

An abstract graphic consisting of several overlapping, rounded, glowing green shapes that resemble liquid or light trails, set against a dark background. The shapes are positioned in the upper right quadrant of the image.

# ReportDesign

Your trusted partner  
for corporate communications

Communications.  
Design. Development.

# Design services for medium and large businesses

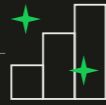
We offer the **full range of services required** to develop annual and ESG reports, corporate branding, presentation materials, and web design solutions

We have **expertise in drafting corporate reporting** along with disclosure standards and forms. We are able to skillfully tackle even the most complex of projects, which is why we are the provider of choice for market leaders

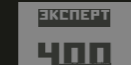
We prioritise quality and a tailored approach to forge **lasting partnerships**



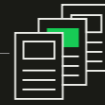
Awards from national and international industry competitions



Clients in top rankings



[More details ↗](#)



Media coverage of ReportDesign

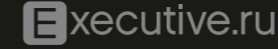
Sostav



Forbes

ДЕЛОВОЙ МИР

CoSSA



Sfera·News

[More details ↗](#)

Active in corporate communications since

2016

The average experience of key employees in corporate communications and annual report development stands at

nine years

Projects brought to successful completion

> 300

# ReportDesign in figures...

# Key services... . Key services...

◇ 01 Corporate Reporting

◇ 02 Digital

◇ 03 Report Consulting

◇ 04 Corporate Communications

◇ 05 Presentations

◇ 06 Photo, Graphic & Animation

◇ 07 Print Design & Products

◇ 08 Branding

Our services  
in detail





# Corporate Reporting

We understand the specifics of corporate reporting and provide the full range of services, from analytics to regulatory assurance and from design concept to entry into industry competitions. We offer all modern reporting formats. We operate as a one-stop shop

All projects ↗

Annual | ESG | Sustainability | Integrated | Smart PDF | HTML | Printing

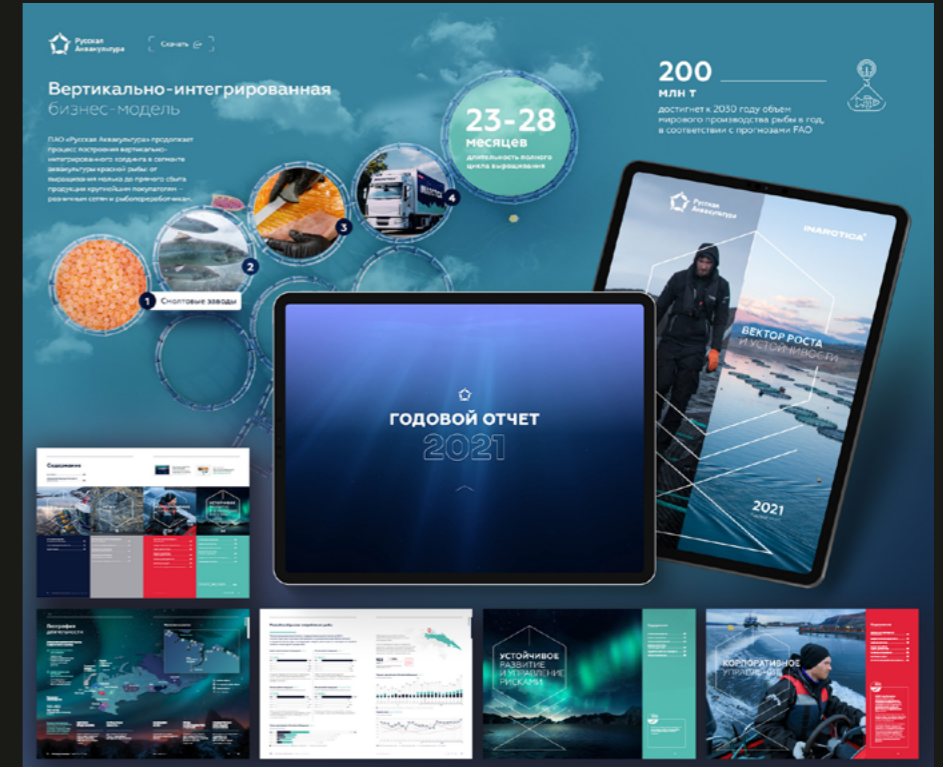


# Digital

We create high-performing websites and digital products to address the client's business challenges as part of our turnkey annual and sustainability reporting services

