



ARC
AWARDS
INTERNATIONAL
XXIX

**CHAMPAGNE RECEPTION &
ANNUAL REPORT EXHIBITION**

OCTOBER 1, 2015
TRUMP SOHO HOTEL
NEW YORK CITY



Go for it !

Greetings to everyone, from Japan. We send our heartfelt congratulations to the winners of the ARC Grand Awards. Sharing your high aspirations and a common belief in the power of words, we will dedicate our efforts to producing annual reports of even higher quality.



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INTERNATIONAL

Congratulations to all winners of
the 2015 ARC Awards!

For outstanding achievements in
raising the standards of annual
report excellence once again!

INSPIRATIONAL

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JOIN THE CELEBRATION!

THURSDAY, OCTOBER 1, 2015

6:00 - 8:00 pm

Champagne Reception &
Annual Report Exhibition

TRUMP SOHO HOTEL

SoHi Event Space

★ *Sweeping skyline views atop the 46th floor* ★

246 Spring Street

New York City



2014 CELEBRATION



28th Orchid Anniversary Gala - The New York Palace Hotel - New York City - September 2014



Dear Annual Report Enthusiast,

For nearly three decades, the ARC Awards has offered global recognition for outstanding annual reports. Our goal is to promote the exceptional creativity and craft of the magnificent professionals in this industry.

We are proud to further our mission with the launch last year of the **ARC 100 GALLERY**. You'll see the top 100 books of 2014 as ranked by the Grand Jurors. The **ARC 100** for 2015 will be posted on our site soon. You'll have direct links to the nominating agencies and client companies. We hope you'll find it exciting, informative and inspirational!

Founded 29 years ago, the ARCs are very special to me. It was conceived to showcase the art of the annual report and became the first international annual report competition in the world. Now it is also the oldest – and the largest – with 2000+ companies competing from 35 countries. Last year we welcomed India, Kosovo, Netherlands and Ukraine as new participants, and 2015 brought in annual reports from Bangladesh and Iceland.

The ARCs take pride in celebrating the best annual reports world-wide. We continue to be dedicated to advocating for the power of the annual report as the most important communications tool a company produces.

I want to congratulate all the winners and thank the writers, designers, photographers, creative directors, investor relations professionals, and all the other contributors whose passion for annual reports have made the ARCs what it is.

We applaud you and stand in awe of your work. For your passion to create and your courage to compete, we salute you!

Applause all around!

A handwritten signature in red ink that reads "Reni L. Witt".

Reni L. Witt
President and Founder
International ARC Awards

THE GERMANY EXHIBITION



Hosted by HGB HAMBURGER GESCHÄFTSBERICHTE GMBH & CO. KG - Museum for Arts and Crafts - Hamburg, Germany - October 2014

THE BEIJING EXHIBITION



Hosted by TOPPAN VITE - Beijing Hong Kong Jockey Club - Beijing China - November 2014

YOUR REPORT

AT OUR CONFERENCE AND

EXHIBITION

IN HAMBURG/GERMANY

NEXT YEAR.

more info  ar-annualreports.de/en



10th
Jubilee

ANNUAL REPORTS

Hosted by

HGB

Die Spezialisten.

ARC

CONGRATULATIONS
TO ALL
THE WINNERS!



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《庄子·逍遥游》

"有鸟焉，其名为鹏，背若泰山，翼若垂天之云，抟扶摇羊角而上者九万里，绝云气，负青天，然后图南，且适南冥也。"
后以“鹏图”比喻人之壮志。

CHUANG-TZU The happy excursion

"There is a bird, named the peng, with a back like Mount Tai, and wings like clouds across the sky. Upon a whirlwind it soars up to a height of ninety thousand li. Beyond the clouds and atmosphere, with the blue sky above it, it then directs its flight to the south, and thus proceeds to the ocean there."

The "Pengtu" used to be compared to people's ideal and ambition.

Desi  n

鵬 圖 設 計
P e n g t u D e s i g n

祝贺所有获奖者和参与者!

Congratulations to all the winners and participants!

我们追求负责任的报告设计, 协助您成就梦想。

We offer you responsible deliveries in reports design,
and help making your dreams come true.

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www.ptroc.com

A grayscale world map with latitude and longitude lines serves as the background for the entire page. A white rectangular border is centered on the map, enclosing the main text and ribbon.

