



THE ACADEMY AWARDS OF ANNUAL REPORTS
2025 CALL FOR ENTRIES

39TH ANNUAL ARC AWARDS

THE THRILL OF CREATIVE WORK- THE JOY OF ACHIEVEMENT



Kudos to DNA KOMUNIKA (Indonesia), celebrating their Best of Cover Design Grand Prize in the 2024 ARCs. The triumphant team, from left to right: Irsyad Abdillah, Fajrin Fathia, Ngainun, Faisal, Darunata Dharma, Meta Magdalena, Ikhsan Kamil, and Vincentia Carla.

For almost 40 years, the ARC Awards has celebrated individual and team excellence in creating outstanding annual reports. Winning is proof that your hard work is worthy of global recognition. You produced an annual report that is artistic, intelligent and innovative: **A MAGNIFICENT EFFORT!**

Share your success with your clients, management and creative team in the 2025 ARC competition!

On behalf of the international panels of top judges, we are looking forward to honoring you. Wishing you the thrill of world-wide acclaim and the joy of achievement!

CHAMPAGNE CHEERS,

Reni L. Witt
President and Founder
International ARC Awards

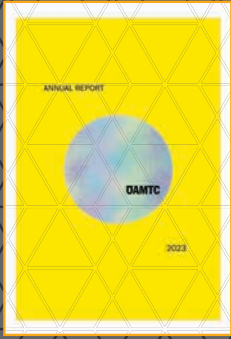
P.S. This year's deadline to post or send your entries is **May 15th**.



**2024
BEST OF SHOW**
KANRO INC.
JAPANESE DELIGHTS



2024 - BEST OF COUNTRIES



BEST OF AUSTRIA
ÖAMTC



BEST OF INDONESIA
MITRAGRAFIA (PT MITRA GAGASEMHA KREASI) for PT BANK JAGO TBK



BEST OF SINGAPORE
SILICONPLUS COMMUNICATIONS PTE LTD for PSA INTERNATIONAL PTE LTD



BEST OF USA
AVILA CREATIVE for McDONALD'S CORPORATION



BEST OF PEOPLE'S REPUBLIC OF CHINA
CRE8 (GREATER CHINA) LTD. for ASIAINFO TECHNOLOGIES LIMITED



BEST OF JAPAN
KANRO INC.



BEST OF SRI LANKA
EMAGEWISE (PVT) LIMITED for PEOPLE'S LEASING & FINANCE PLC



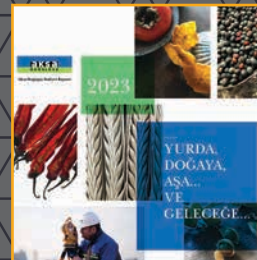
BEST OF INTERNATIONAL
INSIGHT CREATIVE LTD. for GENESIS ENERGY (New Zealand)



BEST OF GERMANY
3ST KOMMUNIKATION GMBH for BMW AG



BEST OF SOUTH KOREA
TALANTONE CREATIVE GROUP for LOTTE CORPORATION



BEST OF TÜRKİYE
FINAR KURUMSAL İLETİŞİM ÇÖZÜMLERİ LTD. STİ. for AKSA DOĞALGAZ DAĞITIM A.Ş.



BEST OF EUROPE
HELLENIQ ENERGY HOLDINGS S.A. (Greece)



BEST OF MIDDLE EAST
PUBLICIS SAPIENT for MUBADALA INVESTMENT COMPANY (United Arab Emirates)



BEST OF HONG KONG SAR
THE UNIVERSITY OF HONG KONG



BEST OF MALAYSIA
NOVA FUSION SDN BHD for PETRONAS CHEMICALS GROUP BERHAD



BEST OF ASIA
FANDA CORPORATE COMMUNICATIONS LTD. for JSC NC KAZMUNAYGAS (Republic of Kazakhstan)

2024 - BEST OF CATEGORIES

For the complete look at all the Grand Awards Winners, go to:
mercommawards.com/arc/GrandGallery.htm

ENTRY DETAILS

Who

The competition is open to all organizations and individuals involved in the process of producing annual reports for publicly held or privately owned companies, government agencies, associations, and not-for-profit organizations.

