

# How XBRL can excite investor relations!

Presentation to the Investor Relations Society, Finland

# Your presenters today



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Annual reporting  
is going digital

The clock is **ticking!**

Downloaded and shared in seconds







Once released, this  
data cannot be  
erased

$$2 + 2 = \underline{\underline{5}}$$

Imagine getting your key  
financials wrong....

2020 ANNUAL REPORT



CONSOLIDATED BALANCE SHEET

	2020	2019
Revenue	5m	4m

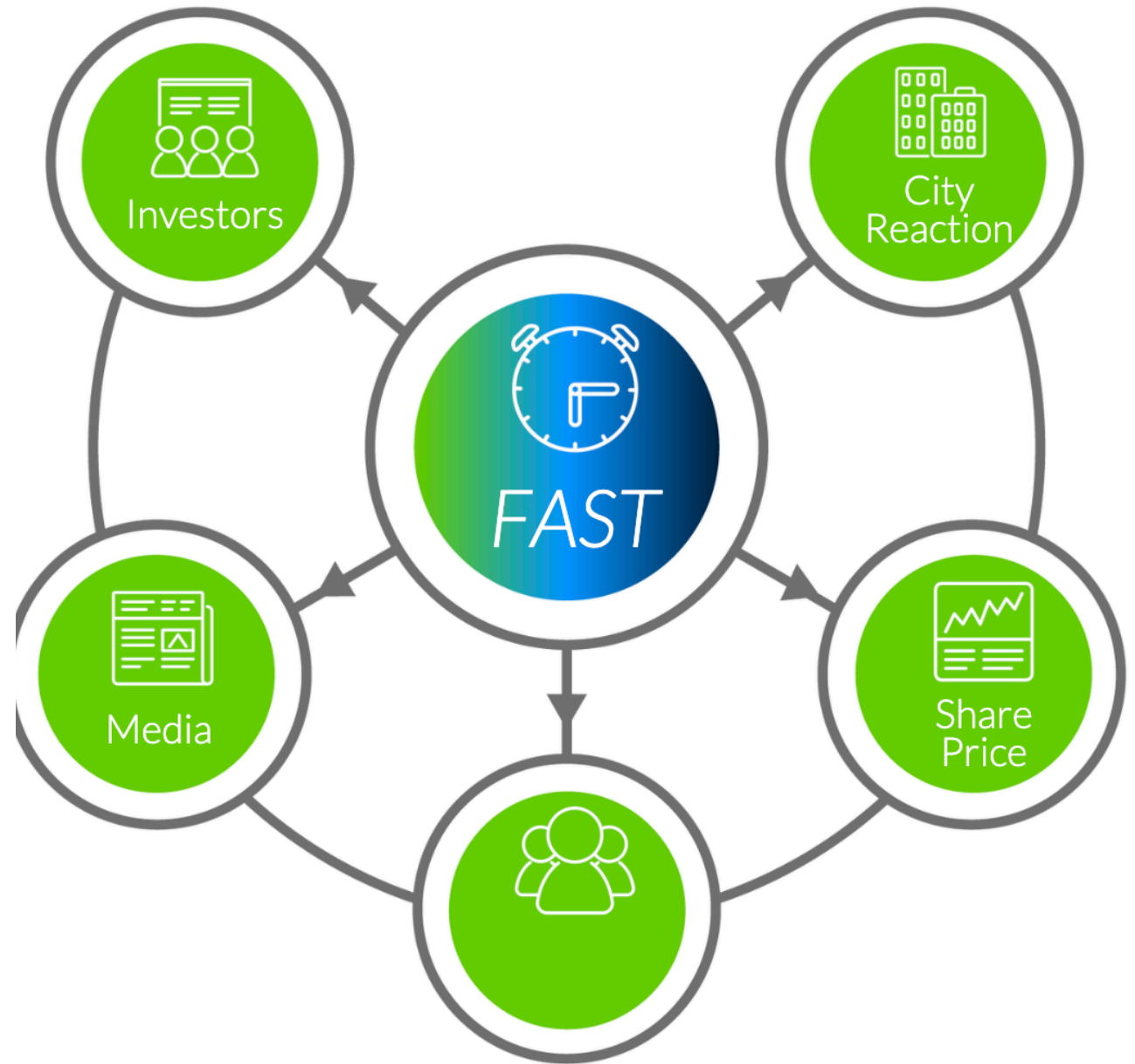
NOTES TO FINANCIAL STATEMENTS



Our revenue for 2020 has gone up 2m from the previous year!

...or your narrative doesn't align with your numbers

The reaction  
from your  
stakeholders  
will be in  
minutes





The footprint  
left behind



The best user experience is when there is **trust** in the data

So how will XBRL **change**  
investor relations?





XBRL is the **best** gift  
imaginable for IR



Clickable **data** means user  
information **harvesting**



Amazing chart and graph opportunities

ESEF is data  
transparency

Workiva is data  
trust

Questions?