

Nomination: 21227

DigiPlus Integrated Report: Ushering a New Era of Digital Entertainment

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Entry Title DigiPlus Integrated Report: Ushering a New Era of Digital Entertainment
Category F01 - F07 - Award for Innovation in Publications > F01. Award for Innovation in Annual Reports
For this category please provide <p>An essay of up to 625 words describing the publication and the innovative aspect of the publication since July 1 2022 that you are nominating, OR a video of up to five (5) minutes in length illustrating the same. In the essay or video, describe the genesis of the innovation, how it was developed and executed, and the results of the innovation to date.</p> <p>You must upload an electronic copy of your nominated publication, in the form of an attachment or a URL, which you must attach to your entry through our attachment/link uploading tool.</p> <p>Optionally, you may list creative and production credits for your work - a list of the people and organizations that contributed to its development.</p>
Submission Format An Essay of up to 625 Words

Essay

DigiPlus 2023 Integrated Report: Ushering a New Era of Digital Entertainment

A defining chapter in the DigiPlus transformation

In 2023, DigiPlus embarked on a groundbreaking transformation, redefining its role as the leading force in digital entertainment in the Philippines.

At the heart of this transformation was the DigiPlus 2023 Integrated Report, a landmark publication that did not just document financial performance but effectively chronicled a year of innovation, growth, and impact. More than a compliance document, this report became a strategic instrument that reinforced investor confidence, strengthened stakeholder trust, and amplified DigiPlus' commitment to transparency, governance, and responsible digitalization.

Crafted with precision and vision, the report aligned with IIRC, GRI, and SASB standards, reflecting DigiPlus' adherence to global best practices in corporate reporting. Its compelling design, innovative digital elements, and data-driven storytelling elevated it beyond a traditional annual report—it became a testament to DigiPlus' leadership in the digital entertainment industry.

Target Audience: A Report That Resonates Across Stakeholders

Recognizing the diverse interests of its stakeholders, DigiPlus tailored the 2023 Integrated Report to deliver clear, insightful, and impactful content for:

- Investors, seeking a transparent view of financial performance, strategic growth, and sustainability efforts.
- Regulators, ensuring compliance with global reporting and governance standards.
- Employees, aligning them with DigiPlus' vision, fostering engagement, and reinforcing the company's commitment to innovation.
- Customers and the public, who see DigiPlus as a brand shaping the future of digital entertainment in the country.

Results: Transformative Impact and Unprecedented Recognition

The DigiPlus 2023 Integrated Report was not just a publication—it was a game-changer. The report strengthened investor confidence, elevated DigiPlus' global standing, and expanded its digital presence, leading to extraordinary results:

1. Unparalleled Market Growth and Investor Confidence

- Market capitalization soared by 1,363.09%, a testament to the power of transparency and strategic communication.
- DigiPlus was included in prestigious global indices such as FTSE and MSCI, cementing its reputation among institutional investors.

2. Digital Engagement Surge

- Website traffic skyrocketed by 6,057%, reflecting intense interest in DigiPlus' transformation.
- Session durations increased by 295%, signaling deeper stakeholder engagement.

3. Stakeholder Trust and Industry Recognition

- Investors and analysts praised the report's clarity, accessibility, and alignment with global standards.
- Employees responded positively, reinforcing a stronger internal culture of innovation and accountability.
- The report positioned DigiPlus as a pioneer in corporate governance, responsible gaming, and digital entertainment.

Conclusion: A New Standard in Corporate Storytelling

The DigiPlus 2023 Integrated Report is more than an annual report—it is a manifesto of leadership, transformation, and impact. Through transparent reporting, compelling storytelling, and a commitment to responsible digitalization, DigiPlus has not only reshaped its own future but has also set a new benchmark for corporate reporting in the digital entertainment industry.

By bridging the gap between financial performance, ESG excellence, and digital innovation, this report has become a powerful tool that continues to drive trust, engagement, and long-term value creation. As DigiPlus ushers in a new era of entertainment, its 2023 Integrated Report stands as a testament to its vision, resilience, and unwavering commitment to shaping the future of digital entertainment in the Philippines and beyond.

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