All projects ↗

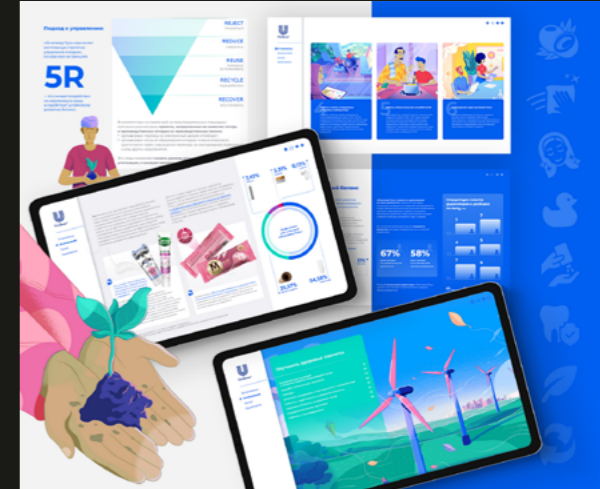
Interactive Reports | Web Design | Mobile Design | SMM



# Report Consulting

We address the client's communication needs through high-end design and impactful content. We perceptively assess and analyse corporate communications. We offer recommendations to improve the quality of disclosures and their visual presentation to match the client's business objectives and the broader market environment. We support the client through trade and industry competitions

All projects [↗](#)



# Corporate Communications

We develop a corporate identity and corporate materials to deliver on whatever the client's goals may be. We use lucid designs to attract the target audience, build a dialogue with customers, boost market positions, and sustain and promote corporate culture

Strategy | Identity | Guidebook | Brandbook | Welcome Book | Code of Ethics | Presentation | Report

All projects ↗

**В НАСТОЯЩЕЕ ВРЕМЯ ГОСУДАРСТВО РЕАЛИЗУЕТ ВАЖНЫЕ МЕРЫ ПОДДЕРЖКИ СТРОИТЕЛЬНОЙ ОТРАСЛИ, ВЫРАЖЕННЫЕ В ЗАПУСКЕ СПЕЦИАЛЬНЫХ ПРОГРАММ, СУБСИДИРОВАНИИ ИПОТЕЧНОЙ СТАВКИ, СТАВШЕЙ РЕКОРДНО НИЗКОЙ В 2020 ГОДУ.**

**СРЕДНЯЯ ИПОТЕЧНАЯ СТАВКА В РОССИИ**  
**6,1%** ↑ 2,3% к 2019 году (6,4%)

**ТОП-100 КОМПАНИЙ РОССИИ ПО КАПИТАЛИЗАЦИИ**

|        |                              |       |              |
|--------|------------------------------|-------|--------------|
| 25 293 | Недропользование             | 5 873 | Сфера услуг  |
| 11 357 | Приватизация                 | 438   | Медиа-бизнес |
| 7 935  | Банки и финансовые услуги    | 112   | Недвижимость |
| 2 821  | IT                           | 112   | МТС          |
| 2 232  | Электроэнергетика            | 112   | МТС          |
| 1 759  | Торговля                     | 112   | МТС          |
| 1 346  | Телекоммуникации             | 112   | МТС          |
| 659    | Строительство и недвижимость | 112   | МТС          |
| 23     | Плывучая промышленность      | 112   | МТС          |
| 34     | Прочие отрасли               | 112   | МТС          |

