



# Labrador Signal + Feedback.





# Labrador Signal + Feedback: transparent and useful online disclosures for your investors, rich information about reader behavior for you.

Accurate and transparent online reports generate trust between corporations and their readers, who want a faster, simpler way to gather and review disclosures to assess and compare performance.

For your readers, Signal enables investors and other stakeholders to easily navigate through your corporate documents from an intuitive and interactive digital portal.

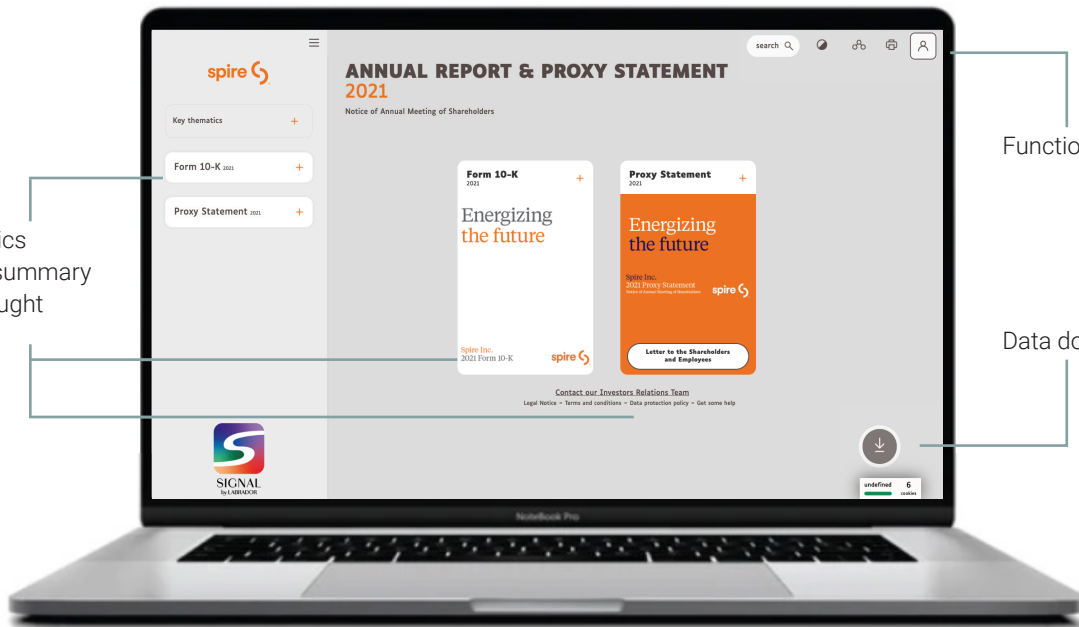
For you, Feedback offers rich feedback on how readers review your disclosures.

## An interactive digital portal for your information

Navigation in an optimized web format (xHTML)

Multi-input:

- Popular topics
- Document summary
- A focus brought to the fore



Functionalities

Data download centre

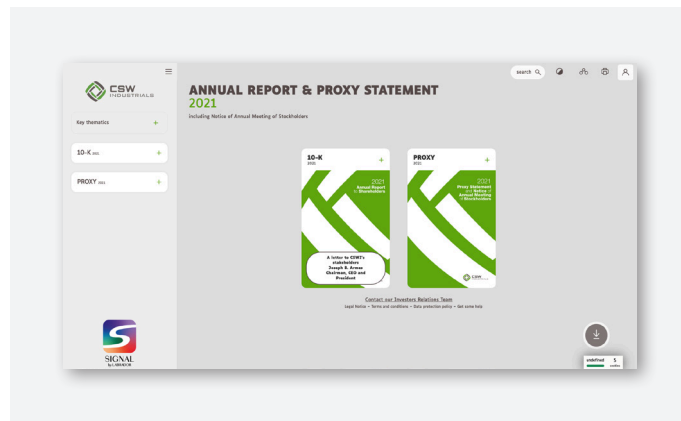
# Signal online disclosures help investors and other stakeholders understand your company.

With one-click access and search by topic, readers can compile tailored data from across your materials, eliminating word searches and copying/pasting from a PDF.

