

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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