

TOP LEAD

FUIB Annual Report 2016

How to create Annual report for common people

TOP
LEAD

The background of the lower half of the page is a solid purple color. It features a stylized cityscape at the bottom with various red and white buildings. Several hot air balloons with red and white patterns are floating in the sky. There are also white clouds scattered throughout. On the right side, a hand in a red sleeve is holding a red banknote. On the left side, a hand in a red sleeve is holding a red document or folder.

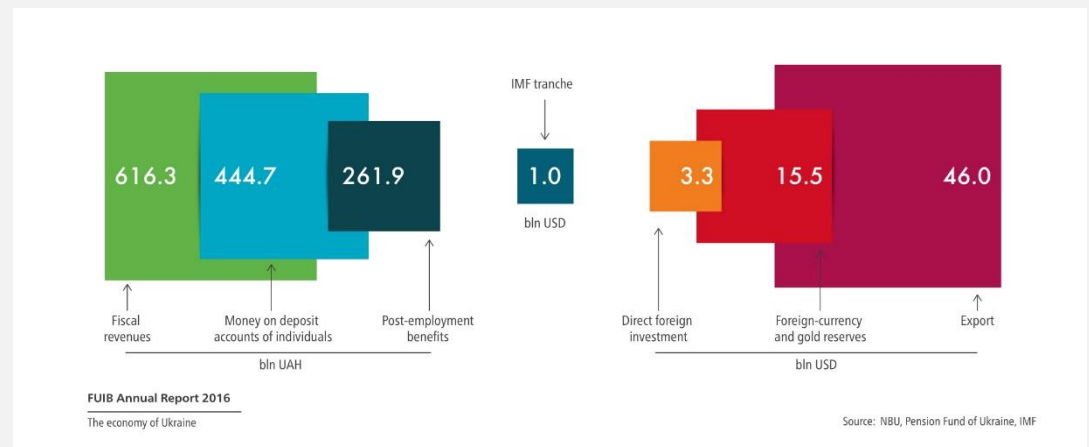
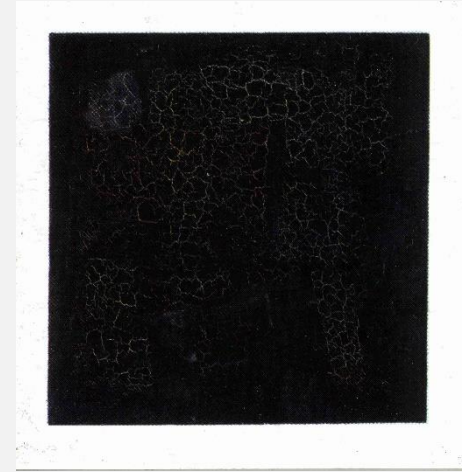
FUIB

IDEA

We made this Annual report as a tribute to Kazemir Malevich (Ukrainian painter) and his Supreme Geometry.

We agreed with him and believed that it was possible to convey specific impressions through the interaction of squares, rectangles, circles and triangles.

The tension between the colors and shapes is so intense that one can almost feel it, taste it, and hear it.



GOAL

At the last annual report that clients read.

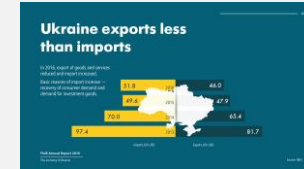
Clever use of white space. Design who supports the simplicity of explanation.