What

To process your entry, simply send:

- Completed Entry Form
- **3 copies of each printed annual report** submitted for each category/classification (example: your annual report enters three categories — send 9 copies)
- **Online annual reports, submit only URL**
- Entry fee with Master Payment Form

Note: For definitions of Category Descriptions, please see www.mercommawards.com/arc/entryInfo.htm#faqs.

All entries must be based on the 2024 calendar year or any part of the fiscal year that includes 2024.

When

All entries emailed or postmarked by **May 15, 2025** will be considered. Send print annual reports by courier, DHL Express, FedEx, TNT or UPS. Send online annual reports to info@mercommawards.com.

Where

Send fee, entry form and **print annual reports** to:

MerComm/ARC Awards
500 Executive Boulevard - Ste. 200
Ossining-on-Hudson, NY 10562 (USA)

Send **online annual reports** with URL, fee and entry form to: info@mercommawards.com

Make checks payable in U.S. dollars to MerComm/ARC. Credit card payment is also accepted on the Master Payment Form (p.8), by phone 1-914-923-9400 or email info@mercommawards.com. Contact our office for details concerning bank transfers.

Why

The ARC Awards stands for “Annual Report Competition.” Beyond the acronym, “arcs” represent the longitudinal and latitudinal lines circling the earth, symbolizing the global reach of this international competition.

ARC 2025 CALENDAR

May 15th - Deadline

August 28th - Winners Notified

October 10th - Grand Winners Announced

October 22nd - Best of Show Revealed

JUDGING PROCEDURES

Criteria for Judging

Entrants from agencies, companies and non-profit groups, whether large or small, have an equal chance at winning. Budgets are disregarded – ensuring balance. Awards are given for overall performance – in other words, how well the annual report tells the company's story this year.

Some of the elements to be considered in the judging of the annual reports include: cover design, chairman's letter, interior design, clarity of written text, photography, presentation of corporate information, expression of financial data, and how well the spirit of the organization is communicated.

Judging Process

The ARC Awards are conducted as a "blind" judging. (Nominating agency names are withheld from the judges.)

Each entry is evaluated three separate times during the preliminary rounds. The three sets of scores are then averaged into a single score for the individual entry. A certain minimum score must be achieved to qualify for an award. Only one Gold, Silver, Bronze and Honors Award will be given in each classification; however, if no entry scores high enough, no award will be given.

The Judges

Judges come from around the globe to participate on the ARC jury panels. Preliminary judging is carried out independently by panels of judges representing leaders in the fields of investor relations, writing, design and photography. Final judging is made by presidents, CEOs and other senior executives of corporations, agencies, and design firms.

The Winners

Annual reports scoring in the top 30 percent will be awarded Honors, Bronze, Silver and Gold certificates of outstanding achievement. All Gold Award winners become candidates for the Best of Category – Grand Awards. An ARC Awards plaque will be presented to each of the Grand Awards winners. The Best of Show trophy will be presented to the one top annual report that best exemplifies the spirit of the ARC Awards.

Important – Award Certificates

Should your entry win an award, your certificate will be personalized in the following format:

Nominating Company
CLIENT COMPANY
"Title of Annual Report"
Category

If you would prefer any variation to the official format, you must let us know in writing on the entry form.

Judges

The distinguished panel of judges recognizes the art of communications in a global economy and the science of new technologies that enable the worldwide exchange of ideas and information. Members of the judging faculty will evaluate the entries based on the standards of international excellence through the measures of creativity and craft.