THE PRELIMINARY JUDGES

THE 2015 ARC AWARDS



PRELIMINARY JUDGES

2015 ARC AWARDS



33VISUAL

Mexico City D.F., MEXICO

Daniel Cabrera – Cinematographer

Rafael Monroy – Project Director

A.PLUS FINANCIAL PRESS LIMITED

Sheung Wan, HONG KONG

Kay Pau – Art Director

Evelyn Tang – Assistant Art Director

Walter Yu – Senior Art Director

AIR

Rockville, MD

Brian Bailey – Graphic Design Intern

Martha Mater – Manager, Creative Services

Matt Mowczko – Graphic Designer

ALLAN HUNTER SHOEMAKE PHOTOGRAPHY, INC.

Boonton Township, NJ

Allan Hunter Shoemake – President

ASPEN INSURANCE

New York, NY

Kathleen de Guzman – Senior Vice

President, Investor Relations

AVILA CREATIVE

Chicago, IL

John Avila – Principal

BANK OF CHINA (HONG KONG) LIMITED

Central, HONG KONG

Angel Yip – Asst. General Manager,

Corporate Communications

BRANDBOOK LLC

Atlanta, GA

David Calvin Laufer – Managing Partner

BRING, LLC

Chicago, IL

Jan Gerdin – Principal

Jef Heidekat – Principal

Ty Ziniel – Designer

BRYAN MILLS IRADESSO

Toronto, Ontario CANADA

Ian Todd – Associate Creative Director

BURGESS STRATEGIC MARKETING SERVICES

Troy, MI

Sandra J. Burgess – Owner

C.J. GRAPHICS INC.

Toronto, Ontario CANADA

Brian Dort – Account Executive

Gino Rende – Account Executive

Ward Spencer – Sales Manager

CHC ENTERPRISES

Gorham, ME

Charles H. Crockett – Principal

CHINA TELECOM CORPORATION LIMITED

Wanchai, HONG KONG

Michelle Lam – Administrative Executive

Enrica Lee – Asst. Company Secretary

Ivan Wong – Manager, Investor Relations

CRAIB DESIGN & COMMUNICATIONS

Toronto, Ontario CANADA

Andrew Perro – Senior Art Director

CRE8 (GREATER CHINA) LTD.

Central, HONG KONG

YF Chark – Creative Director

Ivan Leung – Art Director

Patt Yuen – Account Manager

CURRAN & CONNORS, INC.

Hauppauge, NY

Melissa Banks – Web Designer

Nick Cornella – Typesetter/Production Artist

John Einemann – Creative Director

John Lantz – Web Designer

Megan Lukas – Designer

Criz Malonzo – Designer

Brenda Mayo – Art Director

Mike McMurray – Sr. Art Director

Lindsay Reynolds – Designer

Erin Ventura – Art Director

DANIEL KENNEDY COMMUNICATIONS SERVICES

New York, NY

Daniel Kennedy – President

EDICO FINANCIAL PRESS SERVICES LIMITED

Central, HONG KONG

Isabel Chan – Sr. Creative Designer, C & G
Dept.

Connie Cheng – Executive Assistant

Amy Donati – Managing Director

Stella Kwok – Director, C & G Dept.

Vicki Lee – Director, Corporate Sales &
Services Department

Joey Li – Associate, Corporate Sales &
Services Department

Izabel Lok – Director, Operations

Heidi Mak – Senior Designer, C & G Dept.

Queenie Shek – Associate Director, C & G
Dept.

Ricky Tse – Manager, Print Bind/Logistics
Dept.

Joyce Wong – Director, Corporate Sales &
Services Department

ELEFANT DESIGN

Troy, MI

Elena Kapintcheva – Founding Partner &
Designer



PRELIMINARY JUDGES 2015 ARC AWARDS

ENGAGE MEDIA PTE LTD.

SINGAPORE

Ivan L.S. Wong - Managing Director
May Wong - General Manager

ERM

Washington, DC

Elizabeth Ewing - Sustainability Reporting
Advisor

FGI DESIGN

New York, NY

Trevor Paccione - Creative Director
Susan Weiss - Sr. Vice President

FINAR KURUMSAL

Istanbul, TURKEY

Baki Kara - President

FUNG RETAILING LIMITED

Kowloon, HONG KONG

David Au - Managing Director

GENNEX FINANCIAL MEDIA LIMITED

Central, HONG KONG

Corrin Chan - CEO & Executive Director
Kelvin Chung - Creative Director
King Wong - Associate Creative Director
Maxx Wong - Art Director