**73-Е МЕСТО** среди крупнейших компаний России по капитализации

**Топ-5** среди крупнейших девелоперов России по капитализации

**31%** СТАДИЯ СТРОИТЕЛЬСТВА

**51%** СТАДИЯ ПРОДАЖИ НЕДВИЖИМОСТИ

**ЖК В ПОСЕЛКЕ ЧЕЛОВИТЬЕВО**

**МЖ В ПОСЕЛКЕ ЧЕЛОВИТЬЕВО**

**ЭКСПАНСИЯ**

**ОCS**

**И-партнер**

**Честная сделка КЭГ**

**Защита планеты**

**Новая корпоративная культура**

**География деятельности Компании**

**№1**

**300+**

**9**

**9**

**32**

**Мы любим свою компанию и разделяем ее ценности**

**Мы строим любые взаимоотношения на основе уважения**

**Справочник сотрудника**

**OLIMPROEKT**

**ОБЪКТ ПОРТФОЛИО**

**ЛУЧШИЕ ПРОЕКТЫ НА РЫНКЕ**

**Один из лучших проектов в России**

**Один из лучших проектов в России**

**OCS**

**Сборник лучших практик СИБУРа в рамках программы Operation Clean Sweep**

**1 747**

**>1 600**

**85%**

**Обновленная стратегия ПАО «СИБУР Холдинг» в области устойчивого развития до 2023 года**



# Presentations

We prepare professional investor and shareholder presentations as well as slide decks for internal and external communications. We develop product or company pitches to report results or accompany speeches. We treat the reader with respect by ensuring convenient navigation through the content and spotlighting important information while handling the client's business needs

All projects ↗

Corporate | Investor Relations | PPTX | PDF



# Photo, Graphic & Animation

We develop stunning graphics and original illustrations to help make your product and company stand out in the market. We present complex information through clear and easy-to-follow infographics. We provide corporate and industrial photography services

All projects ↗

3D graphic | Infographic | Animation | Illustration | Photographic



# Print Design & Products

We create unique and impressive printed materials. We offer state-of-the-art certified eco-friendly materials and non-standard post-printing processes to suit any task or budget

All projects [↗](#)

Reports | Books | Posters | Souvenirs | Calendars | Postcards

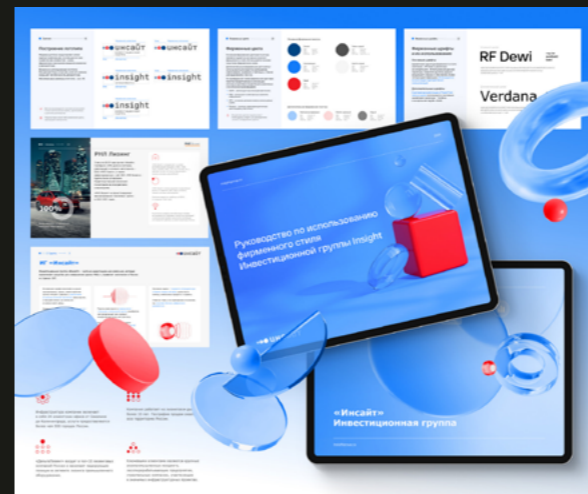


# Branding

We design corporate branding solutions and ensure end-to-end brand development, from strategy development, naming, and logo design to creating entire brand style guides. We determine the scope of work based on your actual needs. If first impressions are the most lasting, a business impresses with a strong brand

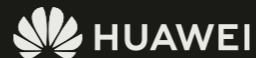
All projects ↗

Naming | Brand Development | Brand Strategy | Rebranding | Logo | Corporate Identity | Brand Book | Logo Book



# Our clients.♥

We have earned the trust of Russian and international companies featured in rankings such as the [Expert 400 largest companies in Russia](#), [Forbes' 200 Largest Private Companies in Russia](#) and the [RBC 100 ranking of the largest Moscow Exchange-listed companies by trading volume](#). We take pride in working with each of our clients and build partnerships that last



[All clients ↗](#)

We **dive deep** into your **business** and build a partner-to-partner relationship rather than one of a client to contractor

Our projects have taken away top prizes in various competitions, such as RAEX, MOEX, LACP, ARC Awards, IR Society, A' Design, CRRRA, Silver Threads, and more

# What makes us the provider of choice.



We undertake the **full range of tasks**, from content generation to production



We can handle **any scope of work**, from minor assignments to major projects



If your **budget** is limited, we will help you draw up a list of design services that we can offer



We offer **unconventional solutions** for project implementation



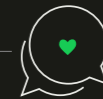
We **strictly adhere to deadlines**



You can rest assured that our tight-knit team of professionals will provide **high-quality deliverables**



We stand out among other agencies for our insight into **the specifics of various business sectors**



Smart planning and **seamless interaction** with the project team

# Professional experience across various business sectors.

Our work covers widely diverse sectors of the economy, which allows us to efficiently manage workloads and timescales for ourselves and the client's project team when working on any given project



Mining



Oil and gas



Energy



Agriculture



Finance



Telecommunications



Retail



Construction  
and development



Non-governmental  
organisations



Charities



Brand legal  
protection

Etc.

