



AR

Creating an indispensable, online annual report

360

ACME

A Marketing and Design Firm

Our Expertise

We love designing annual reports. We've been at it for more than 15 years; 40 of our creations grace our print and online portfolio.

When you thumb or click through our annual reports, you'll notice they've evolved over time to reflect the ever-changing needs, wants and requirements of our clients and their target audiences.

Our team has evolved, too. Acme's creative team includes award-winning graphic designers, writers, photographers, project managers and web-savvy designers and developers.

Introducing AR 360

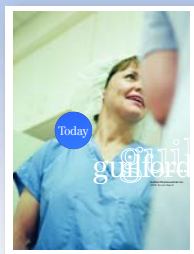
Gripping, meaningful, interactive, complete annuals

Is this how stakeholders describe your company's online and/or print annual report? If not, AR 360 can help.

AR 360 is a new way of thinking about how you provide financial and other company information to stakeholders. AR 360 brings together the best content, graphics and web technologies to deliver an online annual report that:

- > Allows target audiences to find what they need... and fast
- > Engages readers and keeps them coming back for more
- > Is full of useful information delivered in an interactive way
- > Reinforces core company messages by aligning with your print annual report

Are you ready to get started?



Guilford
Pharmaceuticals

Why AR 360?

Quick, convenient, thorough



Young Audiences

Your online annual report should be all of the above. It also must be engaging, and that's the beauty of an interactive, online annual report.

An AR 360 format gives your audience control of how they explore content and graphics. Interactive elements, such as video, graphs and timelines, help tell your company's story in an accurate and meaningful way.

An online annual report is:

- > Fast
- > Searchable
- > Printable
- > Accessible 24/7 from nearly anywhere in the world

What You Need to Know

New technology, regulatory requirements

Every day, millions of people turn to the Internet for information. They often base their decisions, opinions and actions on what they learn online.

The AR 360 approach employs the latest web technology and formatting so that your company's annual report will:

- > Be located quickly by key search engines
- > Provide content and graphics that engage both technology buffs and beginners
- > Comply with all requirements established by the U.S. Securities and Exchange Commission

We live in a wired and regulated world. AR 360 can help your company's online presence be palpable and respectful.



Critical
Therapeutics

A Case Study: ViroPharma

ViroPharma Incorporated is a multinational biotechnology company committed to developing and commercializing innovative products that address unmet medical needs.



Postcard Announcement

Several weeks before the launch of ViroPharma's new online annual report, a postcard was mailed to shareholders announcing the new format. The design tied to the online and print versions of the annual report.

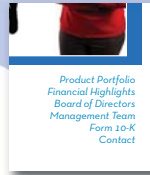
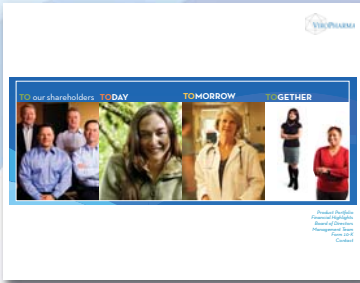
Print Annual Report

Print remains important, but the print run was significantly reduced with the AR 360 format. The consistency of the print and online version helps build the brand.



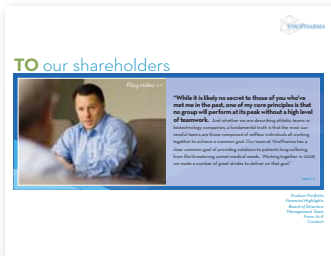
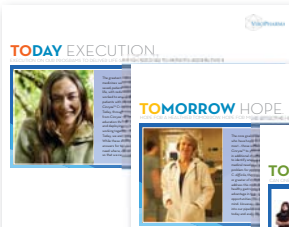
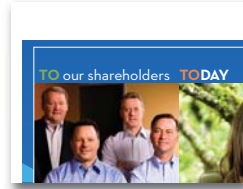
Online Annual Report

Accessed from ViroPharma's homepage, the 2008 Online Annual Report started with a message encapsulating ViroPharma's accomplishments and introducing the "Together" theme. Viewers "Accept" the Safe Harbor Statement before they are taken to the main menu to navigate the rest of the Annual Report.



Main User Interface

From the main interface, viewers are able to choose from a menu of pages discussing ViroPharma's year in review. From the bottom navigation, viewers can view financial information, leadership information and their product pipeline.



Video Feature

In great writing – and great websites – the rule of thumb is to “show, not tell.” The video of ViroPharma's president delivering his Shareholder's Address reinforced the messages they were trying to get across.

What about Print?

Building your brand



Pharmacoepia

Print vs. online is an ongoing topic of discussion. There will always be individuals who prefer to read a print annual report; some will want access to both print and online versions.

More companies are moving to online annual report formats; however, we don't expect print to go away entirely. We know that, upon request, shareholders are entitled to printed documents related to a company's financial information. And we recognize that a "print" function is essential for online annual reports.

When we work with customers on their annual reports, we explore each company's needs to ensure that all issues are addressed and regulatory requirements are met. Most important, we want to ensure that the print and online versions work together to help build the company's brand.

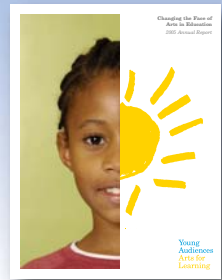
Is an Online Annual Report Less Expensive than Print?

Finding what works with your budget

Lower press runs result in reduced printing and shipping costs and inventory storage space. Often, those savings can be applied toward the web design costs associated with an online annual report. But an online annual report is not necessarily less expensive than print.

Costs for online annual reports include the need for web programming, such as flash development, use of video and integration with your company's website.

We know that companies are extremely cost-conscious. We work with clients to help them find ways to save money during the production process.



Young Audiences

The Know-how Necessities

Plan, predict, produce



Esperion Therapeutics

A successful online annual report smoothly merges excellent content, graphics and interactivity. To achieve this, you need:

- > Project managers who set schedules, drive deadlines and anticipate any challenges along the way
- > Writers and designers who work together to tell a compelling story
- > Technology professionals who understand the nuances of web technology and can bring your company's annual report to life

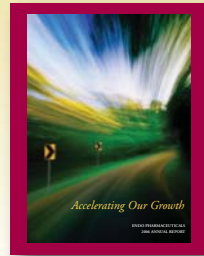
Our AR 360 team includes experts in the development of online annual reports. We know the challenges that can arise when working with web formats – and how to overcome them.

Choosing the Right Partner

Responsible, reliable, resourceful

Your annual report may be one of the most strategic projects your company undertakes this year. To produce an indispensable annual report, you need partners who are:

- > **Accountable.** We are committed to delivering an attention-grabbing, thought-provoking online annual report for your company.
- > **Capable.** We have assembled the right team of creative and technology experts.
- > **Mindful.** We understand your budget requirements and adhere to them.
- > **Efficient.** We deliver on time, every time.



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