DVFA
German Society of Investment Professionals

Statement of Interest in Participation

at

W3C/XBRL International, Inc. Workshop
Improving Access to Financial Data on the Web
FDIC Training Center, Arlington, Virginia, USA 5- 6 October 2009

1. Name & contact details

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2. Organizations / functions

Managing Director DVFA

DVFA is the German Society of Investment Professionals, a not-for-profit organisation engaged in promoting ethics and qualification of professional financial analysts and investors (currently 1,200 individual members).

Representative of EFFAS for Interactive Data and Reporting

EFFAS is the European umbrella society of professional associations of investors and financial analysts with currently 18,000 individual members.

Chair BPB Best Practices Board XBRL International

The XBRL International Best Practices Board (BPB) was founded in 2008. Its purpose is to manage the production, dissemination and continual improvement of work products that describe methods and processes for successful development, implementation, integration and use of XBRL specifications.

3. My Interest in Participation

My mission is to improve the usability of financial reporting and financial communication for investors and financial analysts by researching the interaction between financial data, financial reporting processes and instruments, and users. As MD of DVFA and as delegate of EFFAS for both ESG and XBRL my activities include harnessing expectations of professional users of business and finance data within the EFFAS network of 18,000 investment professionals and help shaping better reporting standards and reporting processes. As Chair of XBRL Intl's Best Practices Board (BPB) I am interested in practices of interactive data *per se* and strive to bring the user perspective to the discussion both at the BPB and XBRL International.

I am specifically interested to participate at the workshop to contribute to the discussion on a) investor and valuation analytics (what do users need?), b) how XBRL can help to increase the understanding of risk through integration of Non-Financial and ESG (Environmental, Social, Governance Issues) reporting, and c) increasing institutional reach of small caps through XBRL.

I am currently involved with and working on several projects in these areas e.g. Business Reporting Patterns i.e. a set of core financial, non-financial and non-GAAP items for specific sectors in XBRL format, definition of an XBRL taxonomy for ESG data (EFFAS), define an XBRL-powered reporting process for risk- and opportunity-related measures and KPIs for Small Caps (NB. Please see attached a recent article on XBRL which summarizes my viewpoints and renders some concrete examples of my work).

In summary, my viewpoint is that after 70+ years of basically unchanged financial reporting it is about time to grasp that interactive data are about new medium in the sense of McLuhan. Interactive data is not about replicating deficient paper-based processes into something that can be views in the web. We need to think of different connections between data points and different data to arrive at a higher level of transparency and efficiency.

4. Additional items

- I would like to submit a statement of interest focussing on specific topics e.g. as stated above.
- I do not wish to bring a colleague
- I am prepared to make a presentation during the workshop
- I am willing to serve on a panel during the workshop

Ralf Frank
Frankfurt, 21 Aug 2009