## SIBUR Holding

Ruslan Vaysov  
Head of IR & Capital Markets



I would like to express my appreciation and gratitude for the exceptional effort ReportDesign put into preparing our company's 2022 integrated report. From project launch to completion, the ReportDesign team demonstrated professionalism, integrity, and a clear focus on creating a high-quality product that would meet our stringent requirements and expectations.

I would particularly like to thank Kristina, the agency's head, for her outstanding leadership, patience, and commitment to finding solutions that best met our team's needs. Throughout the engagement, Kristina was always on hand to answer any questions and offer guidance and support where needed. Her attention to detail and desire to go beyond our expectations really set her apart as a valued partner. As for the delivered product, we were extremely happy with the end result as well as with the report preparation process. Our management praised the report not only for its visual appeal but also for its overall structure and readability.

I recommend ReportDesign to all organisations seeking a reliable, professional, and client-focused agency to prepare their annual reports as well as presentation or marketing materials. I would like to emphasise the fact that the agency team repeatedly demonstrated immense creativity when working on the design and layout of our annual report. The ReportDesign team always strives to deliver the highest quality to its clients.

## EL5-Energo

Alsu Zagorskaya  
Head of Communications at EL5-Energo



EL5-Energo would like to thank you for your work on the company's 2022 Annual Report and Sustainability Report.

The project team was faced with an interesting, yet very challenging task: to develop a report design as the company was going through a complete rebranding. Integrating the new corporate identity coincided with producing the main layout of the reports, which proved a real challenge for our project teams. Through effective communication and constant input from responsible employees, we met all deadlines and delivered the project to high quality standards.

We would like to give a particular shout-out to the project manager and project designers. Thank you for productive collaboration, creativity, outside-the-box ideas, efficiency, professionalism, and attention to detail.

Our team is delighted with the end result. On top of all this, after the project was completed, we were given useful suggestions on how best to improve the process of preparing and issuing reports. We can confidently recommend ReportDesign as a responsible, client-oriented contractor and a reliable partner for delivering on complex projects and finding solutions to unusual problems.

We wish you creative triumphs, industry awards, and exciting new engagements in the future!

## MegaFon

Olga Mikhaylyuk  
Senior Manager, Investor  
and Analyst Relations



We would like to express our sincere gratitude to the team at ReportDesign for all the hard work they put into preparing MegaFon's 2021 report. It was the first time MegaFon worked with ReportDesign, and the agency was in charge of creating both a PDF version of the report and an interactive version. The company's primary focus in the reporting year was to provide a super-service to customers, employees, and shareholders alike. The agency team was able to emphasise all the right elements at the design concept phase before heading into the actual report preparation.

Perfectly coordinated teamwork and strong schedule adherence have become ReportDesign's calling card. Work didn't even stop for unforeseen external circumstances or holidays. The project team – managers, designers, and developers – worked smoothly, quickly, and precisely, leaning on robust processes and interfaces. In the end, the report was delivered and published on time with no rush, and we were left with a very good impression of the team.

# Customer feedback

[More feedback](#) 

Once engagements are completed, we ask clients to give honest feedback on working with our team



# Media coverage ... Media coverage

СБЕР Про

ДЕЛОВОЙ МИР

РБК

Sostav

Forbes

CoSSA

RB.RU

biz360

Радио

@ mail

Sfera·News

Executive.ru



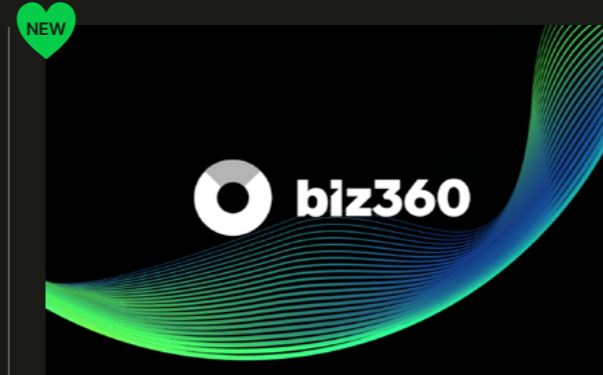
“We build a partner-to-partner relationship rather than one of a client to contractor”

