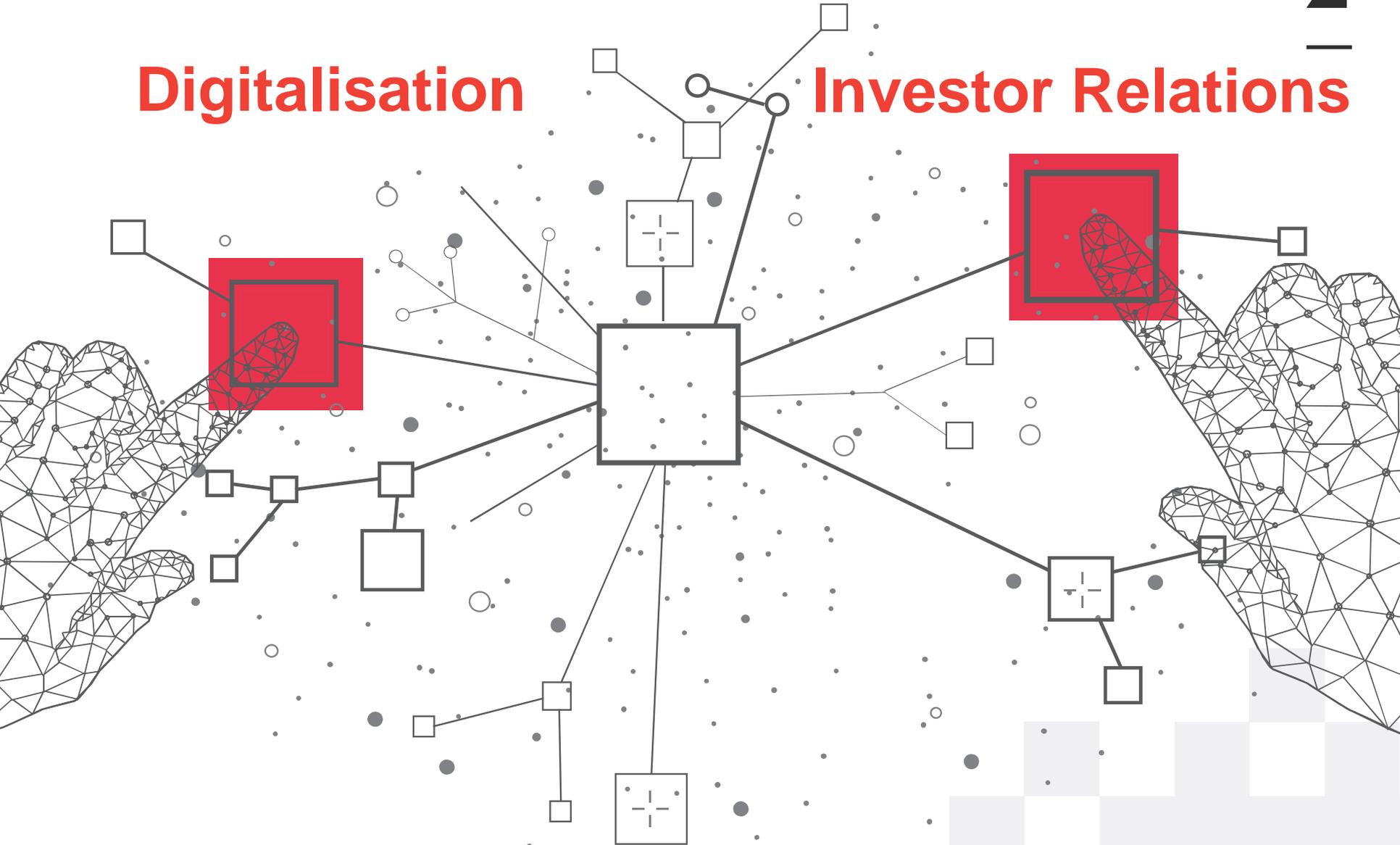




Digitalisation

Investor Relations



History of digital reporting



2000 – 2004 First steps



- First full HTML annual reports published
- Content and structure remain the same. HTML is just another PDF report published online
- HTML reports are published much later than their PDF version

