

The cover is split into two main vertical sections. The left section is a solid, dark, textured black. The right section is a photograph of a field of tall, golden-brown grasses, possibly a prairie or meadow, with shadows cast across them. The text is centered in the right section.

Annual Report
Survival Guide



It's a jungle out there!



*Often unfamiliar...
fraught with peril,
hidden traps,
and hair-raising experiences for the unwary.*

*Sometimes fog and mist obscure all the signposts...
and the destination is but a glimmer in the far distance.*

So be sure to choose a guide
who has a clear focus.

*To be certain that you're going in the right direction...
and arrive at your intended destination...*

all in one piece.

*In the annual report jungle,
you want someone who can help you dodge the traps.*

Follow the right path.

Get through the process with your budget,

your sanity,

and even your good humor intact.

Who'll find remedies to avoid the escalating fevers

that can befall you on such a journey.

We can do that because we know this jungle—every inch of it.

Where the quicksand starts,

capable of dragging you down when you least expect it.

Where the crocodiles lie in wait—just below the surface,

with their needle sharp jaws

waiting for the unsuspecting individual

to take one false step...and SNAP!

It can be a fearsome journey for the unprepared or the unsuspecting.

That's why you want a guide who knows the ropes...

and how to swing from them.

The annual report process gives rise to many unforeseen events.

*But we believe the only element of surprise you should experience is
how painless it really can be.*

From the beginning,

Inc Design focuses

on you

and your company's very specific needs.

Your personality and preferences.

Your specific industry (and we've been guides in most of them).

What you need to communicate and to whom.

Whenever we plan an expedition into this territory,

we do our homework so we can approach your report strategically.

*We take the time and initiate the effort to understand who you are and
who your company really is.*

Its foundations.

Its traditions.

Its unique culture.

And we explore your aspirations—

where your company wants to be in the future.

We help you stay on track.

By concentrating on the quality of process. On value.

And on results.



Because being caught in the jaws of fate
is not what you had in mind.



This is no stroll in the park!

*We understand that you face your own challenges,
perhaps right in the savanna of the executive suite.*

Senior management wants you to do it all...

write it,

design it,

present it.

Edit it. Present it again.

Proofread,

correct, re-write,

re-design...

show it to Legal.

Pass it through Corporate Finance.

Remind everyone that they've missed the deadline.

Again.

Print it. Distribute it. Deliver it two weeks ago.

And cut the budget by twenty percent!

So the last thing you want are guides who walk behind you and not by your side.

Who hide when danger approaches.

*Or worse yet, the type who are more concerned with saving their own skins
rather than the preservation of yours.*

That's why you'll never hear...

"Oh, we can't do that! It doesn't fit with our design concept."

"Sorry—we missed the deadline...the budget...the boat!"

"I just can't deal with these changes..."

from us.

We're on your side.

Always.

We'd rather link arms than lock horns.

We're very clear on one fact:

This is your annual report.

*Successful annual reports are the result of a combined,
collaborative effort. A partnership.*

*As much as we'll immerse ourselves in your business,
we understand that you know your company better than we do.*

Our objective is to make your job easier.

*The people at Inc Design are careful to never come between you
and your management—unless, of course,
you want a buffer.*

*We'll never leave you in the dark,
we will put you in the spotlight.*

So if you've ever found yourself asking,

"Whose annual report is this, anyway?"

*you'll be pleased to discover that at Inc Design,
we know how to support and guide
while you set the destination.*

In mid-town Manhattan,
we're at the heart of the jungle.

*We've been around the block a few times,
and this is our neighborhood.*

*At the center of all the creative focus,
the pulsing energy,
the financial nexus that is New York City.
Where the best in the world gather
to exchange ideas, to embrace new concepts,
to lead the industry into the next century.*

*It's here that we've perfected the art of stretching the artistic envelope—
without making it burst at the seams.*



We've been through this territory many times before,

but it's still exciting for us.

Exciting—but not unpredictable.

|That's the difference. |



*Fronds give way to floppies,
and bytes take on a brand new meaning in this jungle,
but you still need a guide who can lead the way.*

*We're expert in employment of all the emerging technologies and can use them
to your benefit. To allow easy access for Internet users.*

Integrate all your existing investor materials.

And extend your communications

to a global audience.

If you want to make your annual report electronically

accessible, we will gladly provide the graphic solutions

enabling you to do so. We can even

host your HTML-ready annual report on our very own

Annual Report Index

at no charge.

Annual Report Index

Our own company's growth

has been carefully planned and managed.

We don't want to be the biggest annual report design firm in this jungle.

But many people already think we're the best.

*Because we embrace the art of successful communication—beyond the visual—
with our clients, their senior management,
and internally, with each other.*

In addition to keeping you well informed on a regular basis,

*we share vital information and updates in a complete team effort
to serve our clients even better.*

This means that whenever you call with a question,

you'll be able to count on an answer.

Right away.