

# *«Интерактивные версии Годовых отчетов: задачи, ошибки, достижения, прогнозы»*

*Гаврилов Алексей Николаевич  
Начальник отдела ценных бумаг и рынков  
капитала ОАО «СЗТ»*

*Октябрь 2010*



# СОДЕРЖАНИЕ

## Интерактивный годовой отчет как инструмент коммуникации с инвесторами и акционерами

- Чего изволите подать?
- В каком виде изволите?

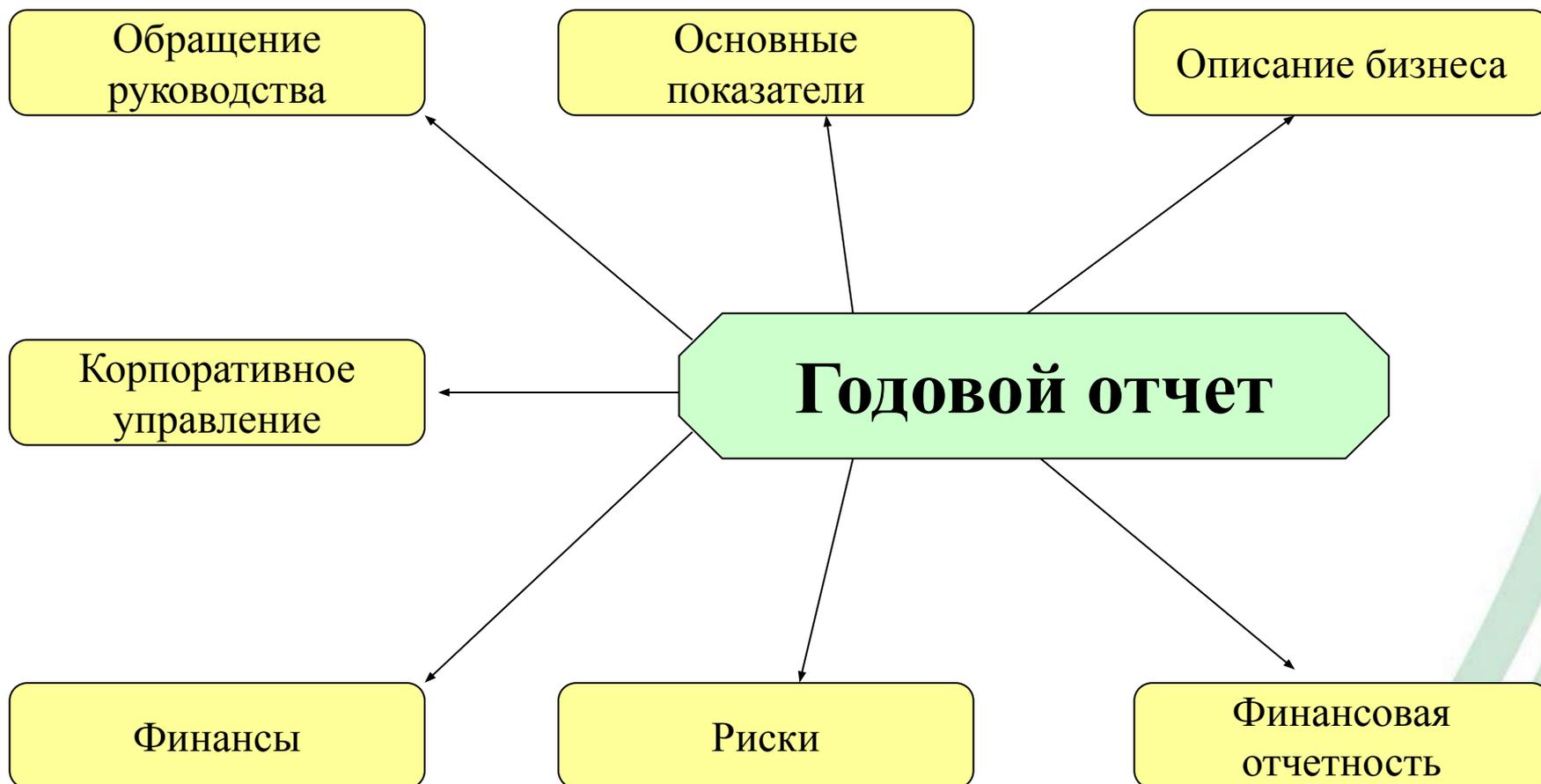
## Анализ потенциала и применения идеологии интерактивных Годовых отчетов участниками Конкурса-2010

