

Video Annual Reports allow viewers to:

- Understand and retain the key messages faster and more effectively through the use of visual messaging, saving them time;
- Get to know your Executives and Senior Management through this personable approach;
- Watch the level of commitment or passion when presenter's speak about their company;
- To be in control of what sections they view.



Viewers can mouse over pictures for more details on your Directors, or click through to their personal biographies.

## Video Annual Reports

### Combine the content and flexibility of an Interactive Annual Report with the dynamic and engaging delivery of Video.

As more people make the Internet their initial stop when gathering information, it's critical that you are prepared to take an active role in communicating your company's story to an online audience.

**Video Annual Reports** are a multimedia version of your Annual Report using video to highlight the core messages direct from your key executives.

The Video Annual Report features Flash animation allowing the presenters to deliver dynamic representations of key data and information in the annual report. This clean, easy to use online presentation platform allows you to convey a compelling story to your shareholders.

### Thomson's Video Annual Reports allow you to:

- Deliver key messages from your Annual Report in an **interactive, educational and engaging manner**;
- **Personalise your brand** by using Directors and Senior Management to deliver relevant messages from your annual report;
- **Decrease your distribution costs** as the content is accessible to everyone with Internet access;
- Turn your Video Annual Report into a **marketing vehicle** as it can be hosted on your corporate website and used to educate future investors;
- To be **more viewer friendly** - users select the information that they want to view and are able to drill down for further information if required via the Interactive Annual Report which is available as a supporting document;
- **Cut through communication clutter** in the marketplace with clear visual messages.

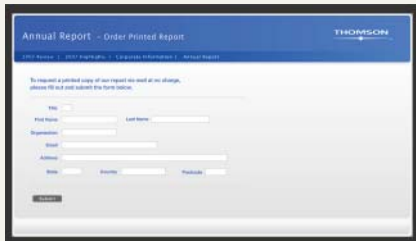


Put a face behind your message by using Directors and Senior Management to reinforce key content.

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### Did you know?

- Over 80% of respondents to the AIRA electronic communications survey simply want an email alert with a link to the website to view the Annual Report;
- Investors now expect to be able to access timely, up-to-date information about the companies in which they invest on an ongoing basis, through an easy-to-navigate and interactive website;
- Innovative tools, investment in technology, specialised service and industry experience make Thomson the market leader in online communications services both globally and locally.



Shareholders can request a copy of the printed Annual Report by filling out the online form pictured.

Key findings from the 2007 Australasian Investor Relations Association (AIRA) survey clearly show shareholders preferences towards electronic delivery of information. Seventy nine percent of respondents stated that it was not important for them to receive a hard copy annual report - as long as the information is available on the company's website. This research emphasises the importance of using mediums such as video to cut through the communication clutter to maximise both outreach and retention of your message.



Presenters are able to interact with the data and animations in your report to highlight key points.

### Why Thomson?

- One of the many benefits of working with Thomson is our drive for continual innovation and development to allow our clients to perform better and smarter;
- We provide 83% of the ASX 100 with IR services proving our experience and expertise in helping companies to more effectively communicate with their investors;
- Only Thomson supports your entire IR workflow and can develop, host and maintain the IR section of your corporate Web site, for placing of your Video Annual Report.

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