## Signal reinvents possibilities for reviewing and understanding corporate information.

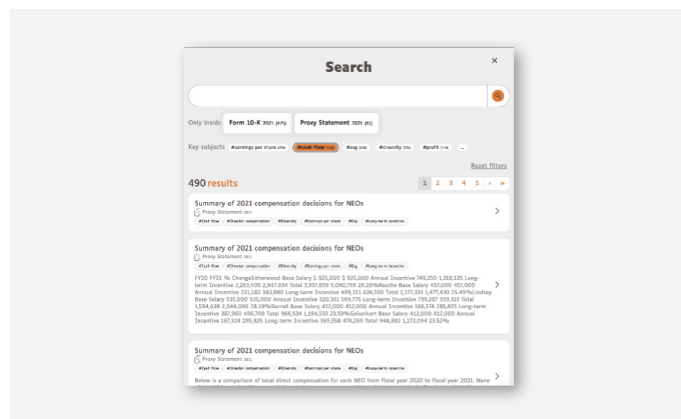
### Access, review, and search across disclosure documents from one portal

- 10-K, annual and ESG reports, proxy statement, integrated report, climate report, etc.
- Financial and non-financial information is brought together in the same portal with shared access and review functionalities
- ADA compliant and mobile optimized for notetaking on the go



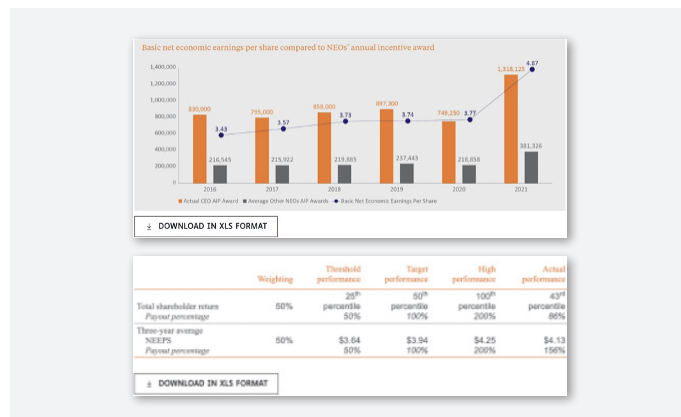
### Finding and organizing information has never been easier

- Multi-document search
- Search filters (e.g. thematic tags)
- Results classified by occurrence and origin
- Overview and one-click access
- Direct access to your IR team via comments



### Exporting data has never been so fast

- Interactive and reactive graphics (scale, period, etc.)
- Exportable graphic data
- Information can be extracted, downloaded and shared in Excel, iXBRL, and PDF

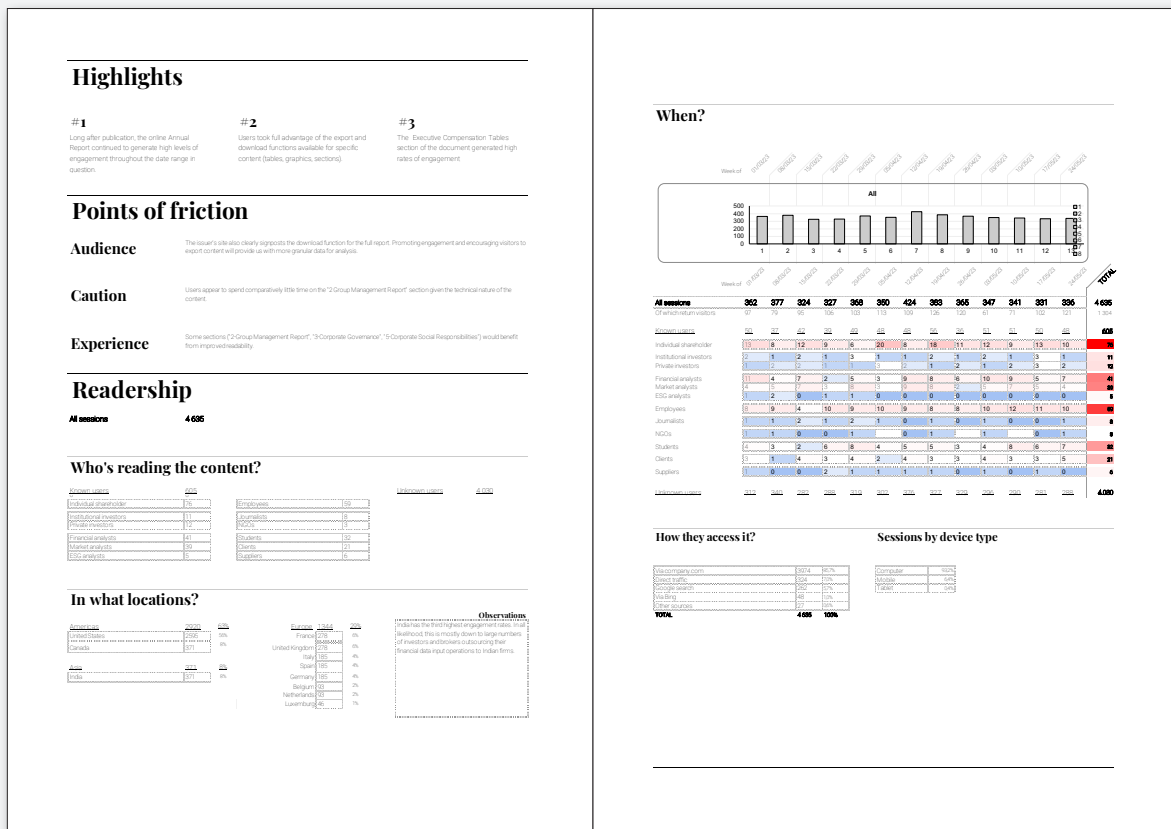




# Feedback to understand reader behavior and inform your engagement efforts.

Feedback provides companies with robust insights and analytics to understand what's most important to readers.