- Что в PDF интерактивного?
- E-book or not e-book?
- HTML – наше всё?

## Прогноз использования сервисов в интерактивных Годовых отчетах в 2011 году

- Анализируй ЭТО!
- Поговорим о том, о сём...

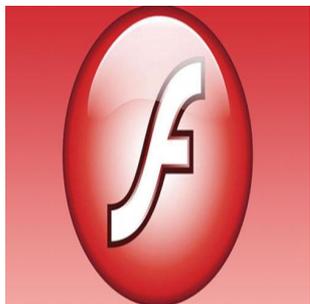
## Чего изволите подать?



## В каком виде изволите?



**Полный аналог печатной версии**



**Любовь к книгам**



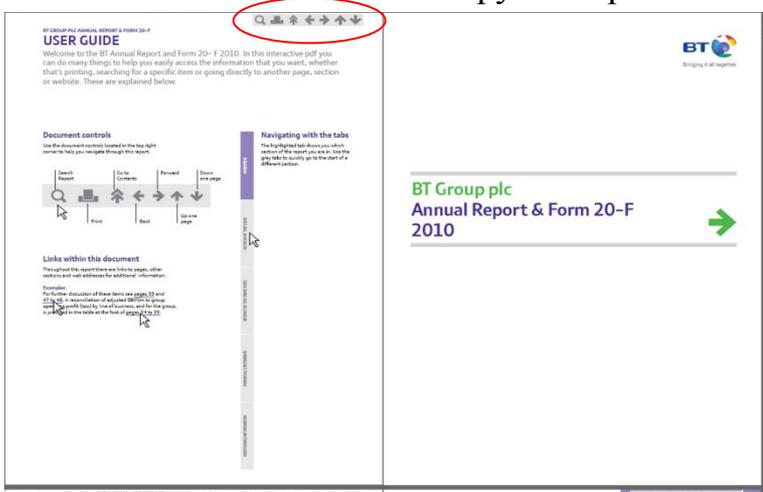
**Функционал прежде всего**

# Что в PDF интерактивного?



Скачать или нет, куда сохранить?

