are globally relevant, impact multiple sectors or represent a fundamental shift in business as usual. These trends emphasize the need for new and transformative innovation as well as strong positioning of Novozymes' solutions.



Spotlight: Household Care & Technical
Anders Lund, Executive Vice President, Household Care & Technical presents 2016 highlights and focus areas for 2017.

Water scarcity

By 2030, global demand for water will outstrip supply by 40%, driven largely by the agricultural and manufacturing sectors. Unlike climate change, water is a local issue that is already affecting the well-being of some communities. Several regions around the world are experiencing severe water crises in the form of floods, polluted waterways or droughts. The availability of water is subject to growing government regulation, which is driving demand for solutions that reduce water consumption and improve wastewater quality.

novozymes

In brief

In detail

Rethink Tomorrow

THE BIG PICTURE

OUR BUSINESS

GOVERNANCE

ACCOUNTS & PERFORMANCE

SUSTAINABILITY INDICES & DATA

Q

PDF

Business model

Interactive business model

Innovation pipeline update

Share

PDF

Novozymes produces a wide range of industrial enzymes and microorganisms. Together with our partners, we turn to biology to unlock business opportunities across industries. We create microorganisms that help farmers achieve a better harvest and support sustainable agriculture. And we deliver biological innovation to producers of ethanol, bread, detergents, textiles and many other products. In brief, our business model is to develop biotech solutions to the world's pressing problems, profit from doing so, and then reinvest in finding more biological answers.

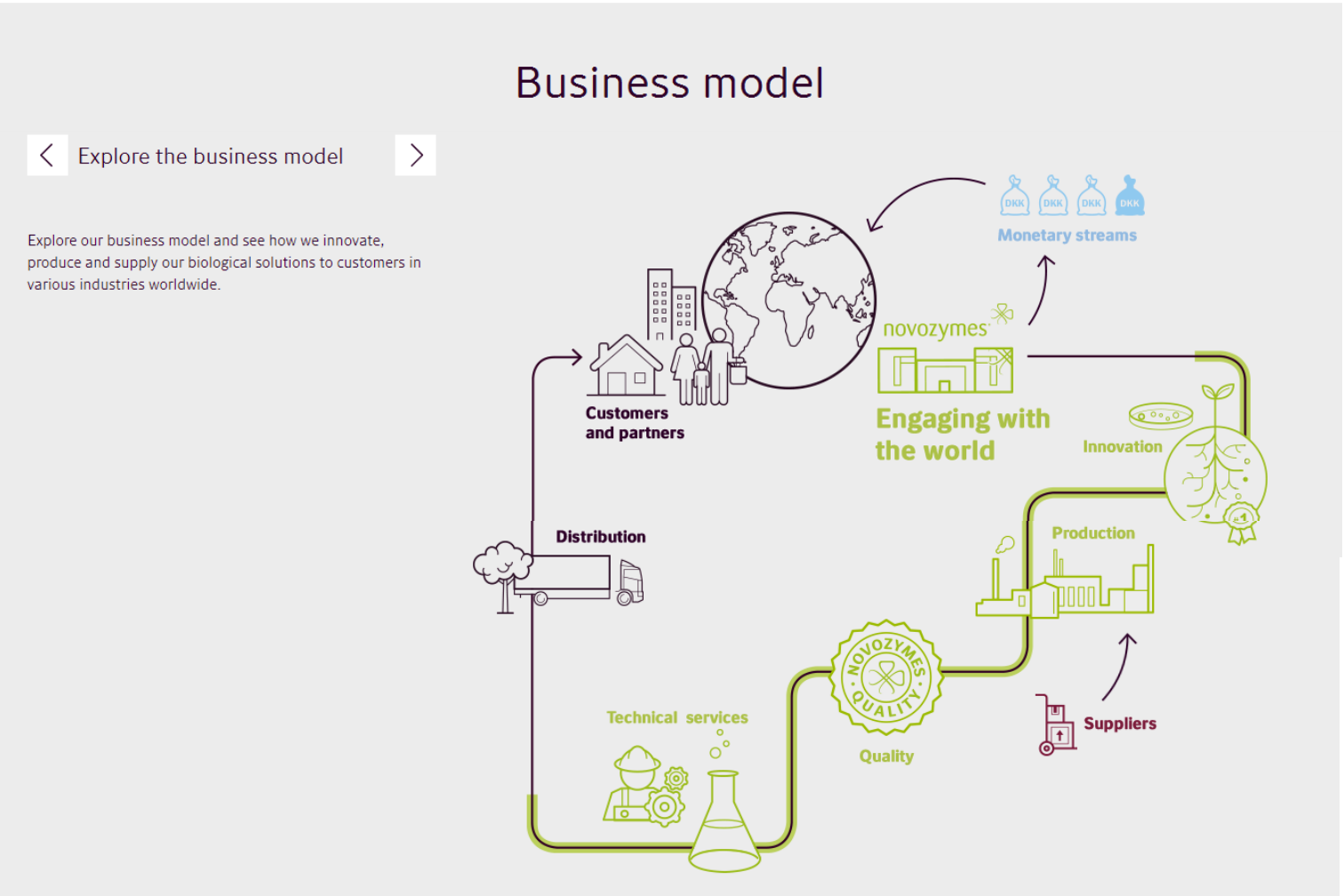
By looking for new enzymes and microbial technologies or improving existing ones, we deliver and apply innovation that has an impact and creates value for customers, improving performance and reducing costs. Our business model fits well with current and future global macro and industry trends. Together with our strategy, it forms the framework for our operations and will ultimately enable us to achieve our long-term targets and deliver on our purpose. Of course, there are also risks associated with Novozymes' operations and with opportunities not materializing, and these are presented in the Risk management section.