33 VISUAL – MEXICO
A. PLUS FINANCIAL PRESS LIMITED
– HONG KONG SAR
ABOVE THE LINE COMPANY LIMITED
– HONG KONG SAR
AIMCLEAR – USA
AIR – USA
AIRPORT AUTHORITY – HONG KONG SAR
AKADEMIE DEUTSCHER
GENOSSENSCHAFTEN E.V. – GERMANY
ANTA SPORTS PRODUCT LTD.
– HONG KONG SAR
AVILA CREATIVE, INC. – USA
BANK OF CHINA – HONG KONG SAR
BEIJING PENGTO CULTURE & ART
COMMUNICATION CO., LTD. – PRC
BESO BY LLYC – SPAIN
BGA PUBLISHING – USA
BRAINDS MARKEN UND DESIGN GMBH
– AUSTRIA
BRIGHT VISUALS – SLOVENIA
BURGESS STRATEGIC MARKETING
SERVICES – USA
CALIFORNIA WATER SERVICES GROUP
– USA
CD COMMUNICATIONS GROUP
SDN BHD – MALAYSIA
CHINA COMMUNICATIONS SERVICES
CORPORATION LIMITED – HONG KONG SAR
CHINA TELECOM CORPORATION LTD.
– HONG KONG SAR
CHINA UNICOM – HONG KONG SAR
CODE RED – GERMANY
CONCEPT C MEDIA GMBH – GERMANY
COPE CONTENT PERFORMANCE
GROUP GMBH – AUSTRIA
CRE8 (GREATER CHINA) LIMITED
– HONG KONG SAR
CREATIVE CREATURE COMPANY LIMITED
– HONG KONG SAR
CURRAN & CONNORS, INC. – USA
DANIEL KENNEDY COMMUNICATIONS
SERVICES – USA
DESIGN KOMMUNE – GERMANY
DNA KOMUNIKA – INDONESIA
EDICO FINANCIAL PRESS SERVICES
LTD. – HONG KONG SAR
ELEGANCE FINANCIAL
COMMUNICATIONS LIMITED
– HONG KONG SAR
EQUITY FINANCIAL PRESS LTD.
– HONG KONG SAR
FAR EAST CONSORTIUM INTERNATIONAL
LTD. – HONG KONG SAR
FAST RETAILING CO., LIMITED – JAPAN
FGI DESIGN – USA
FINAR KURUMSAL – TÜRKIYE
FULKRUM STUDIO – USA
GENESIS ENERGY – NEW ZEALAND
GENNEX FINANCIAL PRESS LIMITED
– HONG KONG SAR
GRANATO CREATIVE GROUP – USA
GREAT THINKS GMBH – GERMANY
HETERMEDIA SERVICES LTD.
– HONG KONG SAR
HGB HAMBURGER GESCHÄFTSBERICHTE
GMBH & CO. KG – GERMANY
HNB ASSURANCE PLC – SRI LANKA
HONG KONG METROPOLITAN UNIVERSITY
– HONG KONG SAR
HONG KONG POLICE FORCE
– HONG KONG SAR
HONG KONG TOURISM BOARD
– HONG KONG SAR
HYPHEN GROUP – SOUTH KOREA
HYUNDAI MOTOR GROUP
– SOUTH KOREA
I.LINK GROUP LIMITED
– HONG KONG SAR
INBRAX – CHILE
INSIGHT CREATIVE – NEW ZEALAND
IONE FINANCIAL PRESS LIMITED
– HONG KONG SAR
JESSICA QIAN – USA
JOURNAL INTERNATIONAL THE HOME
OF CONTENT GMBH – GERMANY
JUJU STUDIO – USA
JUNGHEINRICH – GERMANY
KANRO INC. – JAPAN
KERRY PROPERTIES – HONG KONG SAR
KILLING MARIO – SOUTH KOREA
KMW – GERMANY
KPR – SOUTH KOREA
KREATIF FABRIKA – TÜRKIYE
KW COMMUNICATIONS – GERMANY
LIN YOUNG – MALAYSIA
LLYC – SPAIN
LORRAINE GREGORY
COMMUNICATIONS – USA
M DIGITAL PARTNERS COMPANY LIMITED
– HONG KONG SAR
M-1 STUDIOS – USA
M&M – HONG KONG SAR
MAG & ME – GERMANY
MARK JOSEPH PHOTOGRAPHY – USA
MEDIA GENESIS – USA
MENSALIA GMBH – AUSTRIA
META FUSION PTE. LTD. – SINGAPORE
MILENIO 3 – MEXICO
MM PARTNERS – SOUTH KOREA
NAKAMA MEDIA PUBLISHING – GERMANY
NANCY BURGESS STRATEGIC
MARKETING, INC. – USA
NGONG PING 360 – HONG KONG SAR
NOVA FUSION – MALAYSIA
NZ POST – NEW ZEALAND
OCEAN PARK CORPORATION
– HONG KONG SAR
ORANGE FINANCIAL PRINTING LIMITED
– HONG KONG SAR
PEPPERCLUB – GERMANY
PROFILWERKSTATT – GERMANY
PRATT INSTITUTE – USA
QUAKER HOUGHTON – USA
RBK ADVERTISING & DESIGN – USA
REF FINANCIAL PRESS LIMITED
– HONG KONG SAR
REGINALD PAUFFLEY – UNITED KINGDOM
RE:THINK – MALAYSIA
RINGZWEI – GERMANY
SAKAGUCHI CORP. – JAPAN
SEQUEL – USA
SHIAN INC. – JAPAN
SIX GROUP SERVICES AG – SWITZERLAND
SMART MEDIA – SRI LANKA
SOLOMON FINANCIAL PRESS
– HONG KONG SAR
SSDM – USA
STAN GELLMAN GRAPHIC DESIGN INC. – USA
STUDIO 210, LLC – USA
SYDINVEST – DENMARK
SYMRISE AG – GERMANY
TAYBURN – TÜRKIYE
TERRITORY – GERMANY
THE HONG KONG SOCIETY FOR THE AGED
– HONG KONG SAR
TOPPAN NEXUS LIMITED – HONG KONG SAR
ULLED ASOCIADOS – SPAIN
UNITED THERAPEUTICS – USA
WALKER PUBLICITY CONSULTING – USA
WASHINGTON GAS – USA
WYNK DESIGN, INC. – USA
X DESIGN – MEXICO
YELLOW CREATIVE (HK) LIMITED
– HONG KONG SAR
ZEEV ZAMIR – USA