Necessary semantic emphasis



Clear graphics



Simple and accessible formulated thought

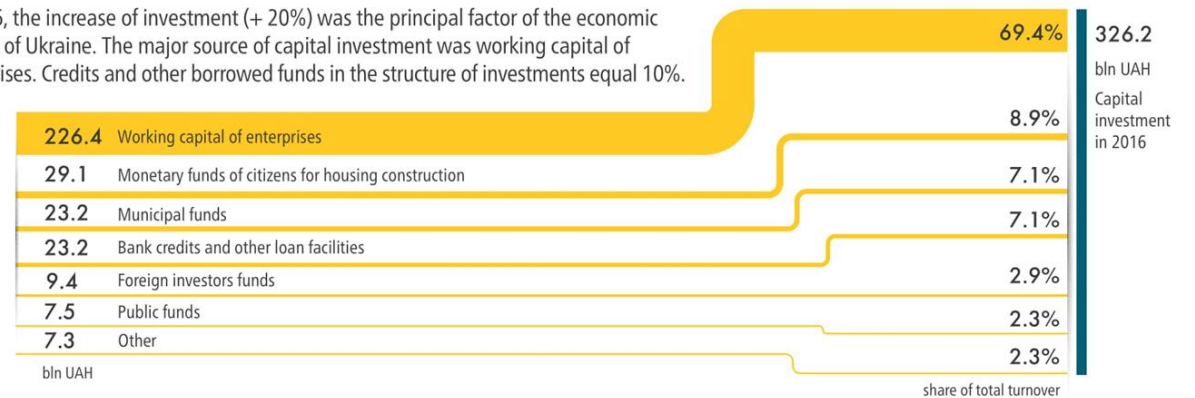
OBJECT

Unlike regular reports, the FUIB report has a lot of visual content and noticeably less text than in the standard reports of banks.

Clear, to-the-point headline copy

The volume of investments in Ukraine has increased

In 2016, the increase of investment (+ 20%) was the principal factor of the economic growth of Ukraine. The major source of capital investment was working capital of enterprises. Credits and other borrowed funds in the structure of investments equal 10%.



COLORS SCHEME

The color indication for the slides of the annual report was chosen for easy use and navigation



Economy of Ukraine



Banking system



Financial performance of FUIB



Business results of FUIB



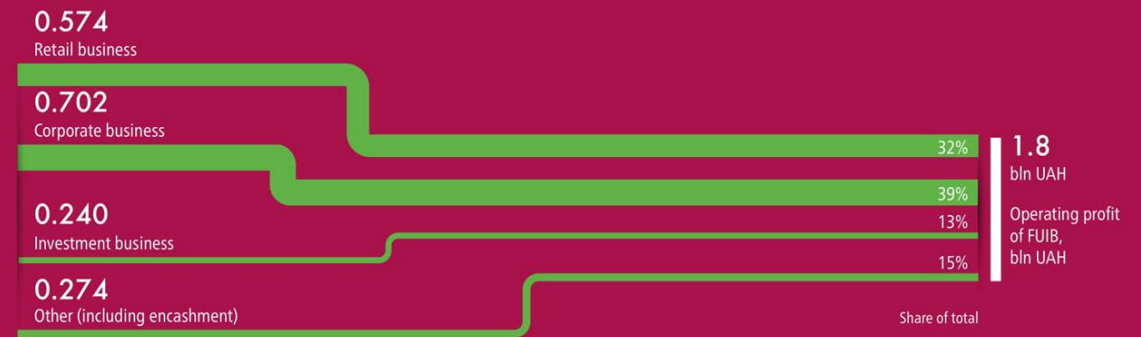
Go Digital

THE CONCEPT

Profit "composition" report in one simple Sankey chart.

How did FUIB gain the profit in 2016

Operating profits by business lines.



