Strategic report
The building blocks and basic connections

What the company does and where it does it – the starting point for every annual report.

What management thinks the company can achieve, based on its competitive advantages and how it’s positioned in its markets.

How the company will achieve its objectives. Also links to governance – how the board oversees the setting and implementation of the strategy.

Shows how well management is implementing the strategy. Also links to remuneration – how management is rewarded for delivery.

The size, growth, competitiveness and drivers of the company’s markets.

The key risks which could knock the strategy off course and damage value creation. Also links to governance – how the board ensures proper controls and risk management.

How the company performed in the year, including sustainability. Can include the chairman’s and CEO’s statements.

Business overview

Business model

Markets and trends

Objectives

STRATEGY

KPIs

Risk

Performance