2005 – 2011 Fast growth



- Digital reports develop basic user options and interactive elements
- Content remains plain - mostly text with highlights
- Most HTML reports are still published later than their PDF versions
- ~70% of FTSE-100 companies publish their AFR in full HTML
- Widely adopted in Northern and Central Europe with first trials starting in the

2012 – 2018 Searching for new avenues of growth



- HTML reports become more interactive and responsive
- Report structure and content adjusted for digital delivery
- Some HTML reports are available through a mobile application



➤ New Full HTML reports advantages

- Advanced navigation and user functions
- Fully responsive design
- Superior visual attractiveness and interaction
- Increased visitor traffic and longer engagement
- Report performance analysis
- Full HTML reports are published immediately after the PDF
- Full HTML reports become widely adopted best practice

➤ 2020 ESEF compliant reports in the UK and EU

- Improved data accessibility
- Advanced analysis and comparability across the companies
- Machine readability
- Instant and mistake-proof data distribution to authorities and wider audiences

What they call digital reporting



Steel segment
INTRODUCTION AND HIGHLIGHTS

EVRAZ is the 2nd largest steel supplier and the leader in the steel market and ranked by brand. The Steel segment's primary focus is producing steel in the CIS region. EVRAZ installed new methods to save the economic infrastructure and environmental impact while maintaining report quality.

Key Production Assets

- 1. ...
- 2. ...
- 3. ...
- 4. ...
- 5. ...

Production Highlights

Production	11,121	10,653
Sales	13,515	17,052

Sales Highlights

Production	4,703	5,377
Sales	1,980	12,352

Financial Highlights

Revenue	8,879
EBITDA	2,672
EBITDA Margin	30.1%
EBIT	302

PDF

born innovator

EVRAZ was founded in 1993 by Vladimir and Tatiana ...

Flip book

Flip book

Single pager

Single pager

Full HTML

Annual Report 2018

EVRAZ IN FIGURES | STRATEGIC REPORT | BUSINESS REVIEW | CSR REPORT | GOVERNANCE | FINANCIAL STATEMENTS

CHIEF EXECUTIVE OFFICER'S LETTER | OPERATIONAL MODEL

EVRAZ BUSINESS MODEL | RISKS | FREQUENTLY ASKED QUESTIONS

Go to Interactive map | HIGHLIGHTS | KPIs

CHAIRMAN'S INTRODUCTION

Full HTML

XBRL

Consolidated Statement of Operations

in millions of US dollars, except for per share information

	Year ended	Line Item
	2018	2018-01-01 to 2018-12-31
Continuing operations		
Revenue		\$ 12,521,000,000.00
Sale of goods	1,030	
rendering of services	312	
Cost of revenue		(8,611)
sales goods		5,823
selling and distribution costs	7	(1,813)
general and administrative expenses	7	(546)
social and social infrastructure maintenance expenses		(27)
loss on disposal of property, plant and equipment		(11)
Impairment of assets	6	(30)
Foreign exchange gains/(losses), net		361

XBRL

iXBRL

What they call digital reporting (cont.): PDF



Key features

- Ready to print
- Allows to copy the content
- Basic search function
- Basic navigation

EVRAZ

Steel segment

INTRODUCTION AND HIGHLIGHTS

EVRAZ is No. 1 among rail suppliers and the leader in the construction steel market in Russia. The Steel segment's primary focus is producing steel in the CIS from closely located raw materials to serve the domestic infrastructure and construction market while maintaining export flexibility.