HGB HAMBURGER GESCHÄFTSBERICHTE GMBH & CO. KG

Hamburg, GERMANY

Caroline Fischer - Creative Director
Anna Siwek - Project Manager

i.LINK GROUP LIMITED

Central, HONG KONG

Hidy Shum - Sales Director

IDEAS ON PURPOSE

New York, NY

John Connolly - Principal & Creative
Director
Anna Tan - Design Director

INBRAX

Santiago, CHILE

Rodrigo Gallardo - Art Director
Rodrigo Moya - Art Director
María José Silva - Art Director

INSIGHT CREATIVE LIMITED

Auckland, NEW ZEALAND

Mike Tisdall - Founding Director

IONE FINANCIAL PRESS LIMITED

Central, HONG KONG

Cyrus Chan - Associate Sales Manager
Man Chan - Art Director
Daniel Fok - Art Director
Dennis Ho - Sales Director
Axel Kiang - Creative Director
Eric Ko - Sales Manager
Epo Lai - Head of Sales
Terry Lai - Art Director
Terence Lau - Managing Director
Davy Li - Sales Designer

JOH. BERENBERG, GOSSLER & CO. KG

Hamburg, GERMANY

Karsten Wehmeier - Head of Corporate
Communications

KHM - MUSEUMSVERBAND

KUNSTHISTORISCHES MUSEUM WIEN

Vienna, AUSTRIA

Dr. Cäcilia Bischoff - Marketing
Mag. Michaela Noll - Graphic Designer
Stefan Zeisler - Creative Director

KORTEMAERZWOLFF KOMMUNIKATION

Hamburg, GERMANY

Marcel Maerz - Director
Matthias Wolff - Creative Director

LUKE COMMUNICATIONS GROUP

Pine Plains, NY

Sarah Mullen Luke - President

M&M CONSULTANCY

Shatin, HONG KONG

Mike Moulders - Brand Design Consultant

MENSALIA GMBH

Vienna, AUSTRIA

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Wolfgang Shreiner - Chief Editor
Marlene Schretter - Art Director

META FUSION PTE LTD

SINGAPORE

Darrelle Bay - Senior Art Director
Francis Chua - CEO
Dondi Ferry - Senior Art Director
Ian Toh - General Manager

MILENIO 3

Mexico City D.F., MEXICO

Brenda Flores Cortés - Senior Designer
Daniela Sánchez Díaz - Senior Designer
Verónica Martínez-Cáceres Popp - Senior
Designer

MM PARTNERS

Seoul, SOUTH KOREA

Jung, Ji-Young - Chief Director
Kim, Jung-Eun - Chief Director
Yi, Jong-Kook - CEO & Chief Director

PARCEL DESIGN INC.

Toronto, Ontario CANADA

Gary Beelik - Partner & Creative Director
Kristine Do - Designer
Micah Toub - Writer

PRELIMINARY JUDGES

2015 ARC AWARDS



PETRA NIX AG

Adliswil-Zürich, SWITZERLAND

Petra Nix - Owner

PHOENIX COMMUNICATIONS LIMITED

Wanchai, HONG KONG

Ku, Kinson - Director

PRATT INSTITUTE

New York, NY

Alisa Zamir - Professor

Q30 DESIGN INC.

Toronto, Ontario CANADA

Peter Scott - Principal

REF FINANCIAL PRESS LIMITED

Central, HONG KONG

Alex Choi - Associate Creative Director

Alan So - Creative Director

Kiki Wu - Assistant Sales Manager

RINGZWEI

Hamburg, GERMANY

Dirk Linke - Creative Director

RR DONNELLEY

Central, HONG KONG

Rachel Choi - Creative Director

Koobe Chow - Designer

Alex Ng - Senior Designer

RTL GROUP

LUXEMBOURG

Janine Neves - Communications Manager

RYERSON UNIVERSITY

Toronto, Ontario CANADA

Martin Chochinov - International Exchange Officer

Shirley Lewchuk - Director of Outreach & Communications

SAMPATH BANK

Colombo, SRI LANKA

H.B. Keerthirathna - Chief Manager, Finance

C.D. Kumarasiri - Manager, Finance

B.A.G.A.S. Kumari - Asst. Manager, Finance

R.S. Madurusinghe - Junior Executive - I

P.G.S. Miyurangi - Executive - I

R.G. Rangodage - Junior Executive - II

B. Rubananth - Executive - I

R.M. Sirisena - Manager, Finance

A.M.N. Wijebandara - Junior Executive - I

SEDGWICK RICHARDSON (HONG KONG)

Central, HONG KONG

Matt David - Digital Director

Louisa Noble - Managing Director

Gareth Richardson - CEO

SEDGWICK RICHARDSON (SEA) PTE LTD

SINGAPORE

Mohammed Fauzi - Design Director

Jerome Lai - Account Director

Jessie Seah - Senior Designer

SHIAN INC.