- Who are your readers?
- What are their professions?
- When do they access your disclosures?
- What are they most/least interested in?
- Is the information provided effective?



## Key takeaways

Which sections generate the highest engagement rates?

Sectors	Views	m	IN
1 - Key figures and profile	485	485	23%
2 - Group management report	479	479	23%
3 - Corporate governance	478	478	23%
4 - Risk and capital resources	474	474	23%
5 - Corporate social responsibility	473	473	23%
6 - Financial information	472	472	23%
7 - Share, share capital and legal information	471	471	23%
8 - Person responsible for the Universal Registration Document	470	470	23%
9 - Cross-reference table	469	469	23%
10 - Glossary	468	468	23%
11 - The person responsible for the URG	467	467	23%
Average	466	466	23%

Sectors	PDFs	m	IN
1 - Key figures and profile	475	475	23%
2 - Group management report	474	474	23%
3 - Corporate governance	473	473	23%
4 - Risk and capital resources	472	472	23%
5 - Corporate social responsibility	471	471	23%
6 - Financial information	470	470	23%
7 - Share, share capital and legal information	469	469	23%
8 - Person responsible for the Universal Registration Document	468	468	23%
9 - Cross-reference table	467	467	23%
10 - Glossary	466	466	23%
11 - The person responsible for the URG	465	465	23%
Average	464	464	23%

Sectors	Tables	m	IN
1 - Key figures and profile	475	475	23%
2 - Group management report	474	474	23%
3 - Corporate governance	473	473	23%
4 - Risk and capital resources	472	472	23%
5 - Corporate social responsibility	471	471	23%
6 - Financial information	470	470	23%
7 - Share, share capital and legal information	469	469	23%
8 - Person responsible for the Universal Registration Document	468	468	23%
9 - Cross-reference table	467	467	23%
10 - Glossary	466	466	23%
11 - The person responsible for the URG	465	465	23%
Average	464	464	23%

Sectors	Graphics	m	IN
1 - Key figures and profile	475	475	23%
2 - Group management report	474	474	23%
3 - Corporate governance	473	473	23%
4 - Risk and capital resources	472	472	23%
5 - Corporate social responsibility	471	471	23%
6 - Financial information	470	470	23%
7 - Share, share capital and legal information	469	469	23%
8 - Person responsible for the Universal Registration Document	468	468	23%
9 - Cross-reference table	467	467	23%
10 - Glossary	466	466	23%
11 - The person responsible for the URG	465	465	23%
Average	464	464	23%

Sectors	Time spent*
1 - Key figures and profile	475
2 - Group management report	474
3 - Corporate social responsibility	473
4 - Risk and capital resources	472
5 - Corporate governance	471
6 - Financial information	470
7 - Share, share capital and legal information	469
8 - Person responsible for the Universal Registration Document	468
9 - Cross-reference table	467
10 - Glossary	466
11 - The person responsible for the URG	465
Average	464

Which sections generate the most traffic?

All versions combined

1 - Key figures and profile	Views	m	IN
1 - Key figures and profile	485	485	23%
2 - Group management report	479	479	23%
3 - Corporate governance	478	478	23%
4 - Risk and capital resources	474	474	23%
5 - Corporate social responsibility	473	473	23%
6 - Financial information	472	472	23%
7 - Share, share capital and legal information	471	471	23%
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9 - Cross-reference table	469	469	23%
10 - Glossary	468	468	23%
11 - The person responsible for the URG	467	467	23%
Average	466	466	23%

Which tables have been exported the most?

1 - Key figures and profile	Views	m	IN
1 - Key figures and profile	485	485	23%
2 - Group management report	479	479	23%
3 - Corporate governance	478	478	23%
4 - Risk and capital resources	474	474	23%
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10 - Glossary	468	468	23%
11 - The person responsible for the URG	467	467	23%
Average	466	466	23%

Which graphics have been exported the most?

