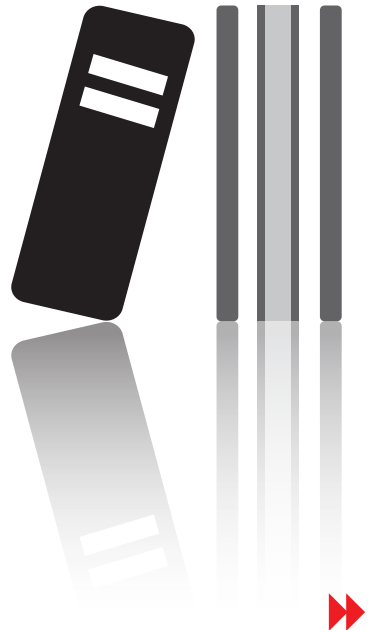


Why do YOU need
a comprehensive,
interactive, engaging,
information rich, reader
friendly, cross-media,
visually appealing,
environment friendly
annual report?





- ▶ Your company's annual report is hardly a collector's item - it is sold by the kilo after its mailed?
- ▶ You feel it is the price you pay for raising capital by public equity?
- ▶ You believe in recycling. The management's discussion and analysis, that is.
- ▶ Your chairman is the last one to read the chairman's message for the first time?
- ▶ 30 per cent revenue growth is fit for page one, but a sales drop should be calculated from the figures in 8 point type in the profit and loss account on page 78?
- ▶ The cover is designed by the CFO based on the drawing made by his daughter who won the drawing completion at school?
- ▶ The only consideration in deciding paper is if its ten per cent lower than the cost you paid last year. Or at least the

same? You believe shareholders want dividends, not a ‘fancy’ annual report.

- ▶ You are mailing your annual report exactly 23 days before your AGM which is exactly six months after the close of the financial year.
- ▶ You would rather spend the printing budget on the product catalogue and new year calendar rather than on the annual report?
- ▶ What? Me use FSC certified paper and soy based ink for my annual report? Have you thought about how much that would increase printing and mailing costs?
- ▶ The local printer with a two colour offset machine is your most trusted delivery partner – because 10,000 copies of a 100 page book is his largest order ever!
- ▶ Hold your horses! We are unlisted. We don’t need to do this. So what if bankers and customers sometimes ask for one. We can always take more photocopies!





- ▶ You think you got where you did without needing a good annual report. So why now?
- ▶ You think as chairman you need to focus on strategy rather than the annual report. That's the company secretary's job!
- ▶ You think your advertising agency **MUST** design the cover as part of their annual retainership contract.
- ▶ Your idea of a good annual report is to use expensive paper for the cover and four colour layout for the financial section!
- ▶ You feel no one reads the annual report. You know you don't.
- ▶ You feel annual report is **ONLY** for shareholders. Why should we give one to the government, suppliers, customers, trade partners, friends?