

NEIL SMITH

INTEGRATED REPORTING SPECIALIST

AEGON



01

COMMON UNDERSTANDING

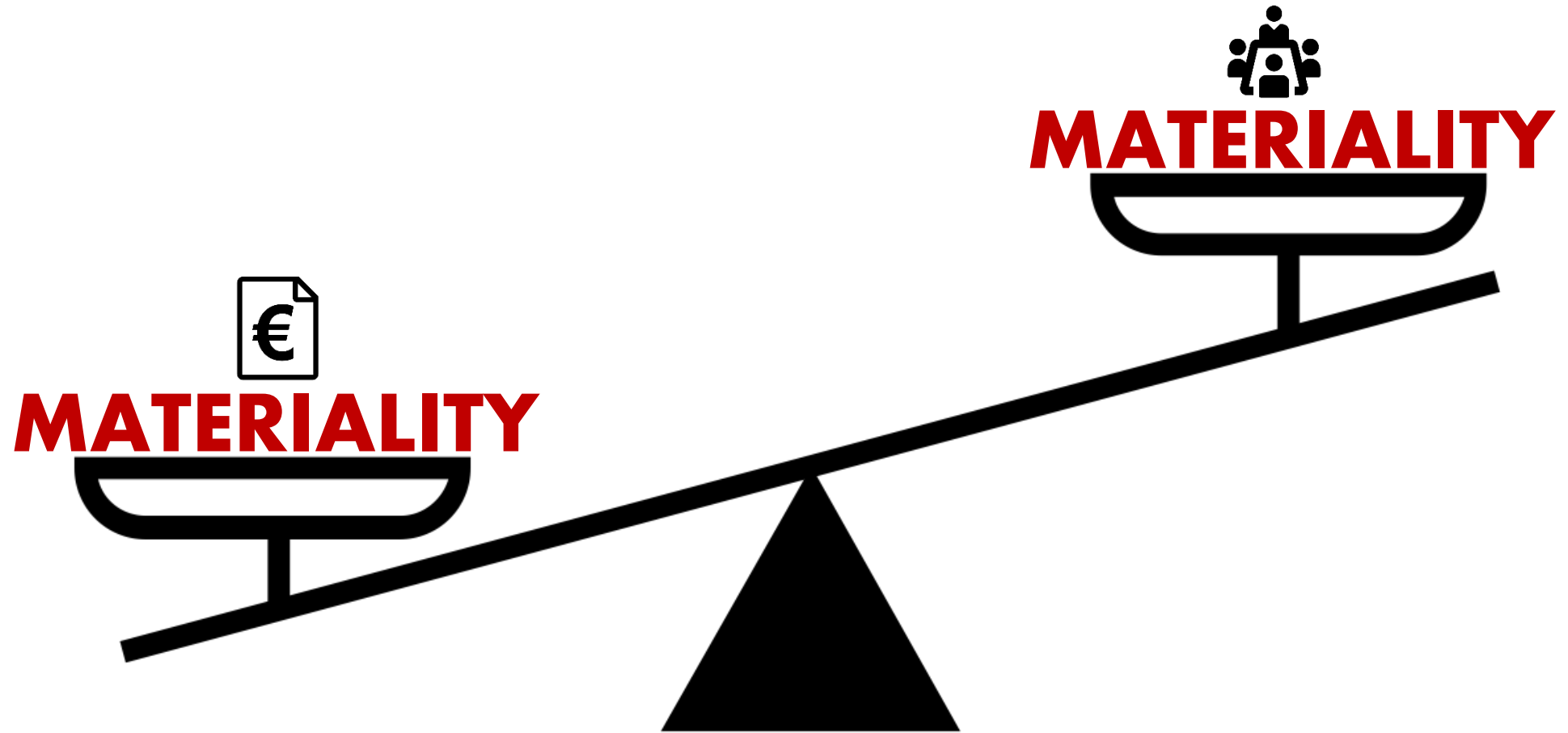
02

STAKEHOLDER INCLUSIVENESS

01

**SHOULD WE
SHARE?**

01



01

Almost **90%** of a
business' value is
intangible*

Intangible value

87%

Tangible value

13%

01

**A COMMON
UNDERSTANDING
REQUIRES TRULY
INTEGRATING**

02

**SHOULD WE
GET ENGAGED?**

02

**WHAT IS THE
PURPOSE OF YOUR
COMPANIES
EXISTENCE?**



02

**DOES YOUR
COMPANY
HAVE A SOCIAL
LICENCE TO
OPERATE?**