Our Vision:

- Be a world leader in rail production
- Be a leader on the Russian construction steel market
- Be an efficient producer of steel products for infrastructure projects

KEY PRODUCTION ASSETS

1. EVRAZ ZSMK
2. Ennsmaide
3. EVRAZ NGOK
4. EVRAZ NTMK
5. EVRAZ Vandyale
6. Evraz Capitan Steel
7. EVRAZ Harem
8. EVRAZ Pskov-Berdy
9. EVRAZ Sverdlov

Production highlights

Crude steel	11,121 kt	Steel products	10,853 kt
Iron ore products	13,515 kt	Vanadium slag	17,052 mtv

Sales highlights

Semi-finished products	4,703 kt	Finished products	5,377 kt
Iron ore products	1,980 kt	Vanadium final products	12,352 mtv

Financial highlights

Revenues	US\$ 8,879 million	EBITDA	US\$ 2,672 million	EBITDA margin	30.1%	CAPEX	US\$ 302 million
	▲ 14.7% year-on-year		▲ 89.2% year-on-year	19.2% in 2017		▼ 15.6% year-on-year	

What they call digital reporting (cont.): Flip book



Key features

- Shell for PDF
- Ability to add video or animation

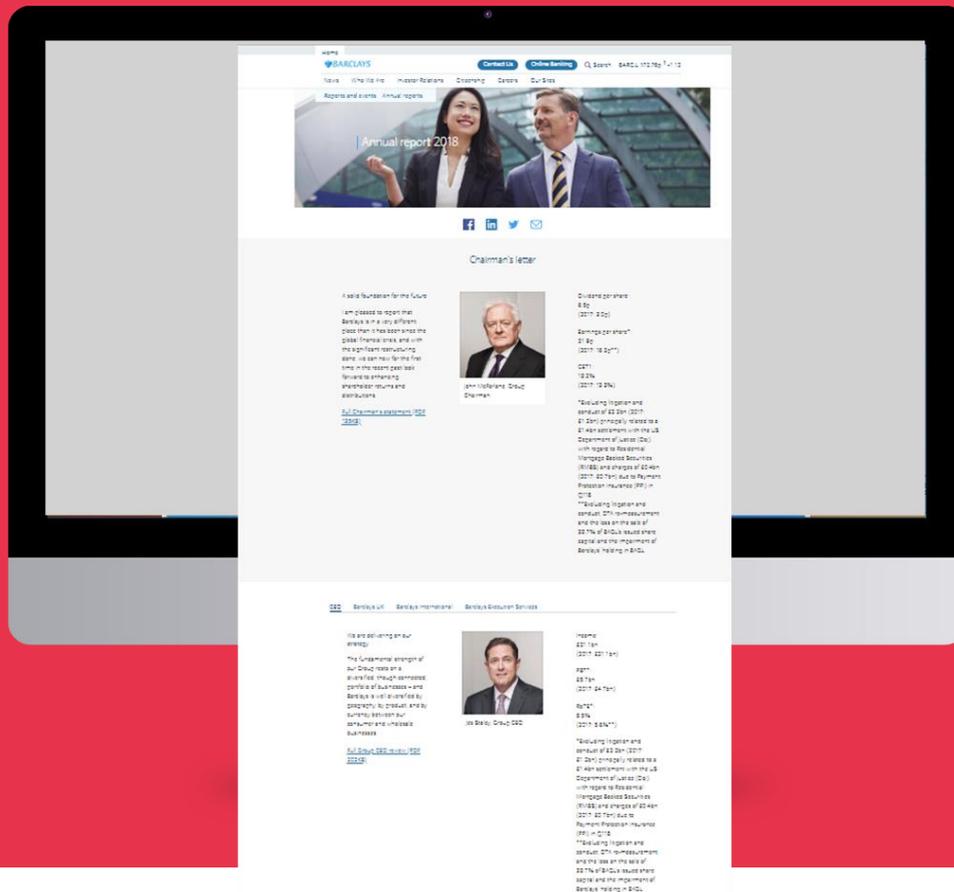


What they call digital reporting (cont.): Single pager



Key features

- One HTML page (2-5 screens)
- Contains report highlights
- Report content available to download in PDF
- Can be stand alone or built in the corporate website

