DFCC Bank Releases Annual Report for 2021



Chinthika Amarasekara, Senior Vice President/Chief Financial Officer, DFCC Bank.



DFCC Bank has released its Annual Report for 2021, in line with its now standard stakeholder-centric, multi-format, multi- medium approach. This unique approach to reporting has helped the Bank become more stakeholder-centric amidst an increasingly digitally connected world and cater to the diverse requirements and preferences of its vast and varied stakeholder community.

DFCC Bank’s Annual Report consists of the following features and formatsy: a comprehensive, integrated annual report in HTML format targeting the diverse interests of stakeholder groups and providing an enhanced user experience to find, record, and share information effortlessly. This format is more search engine efficient, targeting a broad audience. It is landscape-oriented and presented in a coffee-table-book-style layout to differentiate the Annual Report look and feel from the rest of the competitors. It is a concise, integrated annual report in PDF, print, and CD formats primarily intended for archival and statutory filing purposes; Annual Report Snapshots in English, Sinhala, and Tamil for public reference; and an Annual

Report Updater Portal and complementary Annual Report Updater App for instant access to important post-release information.

This year, the Bank’s Annual Report is presented around the theme, Designed to Excel – supported by a decorative motif of Tetris symbolizing the building blocks of a digital landscape.

Chinthika Amarasekara, the Senior Vice President and Chief Financial Officer, said, “Building on our efforts to better empower our stakeholders with easy and efficient access to information, the PDF version of our Annual Report for 2021 was published in landscape orientation for the first time. This decision was driven by our data gathering and analytics, which discovered that most of the stakeholders viewing our reports in this format did so using a tablet or desktop computer in landscape mode. Our digital first approach has received an excellent reception from our stakeholder community, with less than 10 percent of our 10,000+ shareholders now requesting a CD or printed publication by regular mail. This approach has also enabled us to ensure that the publication and distribution of our reports has remained carbon-neutral for over a decade, reducing our reliance on paper and logistics networks, while also delivering significant cost and time efficiencies to all.”

DFCC Bank was ranked amongst Business Today’s Top 40 Corporates in Sri Lanka.