

# SPARK<sup>✖</sup>

Annual Report  
Playbook





**A strategic checklist  
to help you realign  
your reporting  
process for 2025.**

# Why This Matters

Annual reports are more than regulatory requirements. They're trust-building tools, brand narratives, and strategic reflections of where your organization is heading.

This playbook is designed for leadership, strategy, communications, and investor relations teams across the GCC. Use it to assess, align, and elevate your next report, whether you're starting from scratch or refining an existing approach.





# 01

## Set the Strategy

- Have you clarified the primary objective of this year's report (compliance, trust, brand alignment, etc.)?
- Is your leadership team aligned on the strategic narrative?
- Are your business goals and Vision 2030 or national strategy alignment clearly reflected?
- Have you defined the key audiences and what they're looking to learn from the report?

# 02

## Build the Narrative

- Have you identified a clear and compelling story beyond financials?
- Is your messaging consistent with other public communications?
- Does the CEO/Chairman's message provide real insight into the company's direction?
- Is there an executive summary that works as a standalone overview?





# 03

## Design for Comprehension

- Is your design modular, easy to navigate, both in print and digital?
- Are charts and data visualizations used to explain, not overwhelm?
- Does the report feel like your brand, visually and tonally?
- Is the report fully bilingual, with equal attention given to Arabic and English?

# 04

## ESG Integration

- Is ESG content integrated into your business story, not siloed?
- Are you including outcomes, not just activities?
- Are the metrics you report material and forward-looking?
- Is there a balance between narrative and data in the sustainability section?

# 05

## Prepare for Delivery

- Have you allocated enough time for legal, finance, and board reviews?
- Is your report accessible on mobile, tablet, and desktop?
- Do you have a plan to extract and repurpose content (social media, executive decks, investor meetings)?
- Have you considered converting the report into a microsite or interactive format?

# Reporting with Purpose

Annual reports are strategic platforms. Used right, they can elevate your brand, reinforce your values, and show measurable progress.



# Get in touch!

Need help bringing your report to life? Contact Spark for a discovery session tailored to your reporting needs.

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