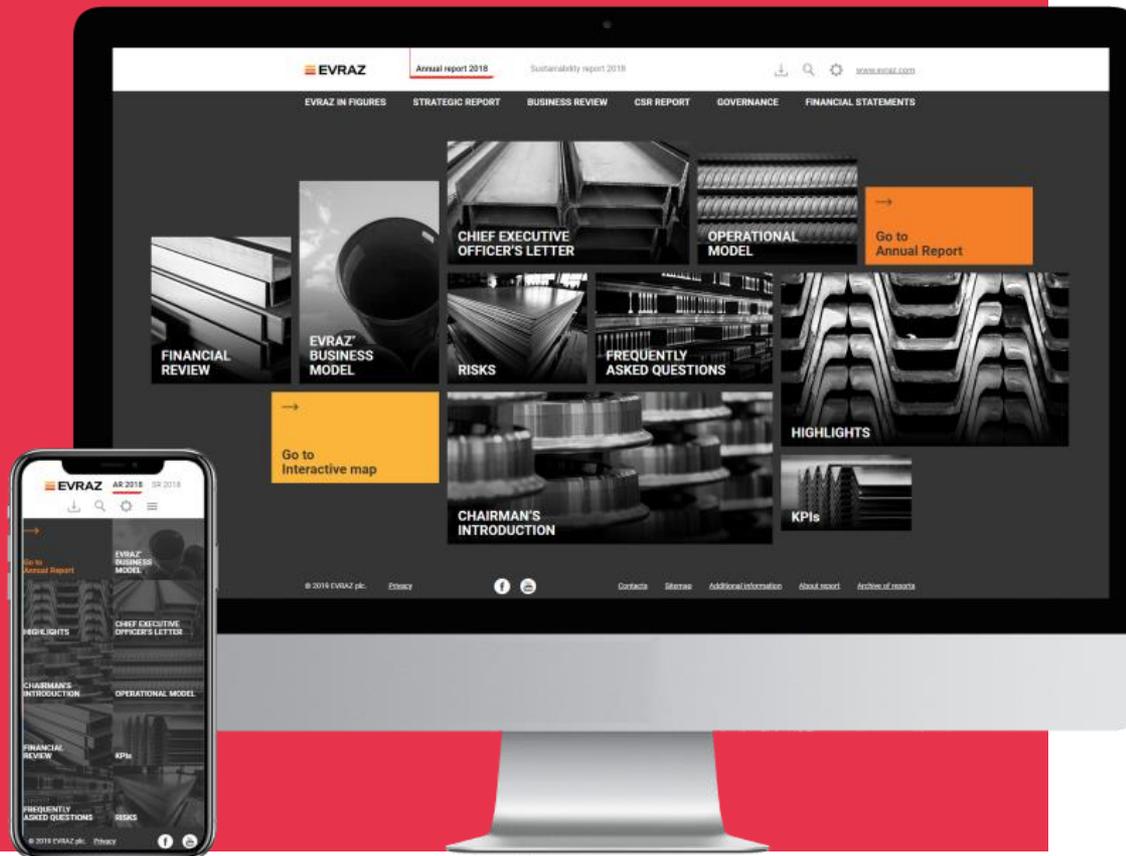


What they call digital reporting (cont.): Full HTML



Key features

- Website with full report content
- Wide range of user tools and functions
- Extensive use video, interactive objects and infographics
- Interacts with user
- Responsive design
- Cross-links with other corporate media and sources
- Ability to contain XBRL or iXBRL statements
- Tracks user experience and analyses report performance



