Annual Reports

What is an Annual Report?
Written by a public company every year
Covers:
- Financial performance
- Letter to shareholders
- Brands, products, locations
- Directors and Board

Where can you find them?
Company website
SEDAR for Canadian Companies
EDGAR for U.S. Companies

Why use them for research?
- Find out what is important to the company
- Future directions
- Patterns of spending
- Growth
- Financials
- Management decisions

Need more help?
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