

**Is it worth it?
Should we do it?
Why bother?**

**If the SEC says
you don't have to
deliver a printed
annual report,
who are we to say
you should?**

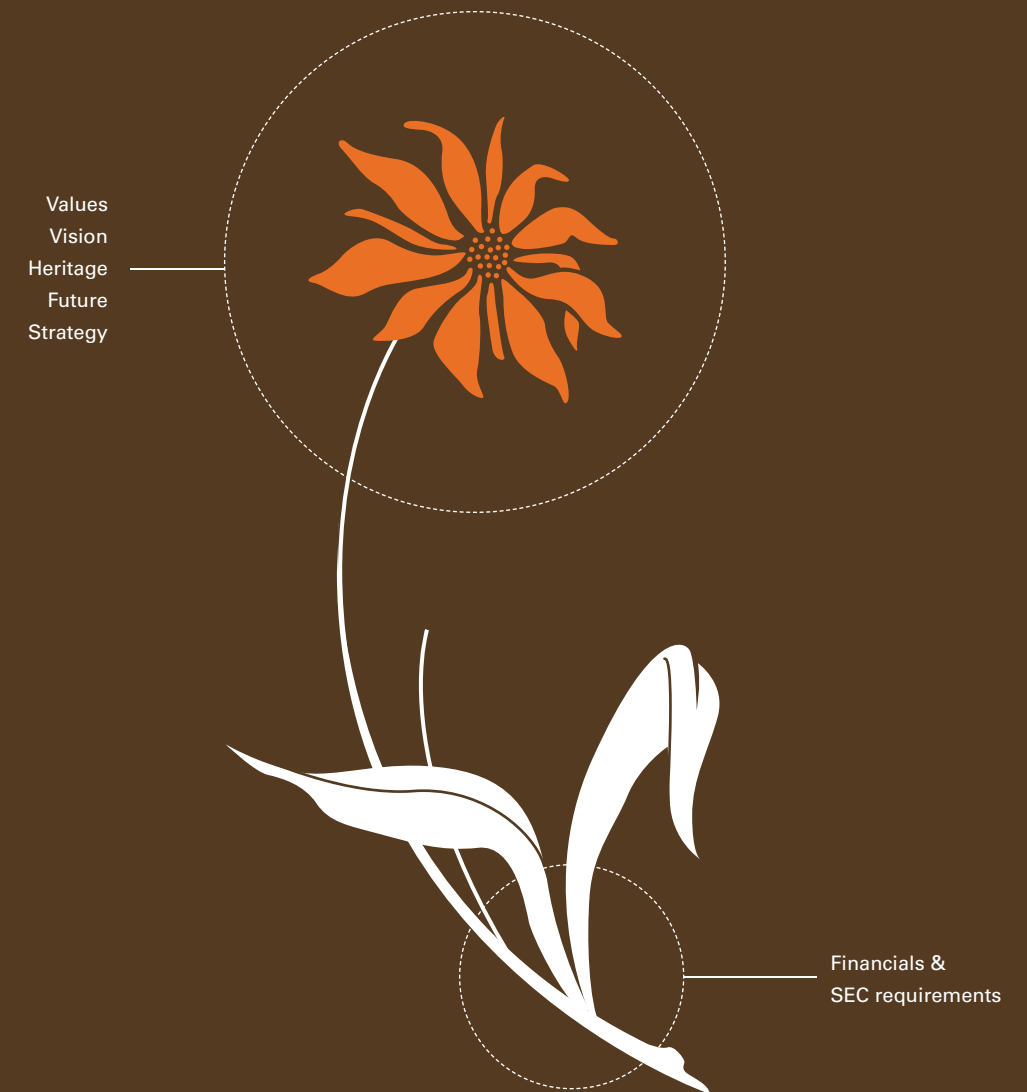
Here are 10 reasons why we think it's a good idea.

reason 1/10

Narrative

The SEC regulates public communications about your company's financial performance — but not about its non-financial strengths such as vision, values, heritage or future.

If you think investors should know where your company is going and how it's going to get there, the annual report is your best means to tell them.





Vision

How well do investors know your chairman?

When executives speak in your annual report, everyone listens.

It's an opportunity to evaluate management's version of your company's performance, strategies and challenges.

reason 3/10

Purpose

Some of your company's most important assets — the quality of human resources, the strength of your brand, your strategic outlook — are also the most difficult to convey.

