

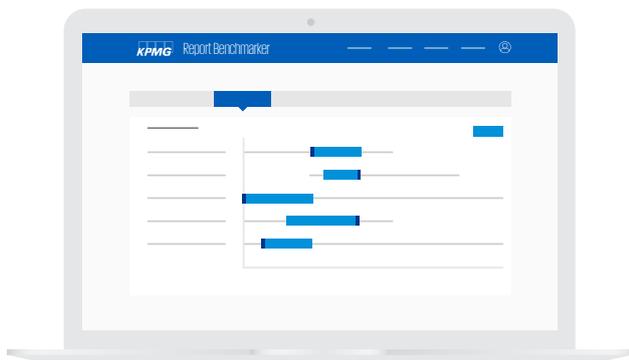


Report Benchmarker

Enhance the effectiveness of communications with your key stakeholders



KPMG Report Benchmarker assesses your primary report to shareholders, excluding the financial statements, against ASX200 reporting and the principles of integrated reporting. The benchmarking report will help you improve the effectiveness of communications with not only your shareholders, but also other key stakeholders.



Benefits



Ranking

Understand how your organisation's reporting stacks up against your peers.



Market benefits

Improved access to and cost of capital; real cash flow improvement from integrated reporting.



Reporting Improvements

Closure of reporting gaps, reduction in report volume and management effort and clarification of strategic messaging, performance and outlook.



Timely Action

Prompt benchmarking should give you sufficient time to make improvements and take corrective action.

Report Benchmarker

Report Benchmarker is built on research undertaken by Deakin University and KPMG to assess good practice reporting attributes based on the principles of integrated reporting.

The benchmarking is performed on the current year and prior year primary report to shareholders for companies in the ASX 200 (as at 1 June).

The benchmarking report shows how well your organisation's primary report, excluding financial statements, compares with the best in class and ASX200 overall average for key reporting attributes at a sector and market capitalisation level, as well as for a selected group of ASX200 companies.

The benchmarking report includes recommendations for improvement and examples of good practice reporting from other organisations, and is followed up with a one hour feedback session with a KPMG Better Business Reporting expert.

How KPMG Report Benchmarker works

Survey questions tailored to each key reporting attribute

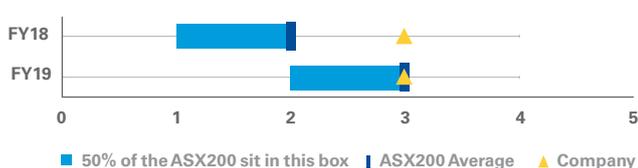
Strategy benchmarking questions



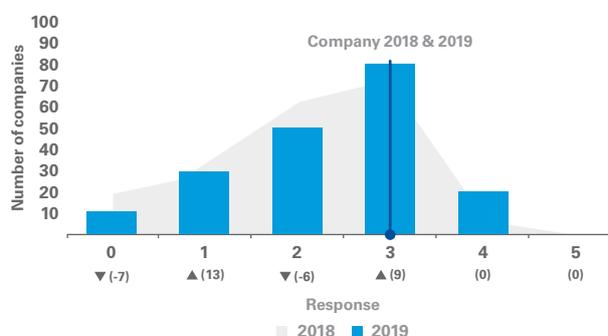
Reporting attributes include: The capitals, value and the value creation process, organisational overview and external environment, governance, business model, risks and opportunities, strategy, performance, outlook, basis of preparation and presentation, connectivity, stakeholder relationships and conciseness.

Informative and insightful reporting

Example: Strategy v ASX200 average score – high level results



Example: Strategy v ASX200 average score – detailed results



Year-on-year high level average insights by:

- Companies in your sector
- Companies with a similar market capitalisation
- For a selection of 5+ ASX200 companies.

Detailed insights provided for each key reporting attribute by ASX200 average and selected sector.

Obtain insights into good practice reporting

- Understand how your report compares, what others are doing and the key areas for improvement
- Includes examples of good practice reporting from Australian and international organisations
- Provides insights into how to get started on your better business reporting (BBR) journey
- Opportunity to discuss your benchmarking results with a KPMG BBR specialist

Get in touch

To find out how the KPMG Report Benchmarker can help you enhance the effectiveness of communications with your key stakeholders, order the benchmarking report at: Reportbenchmarker.kpmg.com.au

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