CLASSIFICATIONS

CORPORATIONS

- 001 Aerospace & Defense
- 002 Agriculture
- 003 Airlines
- 004 Automobile & Trucks

- Banking & Financial Services:
 - 005 Asia/Oceania
 - 006 Europe
 - 007 Hong Kong SAR
 - 008 The Americas

- 009 Banking, Invest. & Wealth Mgt.

- Banks:
 - 010 International
 - 011 Local
 - 012 National
 - 013 Regional

- 014 Beer/Wine/Spirits
- 015 Beverage & Food Manufacturer
- 016 Biotechnology
- 017 Business Services
- 018 Candy Production & Sales
- 019 Chemicals
- 020 Coin Minting & Refining
- 021 Communications Services
- 022 Conglomerate - Multinational
- 023 Construction & Building
- 024 Construction/Engineering
- 025 Dairy & Health Products
- 026 Department Stores
- 027 Digital Services & Consulting
- 028 Diversified Business
- 029 Electric & Gas Services
- 030 Electric Power Company
- 031 Electricity Generator & Retailers
- 032 Energy
- 033 Energy Equipment & Services
- 034 Energy Infrastructure
- 035 Engineered Joining Technology
- 036 Engineered Products Manufacturer
- 037 Entertainment & Experiences
- 038 Exhibition & Events
- 039 Financial Assets Management
- 040 Financial Holding Co.
- 041 Financial Printing
- 042 Financial Services: General
- 043 Food & Consumer Packaged Goods
- 044 Global Port Operator
- 045 Government Securities Dealer
- 046 Health & Life Sciences
- 047 Healthcare & Diverse Businesses

- 048 Holding Company
- 049 Hotel & Leisure
- 050 Information Services
- 051 Information Technology
- 052 Infrastructure Company

- Insurance:
 - 053 General
 - 054 Life & Health
 - 055 Reinsurance
 - 056 Specialty

- 057 Internet Commerce
- 058 Internet Service Provider
- 059 Investment Holding Company
- 060 IT Services & Solutions
- 061 Jewelry
- 062 Logistics & Supply Chain Facilitator
- 063 Logistics Svcs./Enterprises
- 064 Manufacturing & Distributing
- 065 Media Company/Conglomerate
- 066 Mining: Ferrous & Nonferrous
- 067 Mobile Network Operations
- 068 Museums & Galleries
- 069 Network Services & Comms.
- 070 Oil & Gas Exploration & Production
- 071 Oil & Gas Production Services
- 072 Oil & Retail Business
- 073 Operator/Broadband Provider
- 074 Pharmaceuticals

- Property Development:
 - 075 Investment Holding
 - 076 Residential
 - 077 Various & Multi-Use

- 078 Railway
- Real Estate Development/SVC:
 - 079 Commercial/Industrial
 - 080 High End/Luxury Properties
 - 081 Various & Multi-Use