What they call digital reporting (cont.): XBRL



0000313807 2018-01-01 2018-12-31 0000313807 bp:SecondPreferenceSharesMember 2018-12-31 0000313807 bp:FirstPreferenceSharesMember
0000313807 2016-01-01 2016-12-31 0000313807 ifrs-full:OrdinarySharesMember 2016-01-01 2016-12-31 0000313807 ifrs-full:OrdinarySharesMember
0000313807 bp:AmericanDepositoryShareMember 2018-01-01 2018-12-31 0000313807 bp:AmericanDepositoryShareMember 2017-01-01 2017-12-31
2016-12-31 0000313807 ifrs-full:OrdinarySharesMember 2017-01-01 2017-12-31 0000313807 ifrs-full:ReserveOfExchangeDifferencesOnTranslationMember
full:TreasurySharesMember 2017-12-31 0000313807 ifrs-full:EquityAttributableToOwnersOfParentMember bp:IFRS9FinancialInstrumentsMember
full:IncreaseDecreaseDueToChangesInAccountingPolicyRequiredByIFRSsMember 2018-01-01 0000313807 ifrs-full:EquityAttributableToOwnersOfParentMember
bp:ShareCapitalAndCapitalReserveMember 2016-12-31 0000313807 ifrs-full:ReserveOfExchangeDifferencesOnTranslationMember 2018-12-31
0000313807 2015-12-31 0000313807 ifrs-full:EquityAttributableToOwnersOfParentMember 2017-01-01 2017-12-31 0000313807 ifrs-full:ReserveOfExchangeDifferencesOnTranslationMember
full:NoncontrollingInterestsMember 2018-01-01 2018-12-31 0000313807 bp:TotalReserveOfAvailableForSaleSecuritiesAndCashFlowHedgesMember
full:ReserveOfExchangeDifferencesOnTranslationMember 2017-12-31 0000313807 bp:ShareCapitalAndCapitalReserveMember 2017-12-31 0000313807
2018-01-01 0000313807 ifrs-full:RetainedEarningsMember 2017-01-01 2017-12-31 0000313807 ifrs-full:EquityAttributableToOwnersOfParentMember
full:ReserveOfExchangeDifferencesOnTranslationMember 2016-12-31 0000313807 ifrs-full:NoncontrollingInterestsMember 2016-01-01 2016-12-31
0000313807 ifrs-full:ReserveOfExchangeDifferencesOnTranslationMember 2018-01-01 2018-12-31 0000313807 bp:TotalReserveOfAvailableForSaleSecuritiesAndCashFlowHedgesMember
bp:IFRS9FinancialInstrumentsMember ifrs-full:IncreaseDecreaseDueToChangesInAccountingPolicyRequiredByIFRSsMember 2018-01-01 0000313807 ifrs-full:RetainedEarningsMember
2016-01-01 2016-12-31 0000313807 bp:ShareCapitalAndCapitalReserveMember 2018-01-01 2018-12-31 0000313807 ifrs-full:EquityAttributableToOwnersOfParentMember
bp:IFRS9FinancialInstrumentsMember ifrs-full:IncreaseDecreaseDueToChangesInAccountingPolicyRequiredByIFRSsMember 2018-01-01 0000313807 ifrs-full:ReserveOfExchangeDifferencesOnTranslationMember
2015-12-31 0000313807 ifrs-full:RetainedEarningsMember 2018-12-31 0000313807 ifrs-full:TreasurySharesMember 2018-01-01 0000313807 2018-12-31 0000313807 bp:TotalReserveOfAvailableForSaleSecuritiesAndCashFlowHedgesMember
full:RetainedEarningsMember 2017-12-31 0000313807 ifrs-full:TreasurySharesMember 2016-12-31 0000313807 bp:TotalReserveOfAvailableForSaleSecuritiesAndCashFlowHedgesMember
2018-01-01 2018-12-31 0000313807 ifrs-full:TreasurySharesMember 2018-01-01 2018-12-31 0000313807 ifrs-full:NoncontrollingInterestsMember 2016-12-31 0000313807 ifrs-full:NoncontrollingInterestsMember
2017-12-31 0000313807 bp:TotalReserveOfAvailableForSaleSecuritiesAndCashFlowHedgesMember 2017-12-31 0000313807 ifrs-full:RetainedEarningsMember 2015-12-31 0000313807 bp:TotalReserveOfAvailableForSaleSecuritiesAndCashFlowHedgesMember
bp:ShareCapitalAndCapitalReserveMember 2015-12-31 0000313807 2018-01-01 0000313807 ifrs-full:RetainedEarningsMember bp:IFRS9FinancialInstrumentsMember
full:IncreaseDecreaseDueToChangesInAccountingPolicyRequiredByIFRSsMember 2018-01-01 0000313807 ifrs-full:TreasurySharesMember 2017-12-31 0000313807 bp:ShareCapitalAndCapitalReserveMember
2018-01-01 2018-12-31 0000313807 bp:ShareCapitalAndCapitalReserveMember 2016-12-31 0000313807 ifrs-full:NoncontrollingInterestsMember 2015-12-31 0000313807 ifrs-full:EquityAttributableToOwnersOfParentMember
0000313807 ifrs-full:ComputerSoftwareMember ifrs-full:TopOfRangeMember 2018-01-01 2018-12-31 0000313807 ifrs-full:IncreaseDecreaseDueToChangesInAccountingPolicyRequiredByIFRSsMember
bp:IFRS9FinancialInstrumentsMember 2018-12-31 0000313807 bp:PatentsLicencesAndTrademarksMember ifrs-full:BottomOfRangeMember 2018-01-01 2018-12-31 0000313807 ifrs-full:LoansAndReceivablesCategoryMember
2018-01-01 0000313807 ifrs-full:LoanCommitmentsMember ifrs-full:AtCostMember 2017-12-31 0000313807 bp:PatentsLicencesAndTrademarksMember ifrs-full:TopOfRangeMember
full:TradeReceivablesMember ifrs-full:FinancialAssetsIndividuallyAssessedForCreditLossesMember ifrs-full:AtCostMember 2018-01-01 0000313807 ifrs-full:CashAndCashEquivalentsMember
ifrs-full:FinancialAssetsIndividuallyAssessedForCreditLossesMember ifrs-full:AtCostMember 2018-01-01 0000313807 ifrs-full:FinancialAssetsIndividuallyAssessedForCreditLossesMember
ifrs-full:AtCostMember 2017-12-31 0000313807 ifrs-full:FinancialAssetsIndividuallyAssessedForCreditLossesMember 2017-12-31 0000313807 ifrs-full:FinancialAssetsIndividuallyAssessedForCreditLossesMember
ifrs-full:LoansAndReceivablesCategoryMember ifrs-full:LoanCommitmentsMember ifrs-full:FinancialAssetsCollectivelyAssessedForCreditLossesMember

