

Elevating reporting



rowland.
Creative

OUR CAPABILITIES



Solve. Create. Transform.

When your objective is to deliver a powerful, engaging report that creates sustainable brand and commercial value, Rowland's experienced reporting team is here to help.

We'll help you solve, create, and transform: producing impactful reports that showcase your business, financial, and/or sustainability performance in a way that speaks to your specific audience, creates powerful engagement, and transforms facts and figures through visual and digital creativity.

With one of the largest studio teams in Brisbane, we ensure every component of your report is handled professionally, on time, and on budget — from project planning and copywriting, to design, and print or digital microsite production.

Our services



Strategy and content

- ▶ Theme and messaging
- ▶ Content and structure
- ▶ Copywriting and proofreading



Creative design

- ▶ Concept design
- ▶ Typesetting and layout
- ▶ Illustrations and infographics
- ▶ Graphs, tables and diagrams
- ▶ Financial formatting



Digital execution

- ▶ Report highlights
- ▶ Microsites
- ▶ Digital publishing
- ▶ Animated content
- ▶ Interactive PDFs



Print production

- ▶ Production and scheduling
- ▶ Press checks and print management
- ▶ Distribution



Video production

- ▶ Graphics and animation
- ▶ Corporate vignettes
- ▶ Scripting, filming and production

Annual reports

Relax with Rowland

With a specialist copywriting and design team experienced in all facets of investor relations, we write, design and produce more than 40 reports and statutory documents each year. Our understanding of ASX reporting requirements, vigilant project management and quality assurance processes ensures we deliver engaging and accurate reports.

The longevity of many of our relationships is testament to that approach. Our track record of producing on time and to budget brings clients back to us, year after year, for their reporting needs.

We can work with you to develop a co-ordinated suite of investor communication materials to support your results announcements, including impactful PowerPoint or digital presentations to highlight key information.

- ▶ Annual Report
- ▶ Notice of meeting
- ▶ Results presentations
- ▶ Digital highlights microsite
- ▶ Interactive PDF
- ▶ Social media campaign and assets



Sustainability reports

Demonstrate your impact

With a deep knowledge of ESG reporting and the evolving regulatory environment around the world, our sustainability team is made up of experienced writers, strategists and designers.

We understand the various reporting frameworks — including the Global Reporting Initiative (GRI), and the United Nations Sustainable Development Goals (UNSDGs) — and can guide you through the process, advising on content, structure and design.

- ▶ Sustainability report
- ▶ Results presentations
- ▶ Digital highlights microsites
- ▶ Interactive PDF
- ▶ Social media campaigns



Digital reports

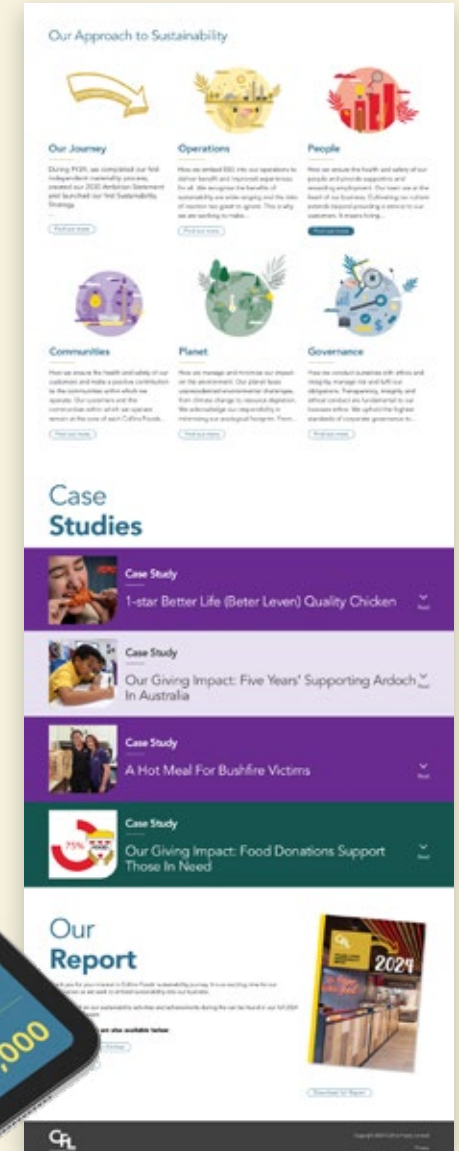
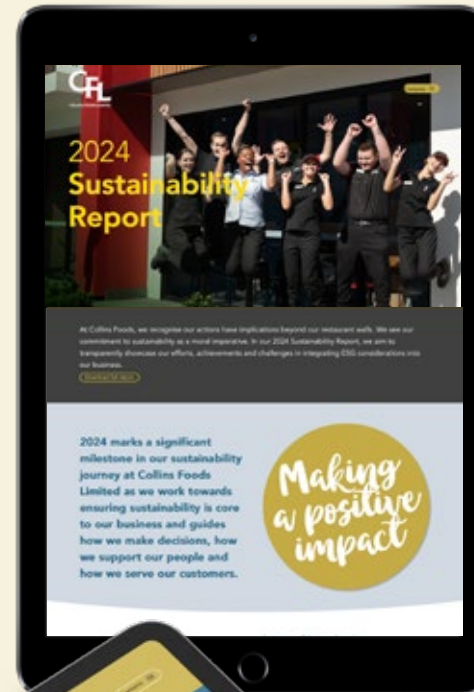
Bring your report to life

In a landscape moving from traditional printed reports to digital applications, Rowland is leading the way.