Основной инструментарий



Вопросы те же, но с навигацией

# E-book or not e-book?

100% E-book



100% Flash



E-book встроена в HTML

Denbury Resources Inc. 2009 Annual Report

TABLE OF CONTENTS | VIEW INDEX | PAGE 8 | ZOOM | SEARCH KIT

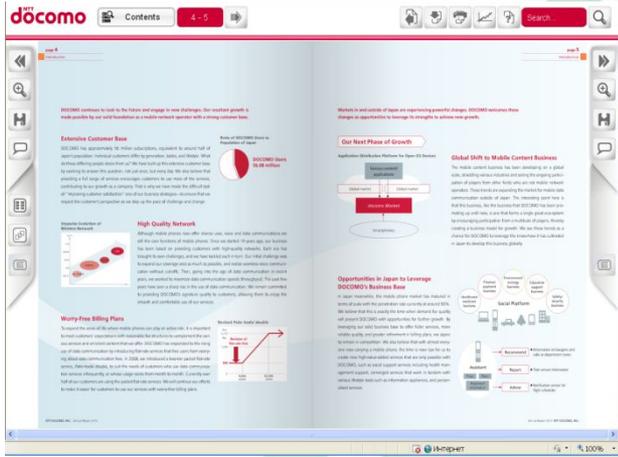
Financial Highlights

Financial highlights unless otherwise noted	Year Ended December 31,				Average Annual Growth <sup>(1)</sup>	
	2009	2008	2007	2006 <sup>(2)</sup>		
<b>Consolidated Statements of Operations Data:</b>						
Revenue	\$ 382,012	\$ 1,265,703	\$ 973,360	\$ 231,524	\$ 642,292	12%
Net income less <sup>(3)</sup> per common share <sup>(4)</sup>	175,150	388,376	253,147	202,437	168,471	-
Basic	10,361	1,891	1,061	0,807	0,741	-
Diluted	9,761	1,864	1,000	0,832	0,761	-
Weighted average number of common shares outstanding <sup>(5)</sup>	244,917	243,995	240,945	253,141	223,485	3%
Diluted	244,917	243,995	240,945	253,141	223,485	3%
<b>Consolidated Statements of Cash Flow Data:</b>						
Cash provided by (used for):						
Operating activities	\$ 526,579	\$ 774,519	\$ 570,214	\$ 441,810	\$ 260,940	10%
Investing activities	(242,244)	(274,018)	(292,533)	(854,427)	(282,472)	24%
Financing activities <sup>(6)</sup>	(422,637)	(177,102)	(198,533)	(263,461)	(154,797)	30%
Production (Mcf):						
Oil (MMbbl)	34,991	31,436	27,929	23,274	20,073	17%
Natural gas (MMcf)	49,094	85,423	97,141	80,252	58,874	23%
Condensate (MMcf)	49,991	20,363	44,118	26,792	23,715	15%
Unit Sales Price (excluding hedging):						
Oil (per Bbl)	\$ 77.73	\$ 92.73	\$ 69.80	\$ 69.67	\$ 60.36	4%
Natural gas (per Mcf)	\$ 5.54	\$ 6.56	\$ 6.56	\$ 7.10	\$ 6.48	(20)%
Unit Sales Price (including hedging):						
Oil (per Bbl)	\$ 66.43	\$ 70.04	\$ 46.84	\$ 69.33	\$ 60.30	8%
Natural gas (per Mcf)	\$ 7.54	\$ 7.74	\$ 7.46	\$ 7.10	\$ 7.00	(18)%
Cost per unit:						
Lease operating expenses	\$ 16.10	\$ 16.13	\$ 14.26	\$ 12.44	\$ 9.98	17%
General and administrative expenses	\$ 1.51	\$ 2.74	\$ 3.04	\$ 3.20	\$ 2.82	26%
Depreciation, depletion and amortization	\$ 1.32	\$ 1.08	\$ 1.17	\$ 1.11	\$ 0.97	10%
Proved reserves:						
Oil (MMbbl, MMcf) <sup>(7)</sup>	102,879	179,126	136,978	126,385	104,173	14%
Oil (MMbbl, MMcf) <sup>(8)</sup>	427,495	427,702	398,469	389,246	378,267	(2)%
Natural gas (Bcf, MMcf)	207,452	252,492	194,744	174,232	152,948	9%
Condensate (MMcf)	4,202,000	4,153,107	4,441,956	4,325,948	4,448,702	8%
Consolidated Balance Sheet Data:						
Total assets	\$ 4,243,978	\$ 3,589,474	\$ 2,771,077	\$ 2,139,837	\$ 1,805,049	30%
Total long-term liabilities	\$ 1,903,951	\$ 1,343,579	\$ 1,102,366	\$ 835,260	\$ 472,343	33%
Stockholders' equity <sup>(9)</sup>	\$ 1,727,227	\$ 1,845,895	\$ 1,468,778	\$ 1,304,089	\$ 752,442	28%