You can trust the annual report to drive these values home. Or you can slap a cover on your 10K, and bury them in disclosure.

(THIS PAGE INTENTIONALLY LEFT BLANK)



SIZE OF AUDIENCE & VISIBILITY

Exposure

With an assured audience of shareholders, employees, prospective investors and the business and financial press, an annual report reaches more people than any non-advertising medium.

Nothing else communicates so much about your company to so many readers.

reason 5/10

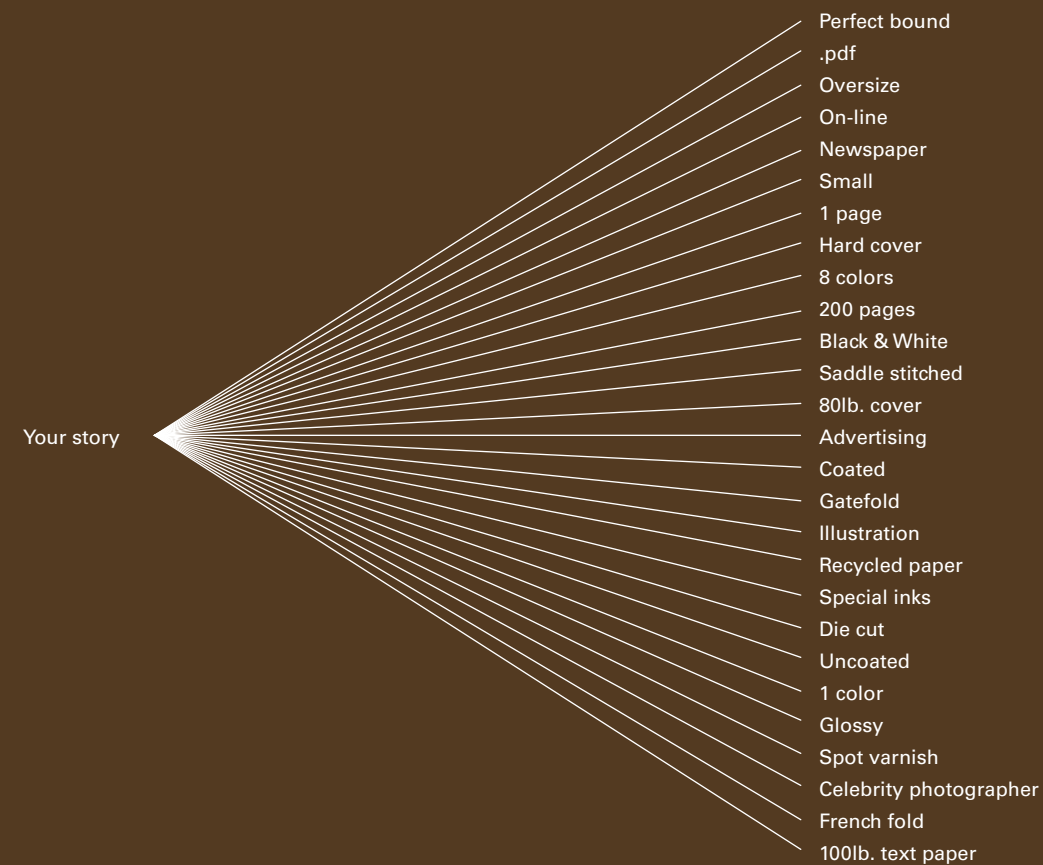
Appearances

Changed SEC regulations have spurred some companies to cut expenses with minimally compliant annual reports and quarterlies.

**One question:
*What else are they cutting?***



CUT ALONG THE DOTTED LINE



Buzz

Annual reports have been printed and perfect-bound, folded large-format posters, even full-page newspaper ads. No single medium is highest in impact or most cost-efficient.

So which medium or combination is best for your company?

