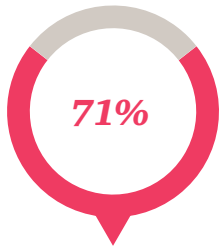


2017 investor survey on US corporate reporting

Investors say the quality of reporting is key to their investment analysis...

Q: To what extent do you agree or disagree with the following statement about corporate reporting?

% of respondents answering agree or strongly agree



I typically review the annual report/10-K/20-F of the companies I follow.



Understanding management's view of potential risks and their mitigation strategies is important for my analysis and decision making.



My perception of the quality of a company's reporting impacts my perception of the quality of its management.



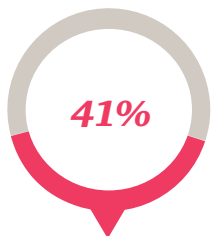
Disclosure in an annual report about strategy, risks and opportunities and other value drivers can have a direct impact on the discount rate I use in my analysis.



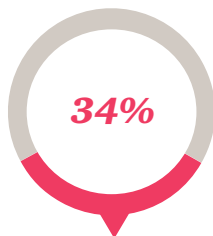
...and they think companies could improve their reporting

Q: To what extent do you agree or disagree with the following statement about corporate reporting?

% of respondents answering agree or strongly agree



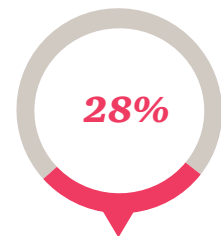
I believe that companies do a good job of explaining their business models and how they make money.



I believe that companies do a good job in linking strategic goals, risks, key performance indicators and financial statements.



I have enough trust in the information companies report on strategic goals, risks and key performance indicators for me to be confident in my analysis and decision making.



I believe management is sufficiently transparent about the metrics they use internally to plan and manage their business.

Investors rank non-GAAP as a key area needing improvement

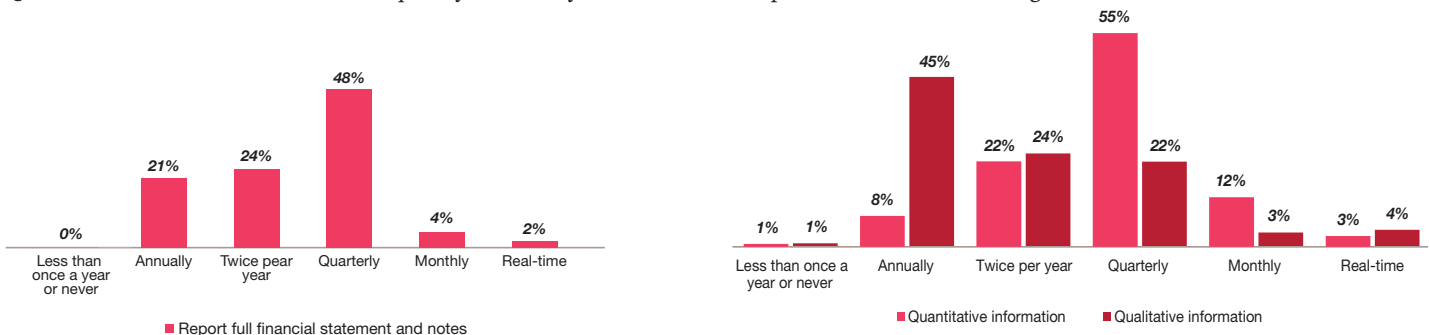
Q: What is the area of reporting that you think companies most urgently need to improve?

Results are based on the frequency of which the area was mentioned in the interviews



Investors like to hear from companies, but their preferred frequency of reporting varies

Q: Please indicate below the ideal frequency in which you would like companies to do the following:



Investors like companies to report full financial statements and other quantitative information regularly. But they'd like companies to report qualitative information less often, unless something changes in the business.

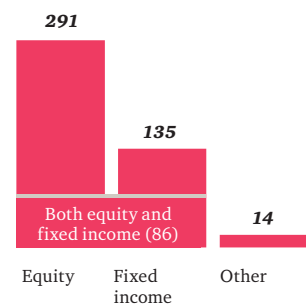
Note: Quantitative information includes summary financial information, earnings calls, management commentary on financial performance, earnings forecast or guidance, and KPIs.

Qualitative information includes description of business model, risks and mitigation strategies, and updates on strategic plans and progress.

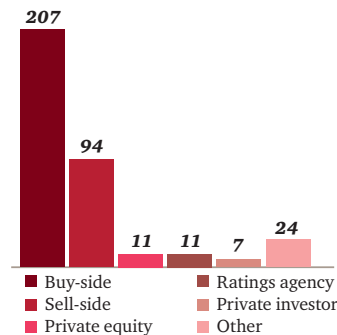
Methodology

For the 2017 Investor Survey on US Corporate Reporting, we obtained feedback from 354 investment professionals that invest in or follow US-based companies and responded to an online survey running from 17 November 2016 to 16 December 2016. We also conducted in-depth interviews with 38 individuals from a range of regions between November 2016 and January 2017.

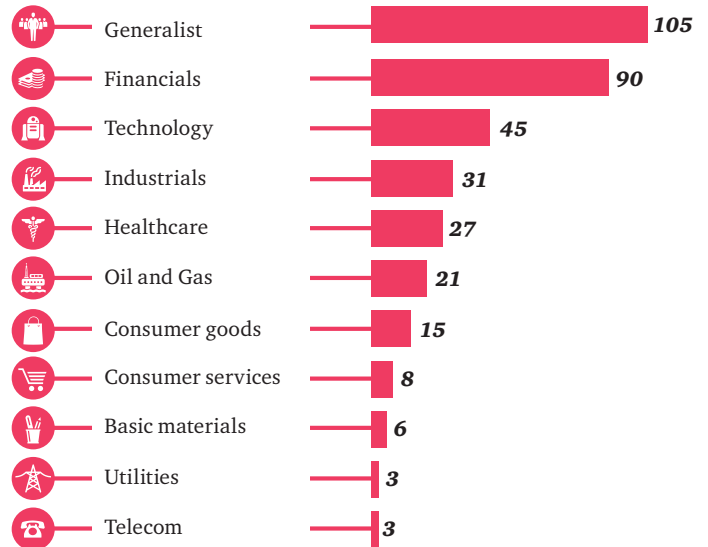
Specialism



Role



Industry



Contacts

Beth Paul

Partner, National Professional Services Group, PwC US

T: +1 (973) 236 7270

E: elizabeth.paul@pwc.com

Gregory Johnson

Director, National Professional Services Group, PwC US

T: +1 (973) 236 7365

E: gregory.johnson@pwc.com