- 082 Real Estate Integrated Development & Investment

- Real Estate Investment Trust (REIT):
 - 083 Commercial/Industrial/Office
 - 084 Retail/Shopping Centers
 - 085 Various & Multi-Use

- 086 Real Estate Management

- Retail:
 - 087 Specialty Stores
 - 088 Supercenters
 - 089 Supermarkets

- 090 Retail & Corp. Interior Design
- 091 Service Provision Company
- 092 Shipping Services
- 093 Software & IT Solutions
- 094 Sportswear
- 095 Technologies/Engineering
- 096 Telecommunications
- 097 Telecommunications Equip.
- 098 Telecommunications Service Provider
- 099 Tourism
- 100 Transportation & Leasing
- 101 Water Supply Cos. (Corp.)
- 102 Wireless Service Provider
- 103 Other/Misc. Corporations (Please specify industry on entry form)

NON-PROFIT ORGANIZATIONS

- 104 Cancer Research
- 105 Child Rehabilitation
- 106 Christian/Religious Organization
- 107 Conservation & Education
- 108 Consumer Protection
- 109 Cultural Organization
- 110 Development & Humanitarian Aid
- 111 Foundation
- 112 Government Agencies & Offices
- 113 Health & Education
- 114 Housing
- 115 International Development & Finance Institution
- 116 International Schools
- 117 Medical & Social Services
- 118 Migration Agency
- 119 Motoring Club
- 120 Museums & Galleries
- 121 National Accountancy Body
- 122 N.G.O. Charitable Organization
- 123 Racing Club
- 124 Senior Citizens Charity
- 125 Social Service Organizations
- 126 University
- 127 Urban Renewal
- 128 Vocational Training & Education
- 129 Volunteer Agency
- 130 Water Utility
- 131 Other/Misc. Non-Profit Org. (Please specify type of organization on entry form)

SPECIALIZED ANNUAL REPORTS

- 132 Anniversary/Special Edition

- 133 Combined Annual & ESG Report

- Combined Annual & Sustainability Report
 - 134 Non-Traditional
 - 135 Traditional

- 136 CSR - Corporate Social Responsibility Report

- 137 DEI - Diversity, Equity & Inclusion Report

- ESG - Environmental, Social & Governance Report:
 - 138 USA
 - 139 Other Countries

- 140 Impact Report

- Integrated AR & CSR:
 - 141 2-3 Part Presentation
 - 142 Hardcover/Boxed
 - 143 Non-Traditional
 - 144 Traditional

- Integrated AR & ESG
 - 145 Asia - Central, East & South
 - 146 Europe/USA/Americas

- 147 Summary Annual Review

- Summary Report:
 - 148 Americas & Europe
 - 149 Asia/Pacific
 - 150 Hong Kong SAR

- 151 Sustainability & Citizenship Report

- Sustainability Report:
 - 152 Americas & Europe
 - 153 Asia/Pacific
 - 154 Hong Kong SAR

- 155 Other/Misc. Specialized ARs (Please specify on entry form)

ENTRY FORM

DEADLINE: MAY 15, 2025

Remember — send 3 books per Print Category!

Please fill out this page for each annual report submitted.

Log number

Official Use only

ENTRY INFORMATION

TITLE OF ANNUAL REPORT

Suggestion: Use phrase or text from cover of the annual report.

THEME OR GOAL

You may type on separate sheet of paper. Please be brief.

CATEGORY & CLASSIFICATION (see three digit codes on opposite page) Ex: Write in boxes below.

PRINT ANNUAL REPORTS - 2024

Overall Presentation (choose only one)

Traditional Format	TD	<input type="text"/>	<input type="text"/>	<input type="text"/>
Non-Profit Organization	NP	<input type="text"/>	<input type="text"/>	<input type="text"/>
Non-Traditional A.R.	NT	<input type="text"/>	<input type="text"/>	<input type="text"/>
Specialized A.R.	SP	<input type="text"/>	<input type="text"/>	<input type="text"/>
Non-English A.R.	NE	<input type="text"/>	<input type="text"/>	<input type="text"/>

Featured Categories (choose any or all)