When the answer surprises you, that's creativity. When it surprises readers and gets people talking, that's buzz.

reason 7/10

Transparency

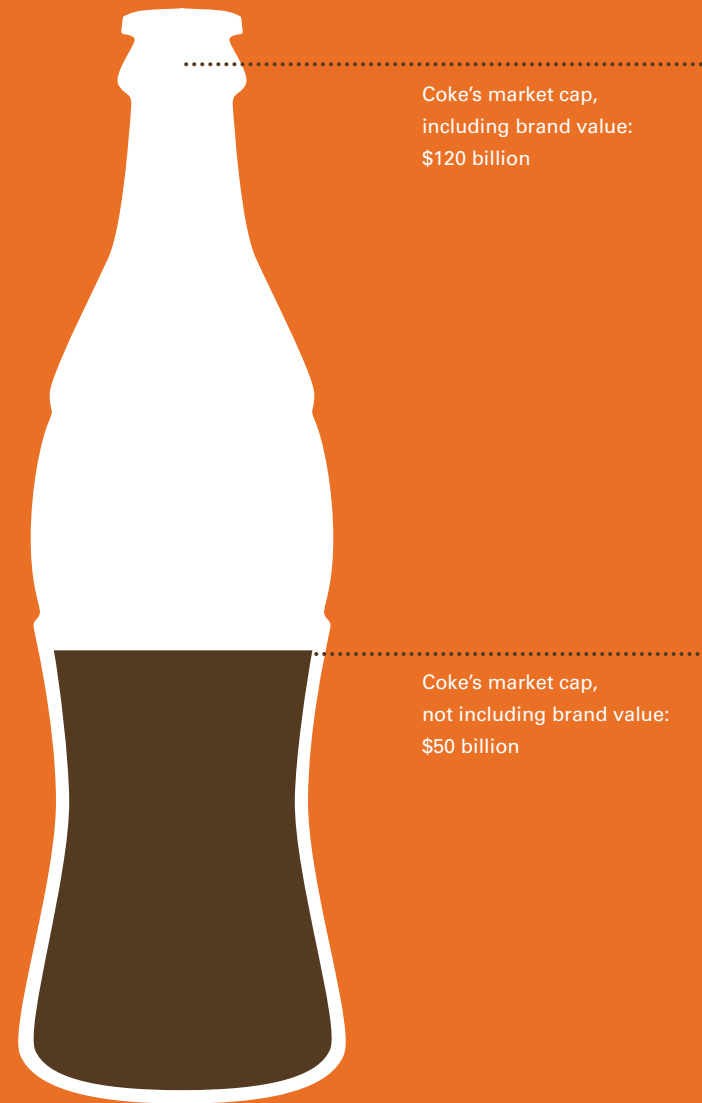
Even if you no longer deliver a printed annual report, you must still reach stakeholders with persuasive reasons to invest.

Minimal communications provide a frustrating, incomplete view... like shutting the door on investors and letting them peek through a window.

***“either
fix it,
close it,
or
sell it.”***

Quote: Jack Welch, Former CEO of General Electric Company

PLAIN SPEAK



*WITHOUT THE BRAND,
COKE'S GLASS WOULD BE HALF EMPTY*

Source: *The Brand Gap* by Marty Neumeier

Brand worthiness

Just how much is your brand worth?

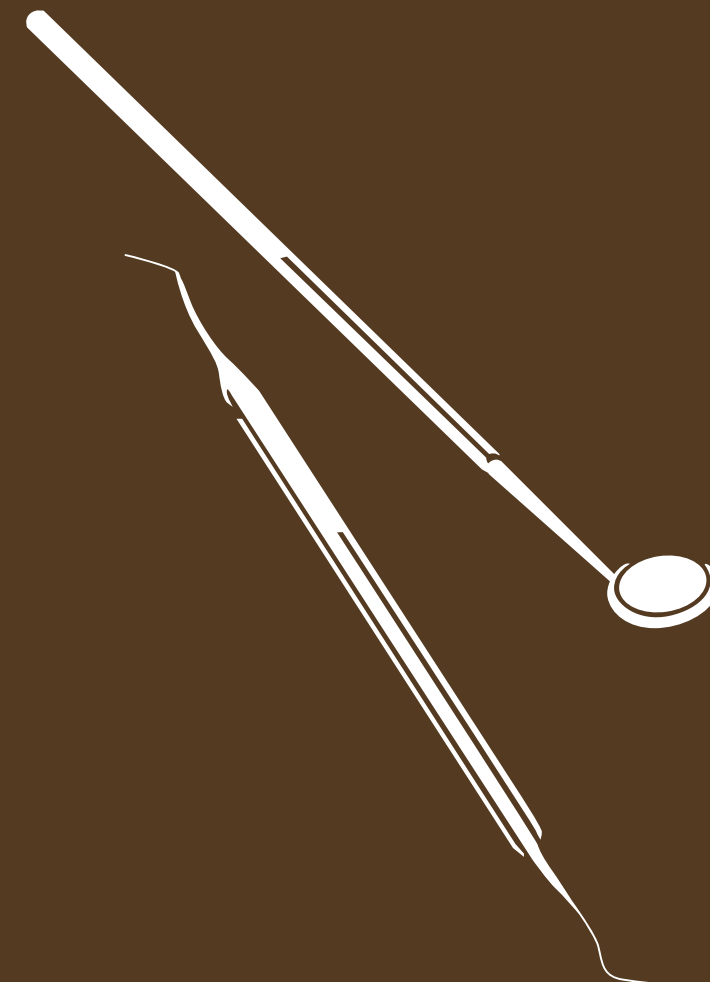
**The annual report plays a vital role
in defining the enterprise value of
your brand.**