Tokyo, JAPAN

Jeffrey Canaday - Sr. Editor & Writer

Design & Editorial Committee

SIGNI

Mexico City D.F., MEXICO

Daniel Castelao - Partner

René Galindo - Partner

SINOMEDIA HOLDING LIMITED

Beijing, PEOPLE'S REPUBLIC OF CHINA

Derek Wang - Company Secretary

STAN GELLMAN GRAPHIC DESIGN

St. Louis, MO

Amber Branson - Designer

Teresa Thompson - President/Designer

Bryan Wakeland - Designer

TAYBURN

Istanbul, TURKEY

Ronaldo Manosa - Managing Director

Ediz Usman - Client Relations Director

Nilgun Yilmazcan - Customer Relations Manager

THE CHARLES NYC

New York, NY

Shao Yen Chiang - Senior Visual Designer

Lia Sang - Visual Design Intern

Sianna Stewart - Junior Creative

THE WRITE CONCEPT, INC.

Rochester, MI

Linda Angér - President

TOPPAN VITE LIMITED

Kowloon, HONG KONG

Veron Cheong - Senior Designer

Iris Wong - Art Director

Vanessa Yang - Designer

Ian Yap - Creative Director

Peter Yeo - Assistant General Manager

YELLOW CREATIVE (HK) LTD.

North Point, HONG KONG

Wong Chun Hong - Executive Creative Director

Rebecca So - Managing Partner

WACHOVIA SECURITIES

New York, NY

Zeev Zamir - Financial Advisor (Retired)

RITZ-CARLTON BATTERY PARK HOTEL

FINAL JUDGE SESSION

AUGUST 13, 2015



FINAL JUDGES

PRINT ANNUAL REPORTS



Nina Eisenman

Senior Relationship Director
ADDISON
New York, NY

Allan Shoemake

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ALLAN HUNTER SHOEMAKE
PHOTOGRAPHY INC.
Boonton, NJ

David Laufer

Managing Partner
BRAND BOOK LLC
Atlanta, GA

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Principal
CHC ENTERPRISES
Gorham, ME

Mike McMurray

Senior Art Director
CURRAN & CONNORS, INC.
Hauppauge, NY

Daniel Kennedy

President
DANIEL KENNEDY COMMUNICATIONS
SERVICES
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Baki Kara

President
FINAR KURUMSAL
Turkey

Trevor Paccione

Creative Director
FGI DESIGN
New York, NY

Susan Weiss

Senior Vice President
FGI DESIGN
New York, NY

Corrin Chan

CEO & Executive Director
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Hong Kong

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IDEAS ON PURPOSE
New York, NY

Anna Tan

Design Director
IDEAS ON PURPOSE
New York, NY

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Hong Kong

Terence Lau

Managing Director
iONE FINANCIAL PRESS LIMITED
Hong Kong

Alisa Zamir

Professor
PRATT INSTITUTE
New York, NY

Alan So

Creative Director
REF FINANCIAL PRESS LIMITED
Hong Kong

Jerry Lam

Associate Art Director
REF FINANCIAL PRESS LIMITED
Hong Kong

Shaoyen Chiang

Lead Visual Designer
THE CHARLES NYC
New York, NY

Sianna Stewart

Designer
THE CHARLES NYC
New York, NY

Derek Ma

Design Director
TOPPAN VITE LIMITED
Hong Kong

Iris Wong

Art Director
TOPPAN VITE LIMITED
Hong Kong

Zeev Zamir

Financial Advisor (Retired)
WACHOVIA SECURITIES
New York, NY



FINAL JUDGES

ONLINE ANNUAL REPORTS

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33 VISUAL
Mexico City D.F., MEXICO

Walter Yu - Senior Art Director
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Sheung Wan, HONG KONG

Nina Eisenman - Senior Relationship
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Gorham, ME

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CURRAN & CONNORS, INC.
Hauppauge, NY

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Stella Kwok - Creative and Graphic Director
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Baki Kara - President
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Istanbul, TURKEY

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Colombo, SRI LANKA

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Istanbul, TURKEY

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North Point, HONG KONG