



HHL Press Contact

Eva Echterhoff
T +49 341 9851-614
C+49 170 2973 880
media@hhl.de
www.hhl.de

Deutsche Post AG Named “Investors’ Darling 2021”

The Chair of Accounting, Auditing and Controlling at HHL Leipzig Graduate School of Management, in cooperation with *manager magazin* and Bankhaus Berenberg, has chosen the capital market strategist of the year for the eighth time. “Deutsche Post AG not only knows how to get through the crisis well economically, but also how to report well on it to the capital market via all channels that are relevant to decision-making,” was the jury’s reasoning at the award ceremony.

Investors’ Darling 2021

Investors’ Darling is a capital market competition in which Prof. Dr. Henning Zülch and his team from HHL Leipzig Graduate School of Management, advised by a jury of proven capital market experts, evaluate the reporting and investor relations activities of the 160 largest German companies from the DAX, MDAX and SDAX.

Last year, capital market communications were dominated by the onset of the coronavirus pandemic and the subsequent economic restrictions. According to the team of experts at HHL Leipzig Graduate School of Management, successful companies in these times not only manage to adapt their business model to the changed conditions, but also to maintain trust on the capital markets by reporting on developments transparently.

Drivers in capital market communication

Prof. Dr. Henning Zülch (HHL) says, “*In the next few years, financial communication will continue to explain the effects of the COVID-19 pandemic and the accompanying economic development, but the focus will no longer be*



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on coronavirus alone; instead, there will be a shift in thinking towards general crisis communication as the new normal.”

Furthermore, the HHL research team assumes that the focus on pure financial communication will become less important due to the increasing importance of non-financial reporting. An integrative understanding of the business model, strategy and capital market communication must be created, which includes financial and non-financial aspects in equal measure. Prof. Zülch sees the progressive digitalization of capital market communication, for example through the introduction of the European Single Electronic Format (ESEF) and the use of artificial intelligence, as a challenge that holds great potential.

The 2021 winners

At this year’s online awards ceremony, held jointly with *manager magazin* and Bankhaus Berenberg on September 16 in Hamburg, the winners of the respective categories were honored live via video. In addition to the awards for best financial communications in DAX, MDAX and SDAX companies (SDAX winner: Norma Group SE; MDAX winner: Lanxess AG; DAX winner and INVESTORS’ DARLING 2021: Deutsche Post AG), numerous special prizes were awarded as well.

Fresenius SE & Co. KGaA received special awards for best communication in the field of investor relations and for best digital communication. Deutsche Telekom AG received awards for its annual and interim reports, as well as for its long-term ranking. The organizers honored Covestro AG for best sustainability reporting. For more on Investors’ Darling and the 2021 results, see [manager magazin](#) and [capitalmarket-research.info](#).

Contact: Prof. Dr. Zülch, 0341 9851-01, henning.zuelch@hhl.de