Sustainability and business go hand in hand
Sustainability is an innate part of all Novozymes' products and a key part of Novozymes' value proposition and business model. Sustainability is also evident in our agreements with suppliers and partners, as well as in our production. We have ambitious targets for reducing our resource consumption and CO₂ emissions, as well as a strong focus on providing a safe and motivating working environment for our employees. With climate change high on the political and public agenda, our focus on sustainability is an advantage as customers look for sustainability as a differentiator. Our long-term target for global CO₂ savings resulting from customers' application of our products enables us to track and document our impact.

Our dedication to sustainability goes beyond the products we offer to our customers. When the UN Sustainable Development Goals (SDGs) were published in September 2015, we started working on ways to integrate these into Novozymes' business. The SDGs highlight environmental, economic and social issues of global importance, such as eradicating poverty, investing in sustainable water, energy and transport infrastructure, and enabling food security. Our purpose and our long-term targets are guided by these goals.



Spotlight: Household Care & Technical
Anders Lund, Executive Vice President, Household Care & Technical presents 2016 highlights and focus areas for 2017.



Hvad siger de internationale trends om digital årsrapportering?

Creative solutions
– especially digitally

Better story-telling through visualizations

Users are mobile

Continued clutter cutting

More interactivity

More movement
gifs, background videos, and animation

Single-page responsive annual reports is one option

Better linkage to other corporate storytelling platforms

Personalization
– e.g. download sections and specific pieces

Er den digitale rapport en nødvendighed?

Projektle-
delse

Personali-
sering

Corporat
strategi

Input til
næste år

Fleksibilitet

Optimeret
til mobile
platforme

Mange
inputgivere

Statistik



Hvad er de næste skridt?

- Integration med nyt [novozymes.com](https://www.novozymes.com) – alt udvikles én gang, og bruges flere steder
- Brugerrejsen skal optimeres – og den digitale bruger skal endnu mere i fokus
- Personalisering i forhold til hvad der vises, hvordan man kan skabe sit eget indhold og fx sammenligne data
- Indhold skal bruges mere i Social Media
- Integration med kvartalsrapporteringen?



Spørgsmål?

Tak for i dag

Kontakt

Kitt Ralkov

Director, partner

Tlf. + 45 28 40 13 78

kwe@bysted.dk