



Created in 2005, the *Observatoire de la Communication Financière* (OCF) is an association that serves as a forum for the observation of financial communication and promotes exchanges amongst financial market professionals.

This initiative is intended primarily to provide listed companies of all sizes, for the very first time, with a **multidisciplinary perspective** on the main challenges of financial communication and to **promote best practices** in the field.

OCF members base their work on three complementary areas:

- **Observation and analysis of** changes in the financial communication landscape and their impact on listed companies' practices, through research papers and surveys.
- **Confrontation** of issuers' standpoints with market opinion at conferences, and **participation** in open discussions on the subject.
- **Assistance** to listed companies in resolving different types of financial communication issues, through training workshops and the publication of benchmark analysis.

OCF Achievements

Since its creation in 2005, the achievements of the *Observatoire de la Communication Financière* have aimed at promoting best practices in the field of financial communication in compliance with regulatory requirements.

Monitoring and analysing financial communication trends

resulting in the publication of several surveys and research studies:

- The impact of the transition to IFRS
- The stakes of the Transparency Directive
- An analysis of press releases of the SBF 120 companies
- The benchmarking of European executive compensation

Interfacing between issuers and the market opinions

within the framework of the “2006 OCF forum” event on “The risks and stakes of the new transparency measures” or the round table on “Financial communication practices” which took place in July 2007 as part of the Paris-Europlace international forum.

Supporting issuers

through the organisation of workshops-debates:

- Stock options and the calculation of earnings per share
- Comparables model
- The AMF’s General Regulations
- Cash-flow statements, etc.

through the publication of several reference works

- Glossary of financial communication terms
- Financial Communication: Framework and Practices.

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