

CCR INTEGRATED REPORTING (<IR>) ROUNDTABLE

WORKSHOP VI

«Purpose > business model > value creation»

DATE & LOCATION: MARCH 9, 2018, ZURICH (EY, MAAGPLATZ 1)

Corporates have to shape their perception and valuation in the market by providing investors with information they need in order to make informed long-term investment decisions. At the same time they have to build strong relationship with all important stakeholders.

It is therefore essential to tell the corporate story in a way that consistently inspires trust and confidence. In order to improve and align the interests between corporates and their stakeholders, relevant corporate communication needs to include the company's purpose, its business model and dynamics in different dimensions, as well as its value creation in the long term.

In our interactive workshop, **Dr. Juan F. Gonzalez Valero**, Head Sustainable and Responsible Business of **Syngenta** will present the company's experiences and shed a light on the how and why of

- **COMMUNICATING THE PURPOSE OF A COMPANY**

Purpose requires companies to have a clear and genuine conviction as to **why they exist**. It not only orients an organization's long-term strategic goals, but also engages? employees, consumers, and external stakeholders to join their cause.

The importance of a common understanding of the business model as well as the communication of the long-term value creation will be presented by **Meenakshi Raina** at **AXA Group** who works in Regulation, Sustainability and Public Affairs and co-pilots Integrated Reporting:

- **UNDERSTANDING THE BUSINESS MODEL AND ITS DYNAMICS**

A **common understanding** of the business model within the organization is **not a given** but crucial to long-term value creation. In principle, it informs on how an organization defines, creates, delivers and captures value for its stakeholders.

- **LONG-TERM VALUE CREATION**

The multi-capital perspective captures how a company creates value for different stakeholders, and highlights long-term value drivers and strategies for achieving competitive advantage in a more holistic way.

AGENDA OF THE INTERACTIVE WORKSHOP

From 08.15 on	Arrival at EY, Zurich / Welcome coffee
08.30 – 09.10	Welcome & Introduction <ul style="list-style-type: none">- Welcome by Dr. Thomas Scheiwiller, Chairman of the Advisory Board, Center for Corporate Reporting (CCR)- Introduction of all participants / Short input on workshop expectations
09.10 – 09.55	Importance of the communication of the purpose of a company Dr. Juan F. Gonzalez Valero, Head Sustainable and Responsible Business, Syngenta
09.55 – 10.40	Understanding the business model, its dynamics and long term value creation Meenakshi Raina, who works in Regulation, Sustainability and Public Affairs and co-pilots Integrated Reporting
10.40 – 10.55	Coffee & Snacks
10.55 – 11.55	Wrap up by Mark Vesper, EY, of key take-aways and learnings as introduction to Q&A and discussion among all participants
11.55 – 12.10	Closing: participants share key take-aways from the workshop
12.10 – 13.00	Lunch & Networking

Please note that the event is held in accordance with Chatham House rules.

Participants

We expect 10-15 participating companies – typically leaders in their industries – with no more than a total of 30 participants to allow for interactive discussion.

Cost (including workshop participation and documentation)

- CCR corporate members, category II & III: free
- CCR corporate members, category I: CHF 350
- Non-CCR corporate members: first participant CHF 750, each additional participant CHF 500

The <IR> Roundtable in brief

Integrated reporting is one of the focal issues in the reporting community – standard-setters, regulators, investors, and in particular, international corporations are increasingly setting a course in the direction of integrated thinking.

Against this backdrop the Center for Corporate Reporting (CCR) initiated the Integrated Reporting Roundtable. The Roundtable promotes sharing of practical experiences, gathering insights from experts and disseminating learnings from peers.

The Roundtable series is made possible thanks to the support of Clariant International and is kindly hosted by EY.

About CCR

The Center for Corporate Reporting (CCR) is an independent center of excellence for corporate reporting and the central point of contact for all key players in the corporate reporting community. CCR's activities include the annual Symposium, topic-specific events, the trade publication "The Reporting Times" and exclusive services for corporate members.

We serve as your knowledge hub offering practical corporate reporting expertise and offer a unique, interdisciplinary network in corporate reporting.

Our corporate members include (extract):

AFG Management, Ascom, Baloise, Clariant, Dufry, Geberit, Georg Fischer, Givaudan, HIAG, Hilti, Kaba, Liechtensteinische Landesbank, Lindt & Sprüngli, Lonza, Mikron, Raiffeisen, Roche, RUAG, Schindler, SGS, Siegfried Holding, Suva, Swiss Prime Site, Swiss Re, Swisscom, Syngenta, Valora, Zurich and many more.

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