

2019 MEIRA IR Awards - Middle East Best Annual Report Category -

Introduction

The following information forms the basis for the review of the 2019 Annual Reports Awards.

Companies who have a primary listing on the stock exchanges in the following countries can submit their Annual Report for review:

- > Bahrain
- > Egypt
- > Kuwait
- > Jordan
- > Lebanon
- > Oman
- > Palestine
- > Qatar
- > Saudi Arabia
- > United Arab Emirates

Conditions

- > The judging panel will judge Annual Reports produced for the year 2018.
- > The reports should be submitted in dual language (English and Arabic), however only the English version is mandatory.
- > Companies can submit their Annual Report for one or both categories:
 - Best Annual Report – Print
 - Best Annual Report – Digital
- > The Annual Report can be submitted by the Company itself or by any third party on their behalf. A third party can submit multiple applications for different clients.

Criteria

The reports will be reviewed and scored against the following criteria. Each criteria will receive a score from 0-5, with some criteria attracting additional weighting.

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Category 1: Best Annual Report - Print

Judging categories:

a) Overall

- > Is there a consistent concept/message/theme in the Annual Report content?
- > Is there a consistent concept/message/theme in the Annual Report design?
- > Is there clear linkage and flow throughout the report?
- > Clarity and transparency of language?
- > Dual language?

b) Design

- > Is the report on brand – logo, colours, typography?
- > Is the design modern, contemporary, engaging and vibrant?
- > Are there graphical devices used to summarise data?
- > Is the photography of good quality?

c) Structure

- > Is the report well laid out (pagination/spreads)?
- > Is it easy to navigate (sign posting)?
- > Is the financial section somewhat differentiated?

d) Content

- > Does the report have a clear business model?
- > Business strategy?
- > Description of the business?
- > Year in Review?
- > Key financial highlights / at a glance?
- > Chairman statement?
- > CEO statement?
- > CFO Statement?
- > Market review and geography?
- > Business operations?
- > KPIs?
- > Remuneration?
- > Risk?
- > Environmental, Social and Governance?

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Category 2: Best Annual Report - Digital

- > Navigation
- > User experience
- > Design
- > Adaptation from print version of report
- > Responsive (smart device and desktop friendly)
- > Searchability /accessibility
- > HTML version
- > Use of functionality (download centre)
- > Interactivity
- > Integration of relevant video
- > Integration of social media

Scoring methodology

Score	Description
0	These criteria do not appear to have featured
1	Some evidence - basic reporting
2	Average - acceptable reporting
3	Good - quality reporting
4	Excellent - insightful reporting
5	Exceptional - best practice reporting

For further information, please contact:

Middle East Investor Relations Association
awards@meira.me / +971 (0)4 309 7034

Note that the Annual Report can be submitted via wetransfer if it is too heavy to be attached to the email.