Key features

- Computer readable
- Requires special software
- For professional use only

What they call digital reporting (cont.): iXBRL



Consolidated Statement of Operations

in millions of US dollars, except for per share information

	Notes	Year ended 2018	2017	2016
Continuing operations				
Revenue				
Sale of goods	3	\$ 12,525	\$ 12,525,000,000	
Rendering of services	3	311		
		12,836		
Cost of revenue				
	7	(8,011)		
Gross profit				
Selling and distribution costs	7	(1,013)		
General and administrative expenses	7	(546)		
Social and social infrastructure maintenance expenses		(27)		
Loss on disposal of property, plant and equipment		(11)		
Impairment of assets	6	(30)		
Foreign exchange gains/(losses), net		361		

Highlight all tags

Inline XBRL

Line item

ifrs-full:revenuefromsaleofgoods

Value

\$ 12,525,000,000.00

Period

2018-01-01 to 2018-12-31

Units

iso4217:USD

Entity

5493005B7DAN36RXLK23

Key features

- Machine and human readable
- Single file
- Combines most advantages of Full HTML and XBRL
- Full report content
- For professional and non professional use
- Opens in standard web browser

What we call digital reporting



Steel segment
INTRODUCTION AND HIGHLIGHTS

EVRAZ is the leading steel producer and the leader in the world's most advanced market in Europe. The steel segment's primary focus is producing steel in the CIS from highly skilled and modern plants to serve the domestic infrastructure and construction market while maintaining export flexibility.