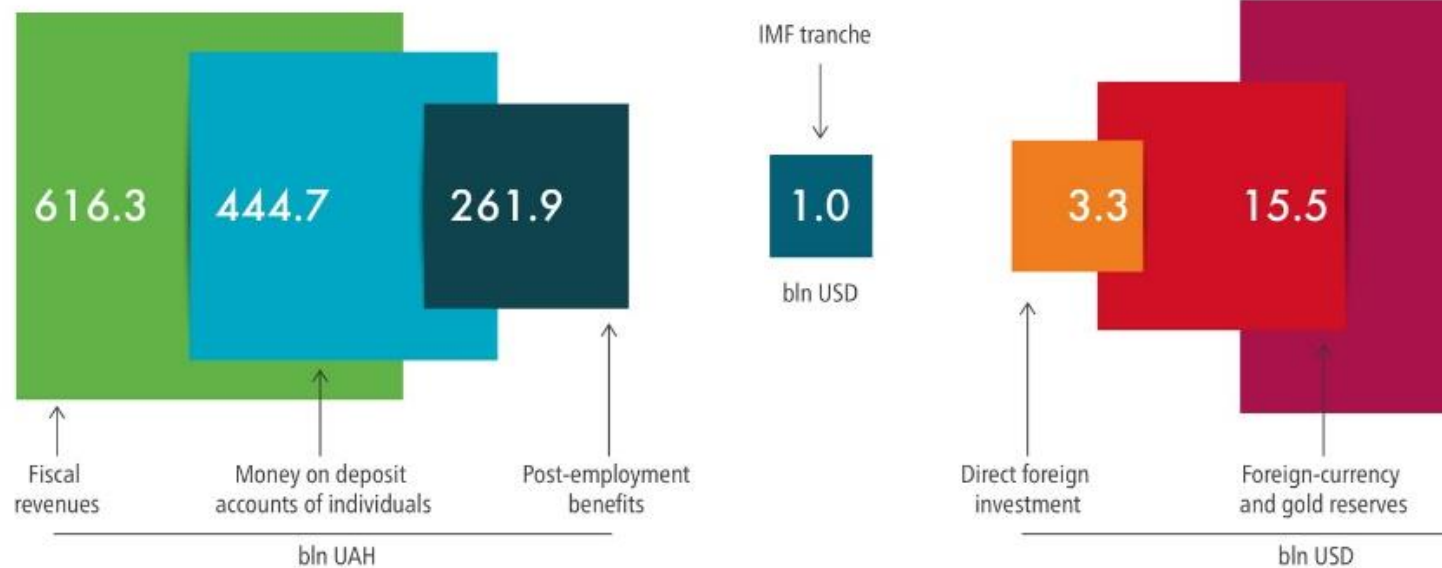
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FUIB's business results

THE CONCEPT

All important economic data with relevant point in the center.

Money in the economy of Ukraine in 2016



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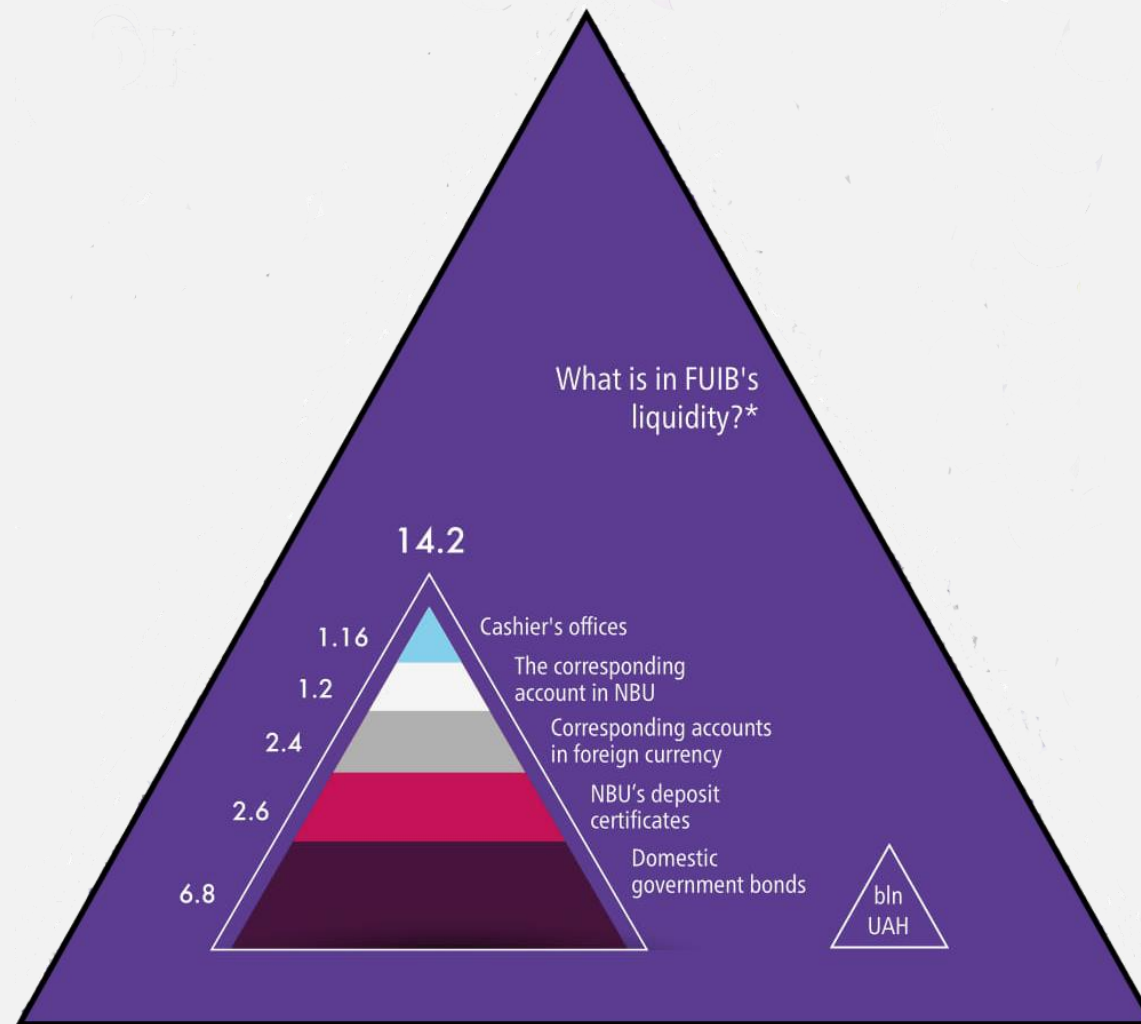
The economy of Ukraine