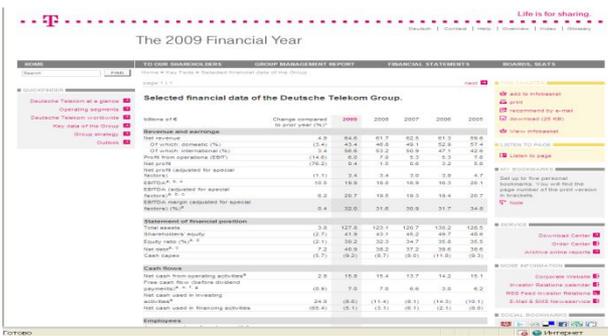
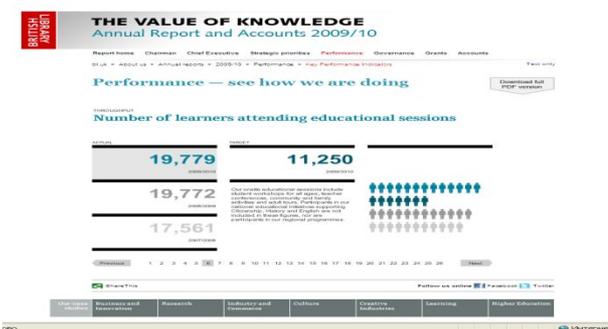
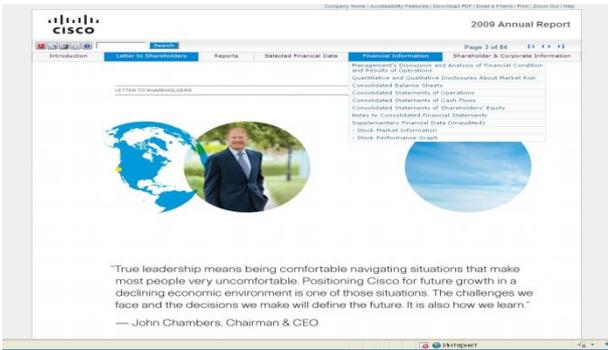
E-book + multimedia



E-book + функциональность



# HTML – наше всё?



HTML расширяет возможности PDF, но достаточно ли этого?

Хороший HTML, но насколько он полезен?

Функциональность, полезность, наглядность, удобство и простота использования

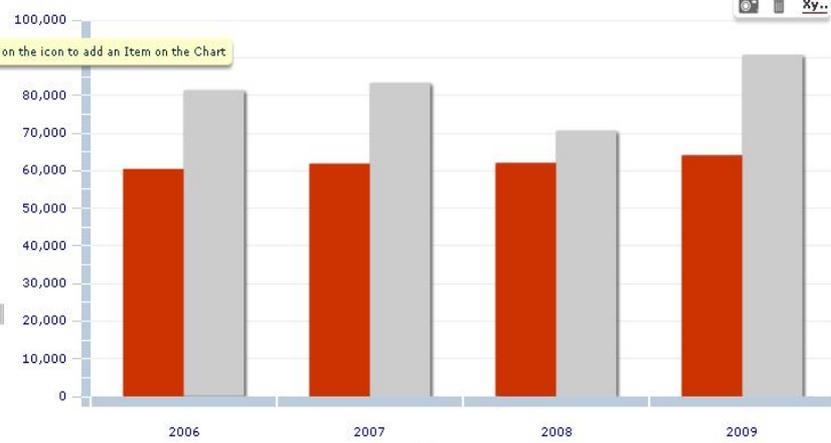
# Анализируй ЭТО!


Annuals

Reports: **Group Income Data - Total Income**

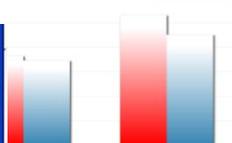
Period: **2004** | 2005 | 2006 | 2007 | 2008 | 2009

