A note from Financial Times Editor, Roula Khalaf

The Covid-19 pandemic has been an unparalleled test for organisations and governments around the world, and the FT has worked to deliver the news, insights and information to keep you and your business informed throughout. But other global stories will not wait for the pandemic to pass. The FT connects the dots between science and business, trade and politics, so you can make smarter decisions. Our goal is to provide you with the insight that will help you along the way.

Unique, compelling, global coverage

Coronavirus tracked
Our Covid-19 data tracker received international acclaim

Jack Ma and ANT Group
Exclusives on why the IPO failed came from the FT’s China team

Inside Wirecard
Dan McCrum and colleagues took readers beneath the surface of one of Europe’s biggest accounting frauds. Dan won the coveted Ludwig Erhard award for the story

Anybody who thinks investigative journalism is dead should read the long feature in today’s FT about how, despite formidable corporate and regulatory opposition, the FT exposed Wirecard as fraud and sham. Amazing journalism.

Andrew Neil
Chairman of the Spectator and Apollo Magazine, Former Editor of The Sunday Times

US election
Throughout the election, the FT was a go-to source for unbiased news and insight into the President and President-Elect’s battle for power -- it became FT.com’s most trafficked news coverage ever, almost tripling the previous record

Culture content
Weekend coverage focussed on richly immersive reportages and interviews

Some of our biggest scoops and exclusives

Oracle beat Microsoft to purchase of TikTok

The Italian public services have been infiltrated by the Mafia

Emmanuel Macron speaks to the FT for his first ever UK interview
Improvements and enhancements

New Premium content

Editorially-curated Premium newsletters
We’ve added 9 curated email briefings to our Premium offering, including new additions for 2020 such as Energy Source and Trade Secrets.

The FT’s Premium newsletters include:
- Brexit Briefing
- Moral Money
- Brussels Briefing
- Energy Source
- #techFT
- Swamp Notes
- Tech Scroll Asia
- ...and more!

Expanded editorial network

Award winning columnists and specialists
Our global network of journalists has expanded, helping the FT continue to be at the forefront of the major business, finance and political themes of the time.

US/China tensions, the fallout from the US election, the conclusion of the Brexit negotiations and the scrutiny of tech giants, are just some of the key stories the FT will continue to analyse in-depth and interpret for readers.

Improved user experience

Easier access to essential FT content
FT.com can be accessed through passwordless login, while Topic Shortcuts allow for faster navigation between the stories that matter to you most.

Save time and stay informed
Push notifications for iOS and Android mean you never miss breaking news. The FT News Briefing lets you listen to a concise rundown of the top stories.
The value of FT Premium

FT Premium has continued to provide organisations with deeper insight on topics by making connections between key events, and offered greater clarity for decision-making during a turbulent period.

We are pleased many subscribers are willing to pay extra for FT Premium, of which Lex is the flagship. This gives us the resources to research deeply and edit hard. Many free blogs are longer. Most say less. Lex is more!

Jonathan Guthrie
Head of Lex and FT Associate Editor

An FT Premium subscription now includes:

- **The Lex column.** Concise, trustworthy financial analysis of company results, market developments and macroeconomic themes.

- **A total of 17 specially-curated newsletters.** Unpick complex situations with our selection of newsletters that cover topics from Brexit to the energy sector.

- **An exact digital replica of the printed newspaper.** The ePaper includes ‘turning’ pages, a search function and an archive going back to 2005.

- **Gift articles for sharing content with non-subscribers.** Share 20 articles per month with anyone who does not have an FT.com subscription.

- **Access to FT content on third party channels.** Premium subscribers on group licences are able to access FT journalism via over 60 third party platforms.

What have our customers said?

**Nicolas Clerc**
Chief Economist, Caterpillar, Inc.

If I didn’t have an FT subscription, I would lose some efficiency and would need to find alternate sources to rebuild that routine. I’m relying on you for information.

**Will Mackereth**
Supply Chain Director, Nestlé Vietnam Ltd.

The FT is an invaluable resource for keeping up to speed on global trade and policy, and I’m able to closely follow key topics that impact my daily work.

**Garth Klintworth**
Head of Global Markets, Absa Bank

The FT is a credible anchor to check either my perspective or someone else’s view. It helps me to be more confident in my opinions and decision-making.

**Andrew Parker**
Partner, PwC Australia

What do we have as a business? We’ve got our people and our knowledge. We have to be experts in our fields and that’s where the FT is valuable.
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