Source: NI

VISUAL

Banking terms are simple (visual) language.

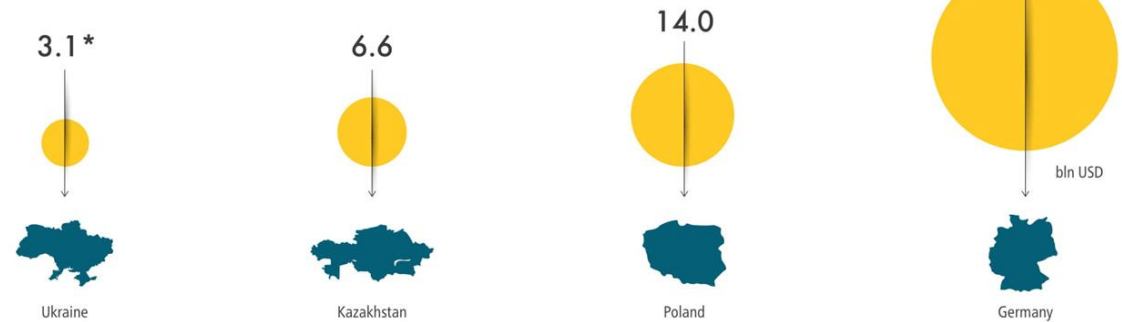
Short explanations of important indicators in combination with numbers help the reader to understand information and operate on it quickly.



VISUAL

We resist temptation to put more information on every slide.

Inflow of direct foreign investments in Ukraine remains weak



FUIB Annual Report 2016
The economy of Ukraine

*in 2016, the volume of foreign direct investment amounted to 3.4 billion UAH according to NBU

Source: WorldBank, 2015

VISUAL



GRAPHICS

Profit and loss statement in one infographics.

What is in FUIB's operating profit

Even in tough times the bank is able to show operating profit. The operating profit reveals how the bank earns money.

In 2016, FUIB received 1.8 bln UAH of operating profit.

