

**MESSAGE FROM THE IIRC'S CEO PAUL DRUCKMAN
MOSCOW 28 MARCH 2014**



I am sorry not to be with you in person today, but I am delighted to be able to contribute to your event via this message.

The International Integrated Reporting Council, of which I am CEO, has come an incredible distance over the last few years in driving the development of Integrated Reporting, as a response to markets across the world calling for an evolution in corporate reporting. But crucially, as we have said all along, the power behind this evolution towards <IR> has come, and will continue to come, from the businesses that have shaped it, tested it, implemented it, and spread the word about its benefits.

I am delighted by the work being undertaken by the Russian Regional Network, and by the way it is proactively encouraging Russian businesses to embark on the journey towards <IR>. The IIRC Pilot Programme businesses are our best advocates, and it is my hope that through their efforts, a positive example will be set across Russia. Integrated Reporting is a journey, and those introducing Integrated Reporting to their business are already seeing key benefits, such as a better articulation of strategy, and how the business model is responding to changing needs and expectations in the market. Furthermore, they are seeing a better dialogue between the business and providers of financial capital, as well as the breaking down of silos throughout the organisation.

As a leading economy, a member of the G20 and a political powerhouse, Russia is a priority country for the IIRC. The steps taken at the G20 summit in St. Petersburg last year, where leaders called for “sound and sustainable economic growth firmly based on increased trust and transparency” were crucial. And everywhere I go, I see this call from political leaders mirrored by those at the forefront of business. Information is the lifeblood of capital markets; and the volume of today’s corporate reports demonstrates that businesses are providing this information. Yet what <IR> provides is clarity and relevance of information: a reduction in volume, the connectivity of information, and the inclusion of more than financial information. I believe that <IR> can result in transparency with a purpose – the purpose being to transform the behaviour of businesses everywhere, as well as the behaviour of their investors.

I look forward to reading in detail the research that is being released today about the latest developments in transparency and corporate reporting in Russia, and my thanks goes to those who undertook this work. I wish you a successful event today and my thanks go to PwC for hosting. Finally if you have any questions or comments please contact our <IR> Director for Russia Henning Draeger – contact details are provided. (henning.draeger@theiirc.org / +38 050 452 2037)