Key Objectives

- Maximize return on capital employed
- Increase operating leverage and improve asset quality
- Maximize shareholder value
- Maximize production and operational efficiency

KEY PRODUCTION ASSETS

- 1. Russia
- 2. Kazakhstan
- 3. Ukraine
- 4. Turkey
- 5. Poland
- 6. Czech Republic
- 7. Slovakia
- 8. Hungary
- 9. Romania
- 10. Bulgaria
- 11. Serbia
- 12. Montenegro
- 13. Albania
- 14. Georgia
- 15. Azerbaijan
- 16. Armenia
- 17. Belarus
- 18. Kazakhstan
- 19. Uzbekistan
- 20. Turkmenistan
- 21. Kyrgyzstan
- 22. Tajikistan
- 23. Uzbekistan
- 24. Turkmenistan
- 25. Kyrgyzstan
- 26. Tajikistan

Production Highlights

Revenue	11,121	10,853
Operating Profit	13,515	17,052
Operating Profit Margin	8.87%	15.62%

Sales Highlights

Revenue	4,705	5,377
Operating Profit	1,980	2,352
Operating Profit Margin	41.6%	43.7%

Production Volume

Production Volume	8,879	2,672
Production Volume	30.1%	302

PDF

born innovator

Philips is a global leader in consumer electronics, healthcare, and lighting. The company is committed to innovation and sustainability, and is focused on creating a better life for everyone.

What we aspire to

Employees crucial success

Flip book

Single pager

EVRAZ

Annual Report 2018

EVRAZ FINANCIALS STRATEGIC REPORT BUSINESS REVIEW CSR REPORT GOVERNANCE FINANCIAL STATEMENTS

CHIEF EXECUTIVE OFFICER'S LETTER

OPERATIONAL MODEL

EVRAZ BUSINESS MODEL

RISKS

FREQUENTLY ASKED QUESTIONS

HIGHLIGHTS

CHAIRMAN'S INTRODUCTION

IRPS

Full HTML

Consolidated Statement of Operations

	2018	2017
Revenue	11,121	10,853
Operating Profit	13,515	17,052
Operating Profit Margin	8.87%	15.62%