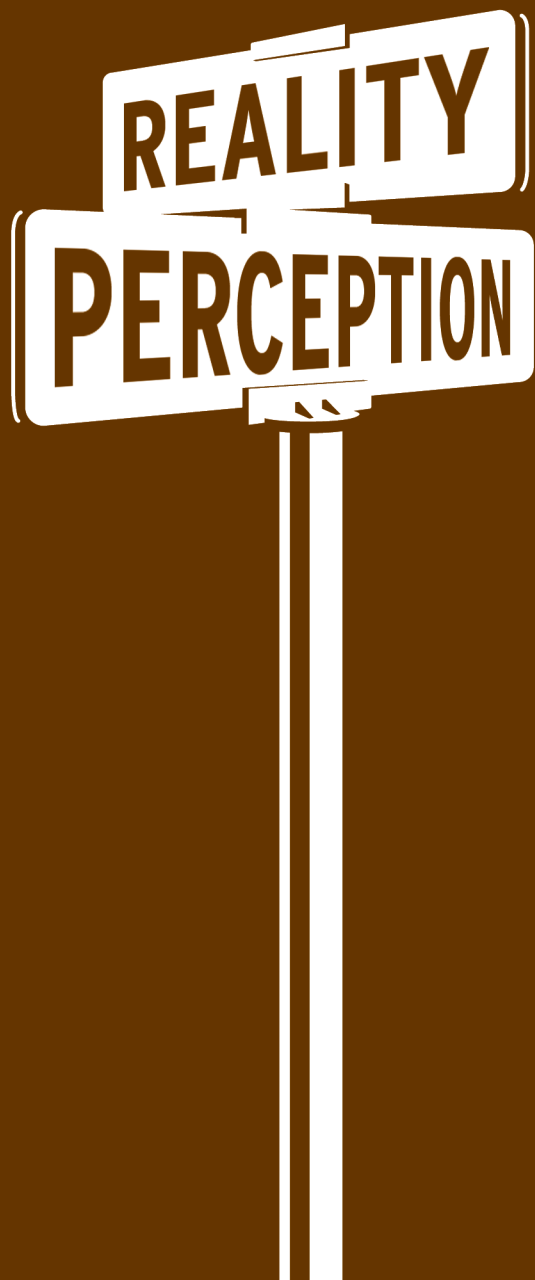
**By restating the corporate mission,
competitive position and strategic
outlook on a yearly basis, the
annual report keeps the key factors
of brand value front and center.**

reason 9/10

Discipline

Like other annual disciplines — medical and dental checkups, taxes, annual references such as almanacs, yearly performance ratings — compiling an annual report becomes increasingly valuable with the continuity of each year's effort.





ALIGNMENT

Perception vs. Reality

Your company's identity is within your control. Its image — what others think — is subject to all the noise of the marketplace.

The annual report can be the intersection where perception and reality meet: the most complete, specific, current utterance of a public company's identity at a specific point in time.

And Partners

***And Partners* is a New York design consultancy that puts the power of strategic communications to work for a diverse group of clients.**

When it comes to annual reports, we believe that the medium counts — but the message counts more.

That's why, in every assignment, we collaborate with our clients to achieve the best combination of value and impact.

We welcome the opportunity to partner with you on your company's next annual communication.

To learn more about us, please contact Sarah Hans, *VP Business Development* (212)414-4700 or sarah@andpartnersny.com

AND PARTNERS

158 WEST 27TH STREET, 7TH FLOOR

NEW YORK, NY 10001

TEL: (212)414-4700

WWW.ANDPARTNERSNY.COM

