

In 2005 a group of financial reporting users came together with a goal:

To put the user back into the heart of the evolution of the corporate reporting model

5 quick wins

- 1 Segments
- 2 Net debt
- 3 Debt
- 4 Cash
- 5 M&A

Guiding principles

- Economic reality
- Transparent
- Clear
- Consistent
- Relevant
- Understandable

Over the years, CRUF participants have contributed to the corporate reporting debate, engaging with a wide variety of standard setters and regulators to ensure that the investor voice is heard.

75+ letters written to policy makers (as of November 2015)



Speaking engagements at conferences and events



This engagement has been successful. CRUF is making a difference:

Emphasising the need for net debt disclosure, leading the IASB to amend IAS 7

Influencing changes in pensions accounting and contributing to a wide range of other standards' development

Engaging with the Johannesburg Stock Exchange on improving Headline Earnings Per Share

CRUF has built an excellent reputation through the years. Standard setters and regulators seek CRUF participation in groups including:



IASB's CMAC



IFRS Advisory Council



FASB's EITF



FASAC



IASB and FASB working groups



FSB's EDTF



EFRAG User Panel

With over 250 active participants around the world, CRUF continues to drive and influence the direction of corporate reporting by working together to give the user a stronger voice.

12

participants attended the first meeting in London

250+

participants globally (as of November 2015)

Since the CRUF began to meet, it has influenced the debate and become recognised as a key investment community group... and the global network continues to expand

