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# ***1*** Switzerland

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## Switzerland: initiated dialogue to raise interest:

Corporate Reporting Event held 3 Sep 2014

- Focused on investors' perspective regarding corporate reporting
- Shared experience of XBRL at Deutsche Bank and provided an overview of current XBRL developments
- Arouse interest among finance executives in IFRS – XBRL
- Rita Ogun-Clijmans from IASB joined the panel discussions
- Initiated dialogue with the Swiss Exchange

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| 09:15 | Important content in corporate reporting for investment decisions at BlackRock<br>Amra Balic, Head of Corporate Governance BlackRock, London   |
| 09:45 | Corporate reporting – the role and the view of the Board of Directors<br>Dr Rudolf Huber, Board Member of several listed companies in Switzerland and President of the Swiss CFO Forum                 |
| 10:15 | Investor relations – our main focus in corporate reporting<br>Serge Rotzer, Head of Investor Relations, Implenia,  |
| 11:00 | Our main priorities and challenges in corporate reporting<br>Alex Hall, Head of Finance & Controlling, ABB, Switzerland  |
| 11:30 | XBRL at Deutsche Bank and an overview of current XBRL developments<br>Dr Michael Stubenrath, Head of Statutory Reporting, Deutsche Bank and Elena Serova, Senior Manager, PwC                          |
| 12:00 | Panel discussion<br>Our speakers joined by Rita Ogun-Clijmans, Product Manager, XBRL Taxonomy, IASB  |
| 13:30 | The role of corporate reporting for the rating process<br>Imre Guba, Director, EMEA Corporates, Standard & Poor's, London  |
| 14:00 | How the needs of investors are addressed by external reporting<br>Desislava Rosebrock, Finance Director, Actelion,   |
| 15:30 | Corporate Performance: What do investors want to know? – Reporting Adjusted Performance Measures<br>Hilary Eastman, Director and Jennifer Sisson, Senior Manager, Investment Community Engagement, PwC |
| 16:00 | Analyst's view on corporate reporting: What we find helpful and what we lack<br>Marietta Miemietz, Director, Primavenue, London  |
| 16:30 | Panel discussion<br>Our speakers joined by Reto Zemp, Senior Financial Reporting Specialist, SIX Swiss Exchange moderated by Alexander Fleischer and Elena Serova                                      |