

Driving Engagement Through Digital Evolution: The Innovations Behind DIMO's 2025/26 Interactive Annual Report

Introduction: Redefining Stakeholder Engagement in Corporate Reporting

In the contemporary corporate landscape, an annual report achieves its full strategic potential only when it transitions from a static compliance document into an active engine for robust stakeholder engagement. Recognizing this paradigm shift, Diesel & Motor Engineering PLC (DIMO) has revolutionized its corporate reporting methodology. For the 2025/26 financial year, the Annual Report is presented on a highly specialized, custom-engineered digital Microsite. This platform is comprehensively enhanced with cutting-edge technologies designed specifically to provide an interactive, seamless, and deeply immersive experience for all users.

The true measure of success for any corporate publication lies in its pull factor—whether users, shareholders, analysts, and partners genuinely *want* to access the report to discover, learn from, and actively experience the content. Elevating this stakeholder experience is DIMO's continuous priority. By offering diverse, flexible, and optional engagement methods tailored to individual user preferences, the 2025/26 Microsite prioritizes intuitive navigation, universal accessibility, and the strategic deployment of modern technology to effectively reach a broad, global spectrum of stakeholders.

- **Technical Innovation & Gamified Interaction**

To move beyond the dry, traditional reading patterns associated with corporate disclosures, the Microsite introduces advanced interactive layers that transform data consumption into an active, engaging journey.

- **Gamified Engagement & Narrative Integration**

To foster genuine excitement and drive sustained user participation, the platform integrates sophisticated gamification mechanics. Rather than presenting corporate milestones as passive text, the site invites users to test their direct knowledge of DIMO's operational footprint through interactive challenges. This year's latest gamification module directly integrates the report's central metaphor, challenging users to test their understanding of DIMO's strategic moves and annual financial disclosures. By competing on a live, public leaderboard, shareholders and tech-savvy users alike can engage in friendly competition with fellow stakeholders, significantly increasing the time spent interacting with our core corporate messages.

- **Profile-Dependent Content Delivery**

Recognizing that an institutional investor, a sustainability auditor, a prospective employee, and a retail shareholder all open an annual report with entirely different objectives, the Microsite eliminates the "one-size-fits-all" limitation. At the very outset of the user journey, an intuitive profile selector prompts visitors to identify their stakeholder group. The platform then dynamically reconfigures its hierarchy, tailoring and prioritizing content streams to mirror specific user needs and structural preferences. This ensures that high-priority data points are immediately accessible without forcing users to sift through hundreds of unrelated pages.

- **Dynamic Visual Infrastructure**

The user interface is underpinned by advanced, web-optimized dynamic visuals. Animated elements, responsive scroll transitions, and interactive infographics are strategically placed throughout the Microsite. These features create a vibrant, fluid, and highly modern user experience that visually highlights key financial metrics, operational achievements, and strategic turnarounds without lagging or compromising page-loading speeds.

- **Immersive Media & AI-Powered Frameworks**

DIMO's 2025/26 Microsite leverages emerging technologies to humanize corporate leadership and simplify the data-retrieval process.

[Traditional PDF Data] → [AI-Assisted Semantic Search] → [Instant Contextual Answers]



| (Voice or Text Query)

[AI-Powered Avatar Assistant]

- **Augmented Reality (AR) Leadership Messages**

Static corporate statements often fail to capture the energy and vision of executive leadership. To bridge this gap, the Microsite incorporates immersive Augmented Reality (AR) technology. Stakeholders can engage with the Chairman's review in a deeply personal format, overlaying a high-definition digital broadcast of the leadership address onto their physical environment via any smartphone or AR-enabled device. This brings a profound sense of technological maturity and human transparency to DIMO's executive disclosures.

- **AI-Powered Avatar Assistance**

Navigating multi-layered corporate reports can occasionally overwhelm users seeking quick clarity. To resolve this, the platform features an avatar-driven AI assistant equipped with natural language processing capability. This digital guide provides real-time voice and text interaction, offering enhanced user support by guiding individuals to specific sections, explaining complex terms, and answering immediate inquiries regarding the company's annual performance.

