comboBox.DisplayMember = "Text";

comboBox.ValueMember = "Value";

var items = new[] {

    new { Text = "report A", Value = "reportA" },

    new { Text = "report B", Value = "reportB" },

    new { Text = "report C", Value = "reportC" },

    new { Text = "report D", Value = "reportD" },

    new { Text = "report E", Value = "reportE" }

};

comboBox.DataSource = items;

DataTable company = new DataTable();

company.Columns.Add("Id", typeof(int));

company.Columns.Add("CompanyName", typeof(string));

company.Columns.Add("ref", typeof(int));

company.Rows.Add(1, "Northwind Traders",111);

company.Rows.Add(2, "Dell", 222);

company.Rows.Add(3, "Avianca", 1777);

company.Rows.Add(4, "Burger King", 234);

dg.DataSource = company;