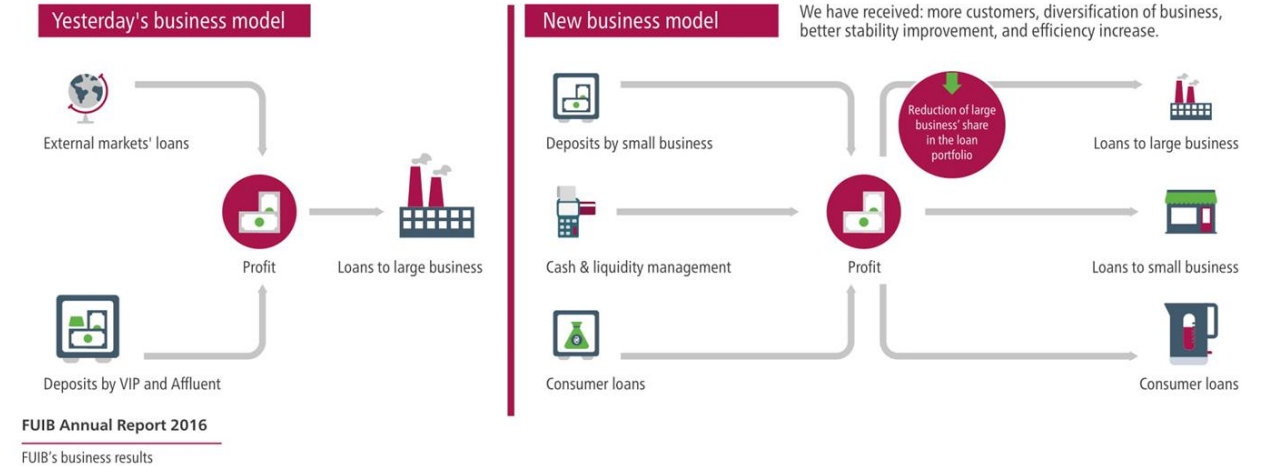


GRAPHICS

How does diversified business model look like.

In 2016 FUIB continued to develop a new business model

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FOCUS

Doubtful customers in the stability of the bank - one of the global problems of the company.

We will dispel their doubts, simple creativity in displaying the growth rates of customers.

More and more corporate customers choose FUIB



FUIB Annual Report 2016

FUIB's business results

FOCUS

Focus on the client, we display in design and content.

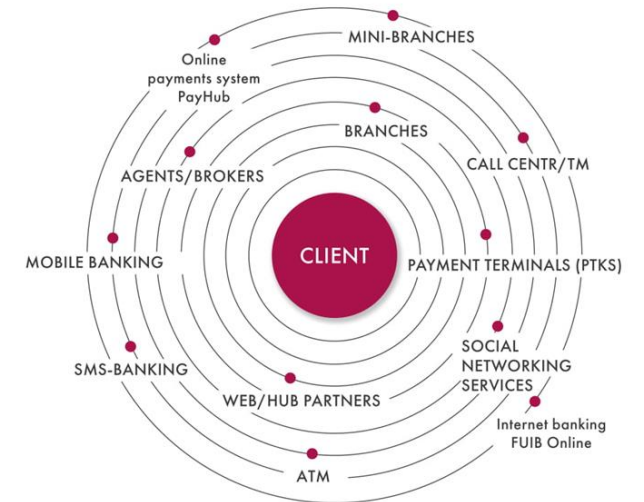
Client-centeredness is in bank's DNA

Client-centeredness is a delivery of quality services to customers 24/7 both in Ukraine and all over the world.

New positioning of the bank:



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FUIB's business results



FOCUS

We used native images to convey new features of payment services to consumers.

FUIB's online payment system PayHub

PayHub is one of a few payment services in Ukraine provided by a bank.

The service could be used both by FUIB's cardholders and other banks' cardholders.

Security and timeliness of cash transfers is guaranteed by FUIB's processing center.

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Go Digital

TOP-5: what to try in PayHub?



* Connection to customers' accounts in Kyivenco and Dneproenergo allows the customer to inform the provider about meters readings, to see the latest bill and the previous payment.

Engineering Content

THAT WORKS

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What happens to the economy, the bank and the banking system