- **Semantic AI-Assisted Search**

Complementing the digital avatar is an advanced AI-assisted PDF search engine. Traditional Ctrl+F keyword functions are limited by exact phrasing, but DIMO's intelligent search architecture understands user intent and conceptual context. This significantly simplifies the research process, allowing institutional analysts and regulators to type natural questions and locate specific financial notes, sustainability disclosures, or governance policies in a fraction of a second.

- **Radical Inclusivity & Multi-Channel Accessibility**

A cornerstone of DIMO's corporate social responsibility framework is ensuring equal access and opportunity for individuals of all backgrounds and physical abilities. The 2025/26 report stands as a pioneering benchmark for inclusivity in regional corporate reporting, specifically optimizing frameworks for individuals with varying levels of visual and hearing impairments.

┌─▶ Sign Language Integrated Videos (Hearing Impaired)

┌─▶ Physical Braille Performance Summary (Visually Impaired)

DIMO Inclusivity ┌─▶ Multilingual Audio Formats (Auditory Learners)

┌─▶ Advanced WCAG-Compliant Microsite Toggles (Low-Vision Users)

1. Pioneering Sign Language Integration: In an unprecedented move for corporate documentation, DIMO has systematically incorporated professional sign language overlays across all primary video

content. Both the Chairman's and the Group CEO's video messages feature integrated sign language interpretation, ensuring that individuals with hearing disabilities are fully included in the company's primary corporate narrative.

2. **Tactile Braille Summaries:** Demonstrating our concrete commitment to wider social accessibility, DIMO continues to provide a concise, high-level summary of corporate and financial performance in physical Braille. Located prominently at the outset of the report's physical touchpoints, this feature allows visually handicapped users to independently access and comprehend DIMO's core financial trajectory.
3. **Comprehensive Multilingual Ecosystem:** To ensure that language is never a barrier to understanding corporate governance, the critical leadership reviews—including the Chairman's and Group CEO's messages—are deployed across a comprehensive matrix of formats. Stakeholders can access these messages as standard PDFs, high-quality audio streams, or fully produced video formats, with each channel completely available in English, Sinhala, and Tamil.
4. **Advanced Microsite Accessibility Controls:** The digital platform is engineered to align with global web accessibility standards (WCAG). It features advanced accessibility toggles that allow users to customize screen contrast, scale text sizes, alter typography for dyslexic readability, and seamlessly utilize external screen-reading technologies, ensuring a dignified digital experience for every single visitor.

● **Data Customization & Sustainable Logistics**

The final pillar of the 2025/26 reporting framework focuses on granular data analysis and environmental stewardship, ensuring the report leaves a lasting intellectual impression rather than a heavy ecological footprint.

● **Dynamic Chart & Data Generator**

Modern financial analysis requires fluid data manipulation. The Microsite features an interactive Dynamic Chart Generator that empowers users to actively engage with financial models, operational timelines, and sustainability metrics. Stakeholders can filter specific parameters, toggle data sets over time, customize visual layouts, and instantly generate printable soft copies or exported spreadsheets tailored exactly to their unique analytical requirements.

● **Dedicated Stakeholder Support Channel**

To balance high-tech innovation with high-touch human reassurance, a dedicated, direct corporate support channel has been established. Any stakeholder experiencing technical difficulties or seeking deeper clarification regarding the data published within the report can access a direct contact number to connect immediately with a corporate communications representative, ensuring absolute clarity and transparency.

● **Truly Sustainable Corporate Reporting**

In absolute alignment with DIMO's long-term environmental sustainability goals and climate commitments, the company has entirely forgone the traditional, resource-heavy printing of hundreds of thick, multi-page annual report volumes. This substantial reduction in paper consumption, ink chemicals, and transport logistics marks a major ecological victory.

Instead, the entire multi-dimensional ecosystem of the report is packed and distributed via a simple, elegant single-fold card containing multiple strategic QR codes. A quick scan connects any smartphone, tablet, or laptop directly to the high-speed Microsite, financial PDFs, or multi-media addresses. This progressive distribution model ensures that comprehensive, borderless corporate information remains completely accessible on any modern device, protecting our planet while elevating our data.