1 - Key figures and profile	Views	m	IN
1 - Key figures and profile	485	485	23%
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3 - Corporate governance	478	478	23%
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11 - The person responsible for the URG	467	467	23%
Average	466	466	23%

## Readability

Section readability scores

Sample size: 423 surveyed

Plain language measured by the Plainly algorithm

Sectors	Very clear	Somewhat clear	Lacking clarity	Unclear	Score out of 5
1 - Key figures and profile	25%	25%	25%	25%	2.49
2 - Group management report	17%	23%	24%	36%	2.46
3 - Corporate governance	17%	23%	24%	36%	2.46
4 - Risk and capital resources	16%	23%	24%	37%	2.45
5 - Corporate social responsibility	16%	23%	24%	37%	2.45
6 - Financial information	16%	23%	24%	37%	2.45
7 - Share, share capital and legal information	16%	23%	24%	37%	2.45
8 - Person responsible for the URG	16%	23%	24%	37%	2.45
9 - Cross-reference table	16%	23%	24%	37%	2.45
10 - Glossary	16%	23%	24%	37%	2.45
11 - The person responsible for the URG	16%	23%	24%	37%	2.45
Average	16%	23%	24%	37%	2.47

## Proxy statement in the spotlight

Sectors	Views	m	IN
1 - Key figures and profile	485	485	23%
2 - Group management report	479	479	23%
3 - Corporate governance	478	478	23%
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Average	466	466	23%

Sectors	Time spent*
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11 - The person responsible for the URG	465
Average	464

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11 - The person responsible for the URG	467	467	23%
Average	466	466	23%

Sectors	Very clear	Somewhat clear	Lacking clarity	Unclear	Score out of 5
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11 - The person responsible for the URG	16%	23%	24%	37%	2.45
Average	16%	23%	24%	37%	2.47

## Benchmark

Weekly engagement figures

As a percentage of total engagement over the 52-day period

Number of weeks	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL
1 - Key figures and profile	8%	8%	7%	7%	8%	8%	8%	8%	8%	7%	7%	7%	7%	100%
2 - Group management report	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	100%
3 - Corporate governance	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	100%
4 - Risk and capital resources	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	100%
5 - Corporate social responsibility	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	100%
6 - Financial information	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	100%
7 - Share, share capital and legal information	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	100%
8 - Person responsible for the Universal Registration Document	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	100%
9 - Cross-reference table	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	100%
10 - Glossary	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	100%
11 - The person responsible for the URG	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	100%
Average	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	100%
Difference	+0%	+2%	-2%	-1%	-1%	-4%	-2%	-4%	+0%	-7%	+0%	+0%	+0%	

Industry average

Number of sessions	Views	m	IN
1 - Key figures and profile	485	485	23%
2 - Group management report	479	479	23%
3 - Corporate governance	478	478	23%
4 - Risk and capital resources	474	474	23%
5 - Corporate social responsibility	473	473	23%
6 - Financial information	472	472	23%
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10 - Glossary	468	468	23%
11 - The person responsible for the URG	467	467	23%
Average	466	466	23%

Web traffic sources

As a percentage of total sessions	Organic search	Direct traffic	Sponsored links	Other
1 - Key figures and profile	62%	38%	0%	0%
2 - Group management report	62%	38%	0%	0%
3 - Corporate governance	62%	38%	0%	0%
4 - Risk and capital resources	62%	38%	0%	0%
5 - Corporate social responsibility	62%	38%	0%	0%
6 - Financial information	62%	38%	0%	0%
7 - Share, share capital and legal information	62%	38%	0%	0%
8 - Person responsible for the Universal Registration Document	62%	38%	0%	0%
9 - Cross-reference table	62%	38%	0%	0%
10 - Glossary	62%	38%	0%	0%
11 - The person responsible for the URG	62%	38%	0%	0%
Average	62%	38%	0%	0%
Difference	+12%	-2%	-4%	-4%

Readability

Very clear	Somewhat clear	Lacking clarity	Unclear	
1 - Key figures and profile	25%	25%	25%	25%
2 - Group management report	17%	23%	24%	36%
3 - Corporate governance	17%	23%	24%	36%
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8 - Person responsible for the URG	16%	23%	24%	37%
9 - Cross-reference table	16%	23%	24%	37%
10 - Glossary	16%	23%	24%	37%
11 - The person responsible for the URG	16%	23%	24%	37%
Average	16%	23%	24%	37%
Difference	-2%	-2%	+7%	-4%



# About Labrador

Labrador exists to offer the science of transparency to corporations wishing to communicate effectively with their readers.

Our experienced and passionate team is composed of attorneys, designers, project managers, thinkers and web developers. We collaborate together around a process that encompasses drafting, editing, designing and publishing across all digital and print channels.

We are thrilled that communications prepared by Labrador have contributed to trustful relationships between our clients and their readers, whether investors, employees or other stakeholders.

In turn, our commitment to our clients has resulted in meaningful long-term relationships with some of the most respected public and private companies in the world.

[contact-us@labrador-company.com](mailto:contact-us@labrador-company.com)

**Labrador**  
530 Means Street  
Suite 410  
Atlanta, GA 30318  
(404) 688 3584



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