Description	Units	Select
<input checked="" type="checkbox"/> Profit and Loss Account	Euro ml...	
<input checked="" type="checkbox"/> Total Income	Euro ml...	<input checked="" type="checkbox"/>
- Earned premiums	Euro ml...	<input checked="" type="checkbox"/>
- Fee and commission income	Euro ml...	<input type="checkbox"/>
<input checked="" type="checkbox"/> Total Expenses	Euro ml...	<input checked="" type="checkbox"/>
- Net insurance benefits and claims	Euro ml...	<input type="checkbox"/>
- Fee and commission expenses	Euro ml...	<input type="checkbox"/>
- Acquisition and administration costs	Euro ml...	<input type="checkbox"/>
- Earnings before taxes	Euro ml...	<input type="checkbox"/>
- Consolidated result of the period	Euro ml...	<input type="checkbox"/>
- Result of the period	Euro ml...	<input type="checkbox"/>
- Minority interests	Euro ml...	<input type="checkbox"/>
<input checked="" type="checkbox"/> Balance Sheet	Euro ml...	
<input checked="" type="checkbox"/> Cash Flow Statement	Euro ml...	
<input checked="" type="checkbox"/> Non Life Segment	Euro ml...	
<input checked="" type="checkbox"/> Life Segment	Euro ml...	



	27,126	26,328	26,494
<b>TOTAL EQUITY (A)</b>			
<b>NON-CURRENT LIABILITIES</b>			
Non-current financial liabilities (19)	35,752	475	35,527
Employee benefits (24)	1,075		1,212
Deferred tax liabilities (9)	160		389
Provisions (25)	735		692
Miscellaneous payables			903

**TELECOM**  
INTERACTIVE TABLES  
Equity and Liabilities



TELECOM

Home - Consolidated Financial Position

On to page: 140

- KPI interactive
- Download center
- Glossary

Consolidated Statements of Financial Position

**Equity and Liabilities**

- Separate Consolidated Income Statements
- Consolidated Statements of Comprehensive Income
- Consolidated Statements of Changes in Equity
- Consolidated Statements of Cash Flows
- Notes to the Consolidated Financial Statements
- Certification of the Consolidated Financial Statements
- Independent auditors' report

governance.report.telecomitalia.it/en

# Прогноз использования сервисов в интерактивных годовых отчетах в 2011 году

## Анализируй ЭТО!

ИНСТРУМЕНТЫ АНАЛИЗА:

TELECOM ITALIA 2009 Annual Report

Letter to the Shareholders | Report on Operations | Consolidated Financial Statements | Telecom Italia S.p.A. | Other information

**Annual Report 2009**

Key facts: In line with the 2009-2011 industrial plan, one of our objectives is stabilizing the group's organic EBITDA for the third consecutive year in 2010, also thanks to the contribution from Brazil which recorded good progress in the first three months of the year.

**Interactive graphics**

Organic revenue

Year	Q I	Q II	Q III	Q IV
2009	~5,000	~5,000	~5,000	~5,000
2008	~4,500	~4,500	~4,500	~4,500

**Key figures**

Revenues	27,180 mln €
EBITDA	11,115 mln €
EBIT	5,493 mln €
Profit for the year	1,586 mln €
Adjusted net financial debt	33,940 mln €

Переход в корзину

Закладки

Встроенные интерактивные графики

TELECOM ITALIA 2009 Annual Report

Letter to the Shareholders | **Report on Operations** | Consolidated Financial Statements | Telecom Italia S.p.A. | Other information

**REPORT ON OPERATIONS**

**Business Units data: summary table**

	Revenue		EBITDA		EBIT		Capital expenditure		Headcount at year-end (number)	
	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008
Domestic	21,662	23,227	9,968	9,989	5,304	5,405	3,523	3,658	58,736	61,816
Brazil	3,022	3,308	1,258	1,217	209	188	964	1,348	9,763	10,268
India	230	287	(8)	(80)	(113)	53	50	757	967	
Olivei	360	352	(14)	(30)	(19)	(37)	4	3	1,098	1,194
Other Operations	158	215	(6)	19	(34)	(15)	8	26	1,010	1,058

Страница с интерактивным анализом основных показателей

Скачивание таблиц в Excel формате

## Поговорим о том, о чём..

Отправить ссылку по электронной почте

Добавить ссылку в социальные сети

Отправить комментарий в компанию

Оценить отчет с помощью анкеты обратной связи.

**СПАСИБО ЗА ВНИМАНИЕ!**