Sfera News caught up with ReportDesign Agency’s CEO on the key trends in corporate communications and reporting in 2023



Kristina Zavrazhneva  
CEO ReportDesign Agency

[Read more ↗](#)



“Just make it pretty” doesn’t work anymore”

The story of our agency and how we build a dialogue with clients to create a product that effectively meets stakeholder needs



Kristina Zavrazhneva  
CEO ReportDesign Agency

[Read more ↗](#)



“Transmission line: mentoring and how it changes the way companies work”

We spoke to Forbes on the role of mentoring in a designer’s professional development



Kristina Zavrazhneva  
CEO ReportDesign Agency

[Read more ↗](#)

# Media coverage ... Media cove



More than aesthetics: the role of corporate design in crisis communications

How to maintain the quality of corporate communications and use them to manage risks while trying to cut costs



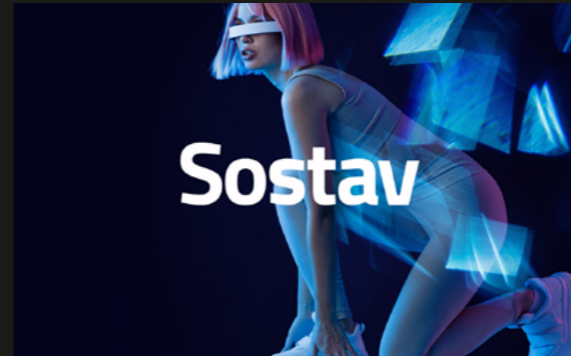
Kristina Zavrazhneva  
CEO ReportDesign Agency

[Read more ↗](#)



Five main corporate communications trends 2023–2024

Our own experience and key trends in corporate communications that will continue into 2024



Creative industry trends 2023–2024

A joint interview with industry leaders in graphic design, digital marketing, content marketing, and public art about implementing AI in corporate design



Kristina Zavrazhneva  
CEO ReportDesign Agency

[Read more ↗](#)



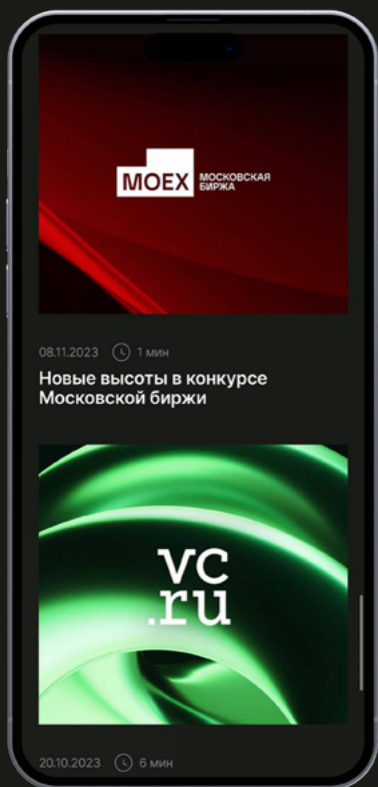
“Helping your people through a creative rut: important nuances”

We sat down with Executive.ru to discuss the challenges of working with creative teams and simple ways to deal with creative block



Kristina Zavrazhneva  
CEO ReportDesign Agency

[Read more ↗](#)



We are not only in the media, we also create media content: op-eds, articles, news stories, case studies – we write about everything from life at the agency to our professional expertise

Read more [↗](#)

# Magazine. ReportDesign

## ReportDesign

### Discuss working with us

✉ For any questions, reach out to us at [partners@reportdesign.ru](mailto:partners@reportdesign.ru)

📩 Drop us a message on Telegram for your urgent enquiries [@reportdesign](https://t.me/reportdesign)

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