

### Report to Society 2005: Stakeholder survey

#### Introduction

Following the publication of the 2006 report AngloGold Ashanti was keen to obtain feedback from its stakeholders on the Report to Society 2006 and, in particular, to provide the company with a tool to enable it to understand the views, reviews, criticism and needs of its stakeholders and to assist the company is preparing future reports to ensure that they better met these needs. To achieve this we approached independent researchers in this field of sustainable development, Synergy Global Consulting ([www.synergy-global.net](http://www.synergy-global.net)) to undertake a limited stakeholder survey.

The survey covered: content, format, trust, communication and possible areas for improvement.

#### Research undertaken by Synergy

The survey held interview with 14 stakeholders representing key stakeholder groups identified by the company including media, investors, labour groups, NGOs, peers, academics, regulators and executive management. Eight of the interviewees were from South Africa, two from the United Kingdom, two from the USA and one from Ghana. Interviewees were primarily identified and prioritised by AngloGold Ashanti. Synergy suggested some of the specific interviewees for stakeholder groups.

The interviews followed a standard questionnaire. Many of the questions were open-ended, allowing the interviewees opportunities to raise wider issues.

#### What the stakeholders liked

- There was a consistent message that this was a 'good' report. Specifically, stakeholders liked:
- The openness to dealing with difficult issues, such as events in the DRC, artisanal mining and cyanide;
- The readability of the report to a wide range of audiences;
- The acknowledgement of different points of view;
- The case studies which provided interesting examples of the situation on the ground;
- The level of detail in reporting, such as in safety and cyanide issues;
- The value of the report as a reference for future use.

#### What stakeholders questioned

- The size of the report, particularly for casual readers
- The lack of identification of issues which are high priority to both the company and stakeholders;
- The lack of clarity about company-wide strategy;
- The absence of an overview or summary;
- Key content gaps, such as coverage of biodiversity and climate change;
- The level of mine-specific performance data; and
- The limited scope of independent assurance.

## STAKEHOLDER ENGAGEMENT

### Suggestions for improvement

The main suggestions for improvement were:

- Identify material issues clearly up front;
- Clearly indicate how AngloGold Ashanti's company-wide strategy addresses the key issues;
- Increase trust in the information by wider independent assurance and benchmarking against peers;
- Tailor communication of information in the report to different audiences; and
- Proactively engage stakeholders as part of the reporting process to provide feedback, disseminate information and spark further dialogue

### What we have done about it

Synergy presented its findings to a broad group of AngloGold Ashanti management, and the report was further disseminated within the company. Issues raised and suggestions made were seriously considered within each discipline and, as far as possible, cognisance was taken of these in writing and producing the 2006 report. During a workshop session, key AngloGold Ashanti managers across the various disciplines relating to sustainable development were asked "what keeps you awake at night?". These discussions informed the content of the report.

Specifically related to the main suggestions for improvement, the following was done.

### Key quotes

"It was a very interesting read, the language was quite accessible"

"This was the best mining company report I've read: comprehensive, well put together, thorough, touches the key issues, refreshingly open, and an uncommon willingness to put forward the views of others"

"I was left asking why is this in here? What is AngloGold Ashanti doing or not doing in relation to climate change"

"There are skeletons in the cupboard ... skeletons from Ashanti"

"I didn't see a vision... the guys know what they are doing at a

local level... but at a global level, they don't speak with the same confident tone.. I sense some uncertainty"

"There is nowhere to go to get a quick overview of the key issues"

"It is a high impact industry with so many different pieces to the puzzle that it is good to be as transparent and comprehensive as possible"

"When I got to the end I was not sure I could easily state what matters in this report"

"very, very good. AngloGold Ashanti is saying we'll keep talking to people even if we have strong disagreements"

## STAKEHOLDER ENGAGEMENT

Suggestions made	AngloGold Ashanti response
Identify material issues clearly up front Clearly indicate how AngloGold Ashanti's company-wide strategy addresses the key issues	At the front of the printed report and on the home page of the website, material issues are identified both during the life cycle of mining operations (Pages 8 and 9) and by region/country of operation (Pages 10 and 11). In addition, the CEO's letter provides explains our approach to sustainable development and the primary issues and challenges facing the company. At the beginning of each section, key issues that are faced and being dealt with are highlighted.
Increase trust in the information by wider independent assurance and benchmarking against peers	The entire printed document has been assured by PWC.
Tailor communication of information in the report to different audiences	A conscious decision was taken to limit the size of the printed report, which focuses largely on group-wide policies and issues. Case studies and additional information is available on a special reports website ( <a href="http://www.aga-reports.com">www.aga-reports.com</a> ) which provides both the annual financial statements and the full Report to Society in an HTML and downloadable pdf format. While the site is in English, portions of the site will be translated into French, Spanish and Portuguese to make it more accessible in all the regions in which the company operates. In addition, specific and more-detailed country/operational reports have been produced for all the group's operations and two exploration regions and are available on the reports website. Where appropriate, the reports are being translated into French, Spanish and Portuguese. The report, and particularly case studies in the report, has been made available on the company's intranet. An SA-specific report for employee shareholders provide information on the financial, economic and social performance of the company.
Proactively engage stakeholders as part of the reporting process to provide feedback, disseminate information and spark further dialogue	<p>A programme to disseminate the report to stakeholders and obtain feedback has been developed. Additional copies of both the printed report and the report on CD-Rom have been produced as the lack of availability of printed versions proved to be a hindrance in the past.</p> <p>A feedback form has been provided in the printed document and on the website. Local contacts have been provided in all of the country/operational reports.</p> <p>A stakeholder survey similar to that undertaken in 2006 is planned following the publication of the 2006 report.</p>

### **Is it worthwhile producing the Report to Society?**

In response to this question, all interviewees agreed that it is worthwhile for AngloGold Ashanti to produce this report. This is despite the fact that almost all interviewees would not normally read the report in as much detail as they did for these interviews.

#### ***Reasons given included:***

- International expectations of transparency and sustainability reporting;
- "The mining industry has a very bad reputation for being environmentally unfriendly, bad on labour, the environment gets hurt, people die; this is a great way to convey the fact that they are trying to do something about this."
- Competition: AngloGold Ashanti couldn't expect to compete without a report like this"
- The internal benefits to the company of having to produce the report in terms of developing systems and considering these issues;
- The usefulness of having the information as a reference point; Investors are increasingly requiring this information to understand the different pieces of the puzzle required to make informed investment decisions.