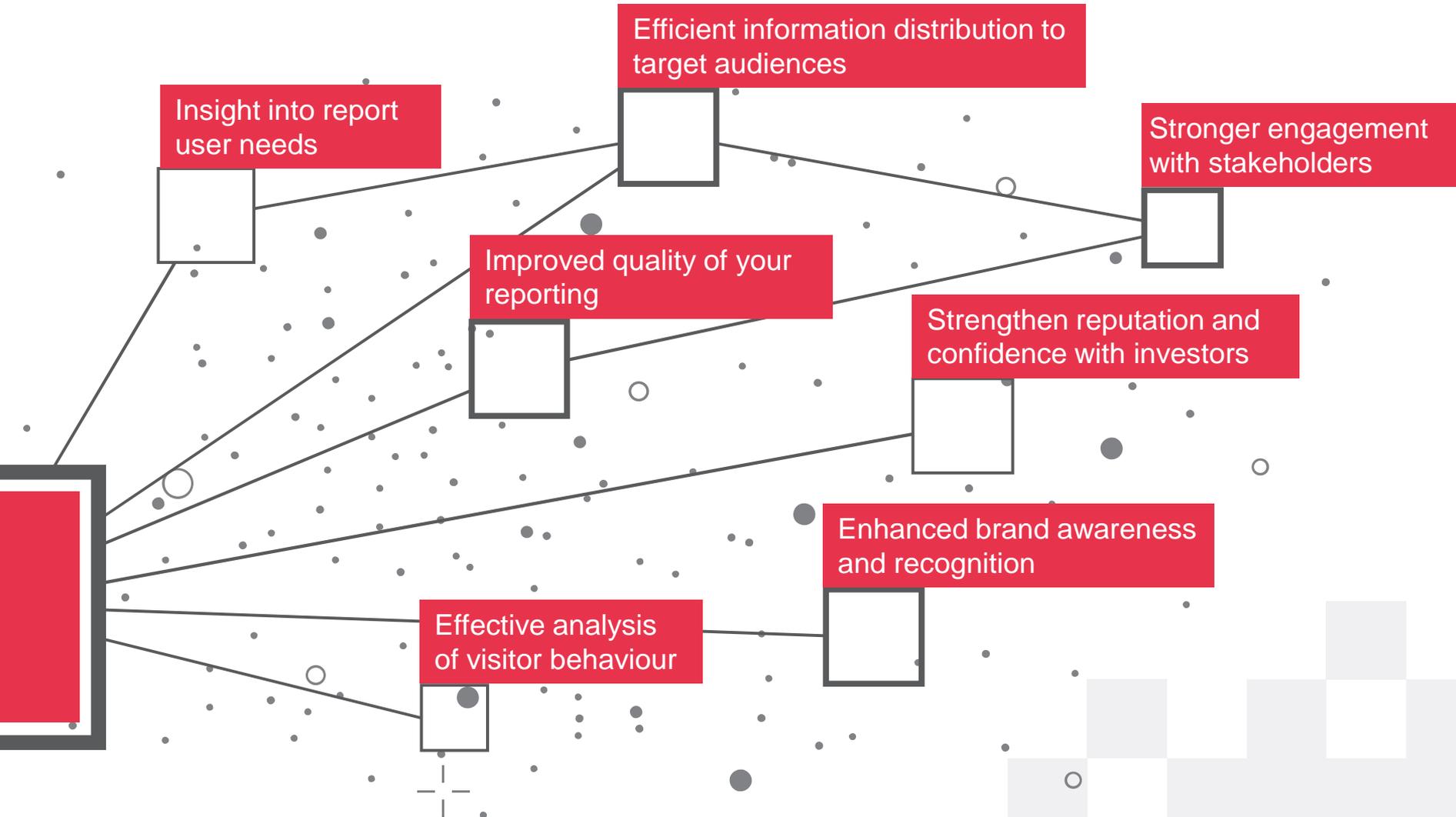
XBRL

Consolidated Statement of Operations

	2018	2017
Revenue	11,121	10,853
Operating Profit	13,515	17,052
Operating Profit Margin	8.87%	15.62%

iXBRL

How digital reporting can help you achieve your IR goals





- - Changing the perception on digital reporting: the future consists of only full HTML and iXBRL
 - Expanded role of AI in digital reporting. Currently used by XBRL report publishers and professional report users

➤ OUR PREDICTION

There will be further iXBRL and full HTML reporting development and integration. This will allow the combination of benefits from both formats.

Possible future for digital reporting: Focus on iXBRL



Recent past

2013

Transparency directive
(TD 2013 (26))

2015-2017

Consultation and feedback

2018-2019

pilot projects

Present

1 January 2020

ESEF comes into force

2019 May

Final RTS and regulation

Nearest future

**Notes block tagging
(2022)**

Notes tagging in detail (?)

**CEAOB is looking
at audit**

**Tagging whole
the report (?)**

2013 - 2018

2019 - 2020

2021 ...



UK annual report contests essentials:

- Communications consistent across print and digital channels
- Meet the communications needs of external and internal audiences
- The report been promoted internally and externally and is messaging consistent across communication channels
- The report resents key messages and holistic view of company in an engaging, accessible and relevant way
- The report has quantifiable results and proven effectiveness for each target group

Zebra comments on deliverables details:

- Publish annual report in full HTML format
- Simultaneous publication of PDF and full HTML versions
- Effective use of the HTML technology (visual effects, video etc)
- Logical and user-friendly navigation
- Adoptive interface (ability to view on the mobile devices)
- Ability to download data (tables, graphs etc)
- Interlinks between annual report and sustainability report as well as corporate website and other media
- Use of report performance analysis tools



- - Follow best practice guidelines
 - Publish full HTML and iXBRL reports
 - Publish digital reports simultaneously with PDF
 - Widely use advantages of the HTML technology: video, multimedia, data downloads and interactive objects
 - Promote your annual report to your stakeholders
 - Analyse your annual report performance
 - Track your annual report publishing KPIs
 - Improve the quality of your next annual report based on the performance analysis

Digital reporting takeaways: iXBRL report pilot project