Our in-house studio of designers, web developers and video producers create dynamic online reports using video content and animation to increase engagement and showcase your organisation's performance.

From an interactive PDF to a highlights microsite or full report site — wherever you are in your reporting lifecycle, Rowland can work with you to develop a plan to suit your needs.

- ▶ Digital highlights microsite
- ▶ Full report site
- ▶ Interactive PDFs



Collins Foods Sustainability Report

Reporting collateral

Investor communication

Rowland's specialist financial communication writers work closely with our design studio to develop investor and reporting materials to help companies effectively manage relationships and enhance shareholder value and corporate reputation.

We are experienced in producing long-form documents (such as prospectuses and information memorandums) and presentation decks to support:

- ▶ AGMs and EGMs
- ▶ IPOs and capital raisings
- ▶ Takeover bids and defence strategies
- ▶ ESG reporting
- ▶ Corporate restructuring
- ▶ Roadshows.

Governance documents

With campaign, communication, engagement, digital, brand, and reputation services under one roof, Rowland clients receive the benefits of our multi-disciplinary communication approach to support governance.

- ▶ Corporate Governance Statement
- ▶ Modern Slavery Statement
- ▶ Reconciliation Action Plans
- ▶ Charter, code of conduct and policy documents



Print and video production

Execute with excellence

Our dedicated Studio Manager has many decades of print production experience working with our trusted suppliers to manage the printing, distribution and mailing of annual reports and associated materials.

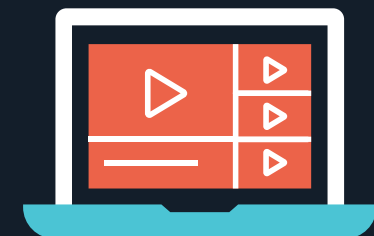
Whether a small or large print run, each report is discussed in detail with the chosen printer. We review scheduling, press capacity and technical demands, always looking for efficiencies in cost and time, and conduct press checks to ensure the final proofs are 100% correct.

- ▶ Print-ready artwork
- ▶ Liaison with printers
- ▶ Press checks

Our studio also has the experts to create, shoot, produce and deliver every aspect of your photography or video production process.

Through video, we transform complex financial data and corporate achievements into compelling narratives that resonate with stakeholders. These videos not only provide an overview of performance, but can also showcase organisational culture and values. By integrating video content into our reporting materials, we enhance accessibility and ensure that audiences have a clear understanding of your strategic goals and achievements.

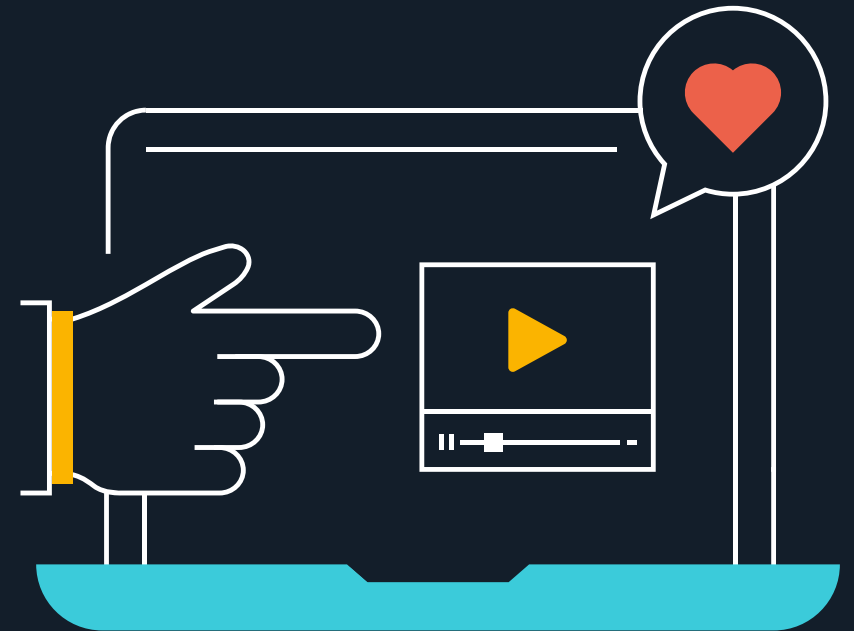
- ▶ Corporate videos
- ▶ CEO vignettes
- ▶ Board photography
- ▶ Operations photography
- ▶ Scriptwriting and storyboarding
- ▶ Filming, audio and editing
- ▶ Professional voiceovers



We can create
great things
when we work
together.

(Here are some examples)

[See our work](#)



[Watch our showreel](#)



About Rowland

Rowland is one of Australia's leading strategic communication consultancies.

With five specialist practice groups under one roof, our clients receive expertise across a wide range of communication services and fully integrated, strategic solutions — the right mix tailored for every client's unique needs.

For more than 30 years we have been using powerful, data-led communication — digital, visual, spoken and written — to help our clients solve problems, create opportunities, and, ultimately, transform their businesses.

Our size and breadth of expertise means whatever and whenever the client project or issue, we can assemble specialist teams at a moment's notice.

And since 2007, we have enjoyed a close, active association with FleishmanHillard International Communications — one of the world's largest communication groups, which means Rowland clients can reach any audience, anywhere, anytime.

Whether your solution requires issues management, organisational change, stakeholder engagement, marketing, risk management, business resilience planning, government affairs, graphic design, digital, multimedia services, the latest analytics, facilitation, professional development, or any other communication service, we're here to help you solve, create and transform.

We'd love to work with you.

[Get in touch](#)

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➤ Find out about our
specialist practice groups

- Communication
- Creative
- Digital
- Strategy & Insights
- Training & Development

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