Cover Photo/Design	CD	<input type="text"/>	<input type="text"/>	<input type="text"/>
Chairman's/President's Letter	CL	<input type="text"/>	<input type="text"/>	<input type="text"/>
Interior Design	ID	<input type="text"/>	<input type="text"/>	<input type="text"/>
Written Text	WT	<input type="text"/>	<input type="text"/>	<input type="text"/>
Photography	PH	<input type="text"/>	<input type="text"/>	<input type="text"/>
Illustrations	IL	<input type="text"/>	<input type="text"/>	<input type="text"/>
Infographics	IG	<input type="text"/>	<input type="text"/>	<input type="text"/>
Financial Data	FD	<input type="text"/>	<input type="text"/>	<input type="text"/>
Printing & Production	PP	<input type="text"/>	<input type="text"/>	<input type="text"/>

ONLINE ANNUAL REPORTS - 2024

Overall Presentation (choose only one)

Interactive	IT	<input type="text"/>	<input type="text"/>	<input type="text"/>
PDF A.R.	PD	<input type="text"/>	<input type="text"/>	<input type="text"/>
Non-Profit Organization	NN	<input type="text"/>	<input type="text"/>	<input type="text"/>

Featured Categories (choose any or all)

Cover/Home Page	HP	<input type="text"/>	<input type="text"/>	<input type="text"/>
Chairman's Letter/Presentation	CP	<input type="text"/>	<input type="text"/>	<input type="text"/>
Design/Graphics	DG	<input type="text"/>	<input type="text"/>	<input type="text"/>
Script/Writing	SW	<input type="text"/>	<input type="text"/>	<input type="text"/>
Photography/Video	PV	<input type="text"/>	<input type="text"/>	<input type="text"/>

ONLINE A.R.s provide URL:

OTHER/MISC - (Codes 103, 131 or 155)

Describe industry or organization:

NOMINATOR INFORMATION

YOUR NAME ☐ MR. ☐ MS.

TITLE

AGENCY/CORPORATION

STREET ADDRESS

CITY

STATE

ZIP/POSTAL CODE

COUNTRY

PHONE

FAX

E-MAIL

URL

CLIENT INFORMATION

CLIENT'S NAME ☐ MR. ☐ MS.

TITLE

CLIENT CORPORATION/ORGANIZATION

STREET ADDRESS

CITY

STATE

ZIP/POSTAL CODE

COUNTRY

PHONE

FAX

E-MAIL

URL

MASTER PAYMENT FORM

Fill out this section once and attach with payment. Upon receipt, all entries become property of MerComm, Inc., which may use entries for display and exhibition purposes. **DEADLINE FOR ENTRIES and 20% DISCOUNT: MAY 15, 2025**

PRINT ANNUAL REPORTS – Corporation

Overall Presentation

Number of Entries x \$395 each = \$ _____

Featured Categories

Number of Entries x \$345 each = \$ _____

PRINT ANNUAL REPORTS – Non-Profit Organization

Overall Presentation

Number of Entries x \$295 each = \$ _____

Featured Categories

Number of Entries x \$245 each = \$ _____

ONLINE ANNUAL REPORTS – Corporation

Overall Presentation

Number of Entries x \$325 each = \$ _____

Featured Categories

Number of Entries x \$275 each = \$ _____

ONLINE ANNUAL REPORTS – Non-Profit Organization

Overall Presentation

Number of Entries x \$250 each = \$ _____

Featured Categories

Number of Entries x \$225 each = \$ _____

TOTAL Number of Entries - Subtotal \$ _____

☐ 5-10 Entries, 5% Discount \$ _____

☐ 11-20 Entries, 10% Discount \$ _____

☐ 21+ Entries, 20% Discount* \$ _____

***(Valid only to May 15, 2025)**

TOTAL FEES PAID - U.S.D. \$ _____

☐ Check Enclosed

☐ Bank-to-Bank Transfer

(Contact us for details)

☐ American Express

-- Exp. -

☐ MasterCard/Visa

Exp. -

Cardholder's Signature _____

Cardholder's Name _____

Company _____

Make checks payable and mail to:

MerComm/ARC

500 Executive Boulevard - Ste. 200

Ossining-on-Hudson, NY 10562 USA

T: 1-914-923-9400

F: 1-914-923-9484

E: info@mercommawards.com

SHIPPING INSTRUCTIONS: To hasten your package through customs, please affix or mark in bold lettering outside the package - "Contest Material. No Commercial Value." Send by DHL, FedEx, TNT or UPS.