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THE CLIENT

The Global Voice Group (GVG) was established in early 2002 and listed on the Singapore Stock Exchange in 2004 through the successful reverse takeover of Horizon Education and Technologies Limited (Horizon).

GVG is now Europe's foremost provider of mission-critical, high performance networking solutions, exclusively serving large Corporates, Carriers and Service Providers. All services are delivered over their wholly owned, billion euro, all-fiber optic network, which connects the major cities and economies of Europe. This infrastructure uniquely combines 'long-haul' network linking Germany, The Netherlands, UK, France and Belgium with high-density 'last-mile' fiber networks in 15 major European cities.

GVG's financial headquarters are located in Singapore, with its operational headquarters in Frankfurt, Germany and sales and engineering offices in Dublin, Amsterdam and London.

THE CHALLENGE

In 2004 GVG was just starting to develop its products and services following its formation in 2002. They had acquired the optical fiber infrastructure, now they had to persuade people to pay them to use it!

They needed to package their mission-critical networking solutions and promote the new GVG corporate brand to potential customers and investors. Standing out in a highly competitive marketplace was crucial as they faced fierce competition from other pan-European network providers and the many local competitors in each country.

GVG had to build their business by recruiting new long term corporate clients, acquiring and developing new infrastructure, and building strategic partnerships and alliances.

To do this they needed to establish themselves as serious players in the eyes of potential customers and attract large investments to grow their network infrastructure.

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THE OBJECTIVES

Through the imaginative creative design of the 2005, 2006 and 2007 annual reports, Global Voice Group hoped to achieve the following objectives:

- Clearly communicate GVG's services to potential customers, helping to recruit new business and retain existing long term contracts.
- Help encourage capital investment in GVG and help grow the business overall year on year
- Increase awareness of the company in the market and strengthen its reputation amongst the investor/analyst community.
- Follow requested standards for annual reports given by Singapore Stock Exchange

THE SOLUTION

In 2004, GVG listed on the Singapore Stock Exchange. As a listed company they are obliged to produce an annual report each year detailing their financial and operational performance.

As GVG's target customers and investors are large corporate entities, the annual report would become a key marketing vehicle for Global Voice Group, increasing awareness among their target customers and differentiating them from their competitors.

As GVG's services are **mission-critical** to a customers business, the stability, performance and professionalism of the company is a key issue for potential clients, making the annual report a must read document before signing any long term service agreement with GVG.

GVG decided to use this to their advantage. From 2006 onward, they designed and produced a series of high impact annual reports that would make them stand out from their competitors.

They created a series of visually attractive reports, each using a unique illustrative design style to help them stand out from the photography based reports of their competitors and stick in the memory of the reader.

Each year the design was based on illustrating landmarks in key cities where the GVG network is present to highlight the local and pan-European infrastructure available to customers. They also featured illustrations showing the drivers of their business' rapid growth to encourage potential investors. Careful attention was paid to the illustration's detail, and they are executed in a clean style, reflecting the company's professionalism and focus. The report was printed with a high quality uncoated paper finish on the cover so it would immediately stand out from the glossy reports of the competitors.

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THE RESULTS

(Some figures have been removed as they are commercially sensitive)

As a key marketing and sales tool for GVG, the annual reports helped promote the company's market leading services and professionalism to existing and potential customers. This is evidenced by the results below:

- **Clearly communicate GVG's services to potential customers, helping to recruit new business and retain existing long term contracts.**
 - **New Customers:** 59 new customers were signed up in 2007 V's 26 new customers in 2005, an increase of 33 new customers per year or 127%.
 - **The value of New Long Term Contracts** increased by 74.7% from 2005 to 2007.
 - **The Client Retention Rate** was 95% in 2007 V's 85% in 2005, an increase of 10%.

- **Help encourage capital investment in GVG and help grow the business overall year on year.**
 - The annual report series has helped to encourage new customer acquisitions and capital investments in Global Voice Group from 2005 to 2007 as indicated by the results below:
 - **Total Revenues** increased by 25.7% from 2005 to 2007.
 - **Total Assets** increased by 33% from 2005 to 2007.
 - **Cash at Year End** increased by 282.5% from 2005 to 2007.
 - Significant Capital Investments in infrastructure have been made from 2005 to 2007, the majority of investment capital was raised in convertible bonds purchased by investors.

- **Heighten awareness of the company in the market and amongst the investor/analyst community.**
 - Prior to the roll out of the annual reports, the company was the subject of approximately 5 articles per month in newspapers & trade journals. This has steadily increased to between 25 -30 monthly.
 - The company was awarded the prestigious title 'Best New Entrant' by leading telecommunications publication Capacity Magazine at the end of 2006.
 - The use of the company website has increased significantly. Total hits are up by 88.5%, and page views are up by 184%.
 - Very positive feedback has been received from investors and analysts, thanks to a clear and consistent presentation of the company's position in the market with each annual report.
 - With its increased profile and strong reputation, GVG / euNetworks was able to negotiate and introduce 'euro-one' - a collaboration of fiber optic network providers connecting Eastern, Central and Western Europe and North America. This network is one of the largest in the world and connects more than 350 cities.

CLIENT FEEDBACK

"Global Voice Group needed a clear and individual voice in a market where confusion reigns as to the differences between operators. Our annual reports have heightened public awareness of our company and contributed to accelerated revenue growth. These distinctive reports will provide our company with a key competitive edge for many years to come."

Barry Nolan,
Chief Operating Officer, Global Voice Group.