

Slide 1

- Focus on short-term & long-term
- Provides a link between different capital
- Improve decision making
- Right KPIs
- Enhance reputation
- Reduces risk

Speaker Note 1

1. Integrated Thinking (IT) requires a company not just to focus on short-term results (profitability) but also to focus on long-term goal (survival), thus we will see Smartwear making decision that is not just on financial results but consider non-financial results as well.
2. With IT, Smartwear is able to show the importance of different capital towards the company value creation. Thus, the board will have to consider all the different capital in terms of value creation
3. IT helps to provide relevant information to the stakeholders, thus this will attract investors to Smartwear, as we can show that Smartwear considers other capital in its decision making and not merely financial information.
4. IT allows the management to set the right or suitable KPI to ensure that the company and its employee focus on what is relevant to them.
5. Through IT, Smartwear will be able to enhance their reputation as they are now seen as taking into account the interest of other stakeholders as well and not just the shareholders.
6. IT allows Smartwear to be aware of its exposure to the external factors as well. Thus, Smartwear will be able to identify their risk in relation to the environment, social or even human capital. Thus, when Smartwear is aware of their risk they are able to manage the risk better.

Slide 2

Speaker Note 2

Slide 3

Speaker Note 3

Slide 4

Speaker Note 4

Briefing PaperIR Provides more relevant information to shareholders about creation of shareholders value

IR provides relevant information about value creation and it shows the interdependency of different capital that is used by a company to create value. Thus, IR will be able to show to the shareholders that a company not only rely on the financial capital but the other 5 capitals as well to create value.

Smartwear through the IR is able to demonstrate how it utilises the 6 different capital in its value creation and its importance.

Manufactured capital

Smartwear in producing its product needs to have relevant machinery, thus continued investment in this capital is essential to ensure the manufactured capital is efficiency and able to help Smartwear to bring the cost down.

Intellectual capital

Intellectual capital such as talent development leading towards innovation can help Smartwear to strengthen human expertise which help in business growth.

Human capital

Smartwear like any other co need employees. Therefore, the employee would help in terms of customer service leading towards customer retention and provide sustainable in the value creation.

Social & relationship capital

Smartwear investment in the new CDMS system will improve Smartwear social & relationship capital and it allows Smartwear to improve on its management between customers and suppliers

Natural Capital

Being aware of its relationship with the environment helps Smartwear to implement a responsible purchasing. This will ensure Smartwear is able to achieve sustainable growth and enhance its reputation.