

IR ONLINE

THE NEW FRONTIER



APPLES AND INSIGHTS

It's been 400 years since Isaac Newton's apple-inspired insight about gravity. And it's been about that long in *internet* time since Investor Relations had a *technological* epiphany...and starting putting annual reports online.

Today, the revolution is complete—everyone knows that gravity makes apples fall.

And everyone knows that annual reports belong on the web.

But how best to get them there? A lot of people still don't know.



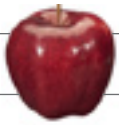
FIRST LAUNCH

At first, everyone launched *pdf's*. The relatively small size and wide adoption of the *portable document format* was a big advance, and it provided IR professionals with



a web-ready format to which their printed report could be converted, and then uploaded.

But pdf's could be hard to read on screen, tough to navigate, and impossible to search. So people broke up the pages and linked them to regular navigation, trying to make things more dynamic. But everything was still based on a *printed* report.



Which meant the the web wasn't being used to its full potential. No one had really staked out their online territory.

ONE GIANT LEAP FOR IR

And then came the giant leap: *true HTML reports*, designed for the web from the start, in order to take advantage of the unique possibilities of the internet, like



dynamic, searchable, customizable data.

It was a huge shift, using the web, instead of the printed page, as the starting point. But this new kind of annual report has taken off. It's now the norm, and it's set the stage for what the entire IR web section should be like, with Web 2.0 tech like:

- blogs
- streaming video
- discussion forums
- online chat
- interactive financials, and more.



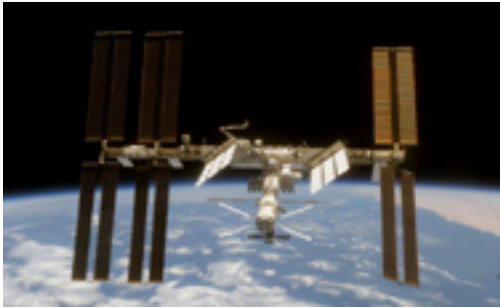
WHERE WE'VE LANDED

Today, a state-of-the-art IR web section that builds relationships is essential, because the internet is now the primary point of entry for investors seeking information.

- **77%** of investors say IR websites have an impact on the perception of the company;
- **74%** use IR sites at least weekly;
- and **30%** use them daily.



And while Notice & Access may be accelerating an overall trend toward summaries and 10-K wraps when it comes to print, online it's accelerating the trend toward:



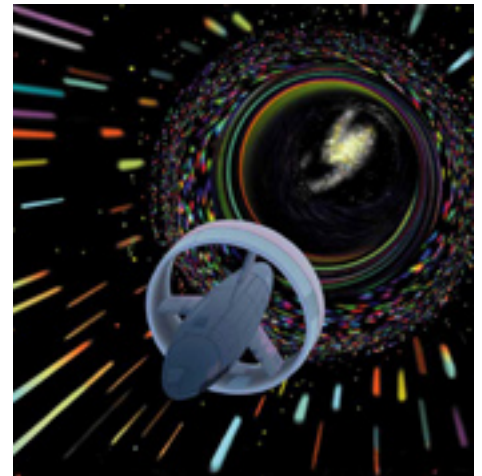
- more immersive,
- more interactive,
- and continuously updatable information.

That's the model, that's the bar, for today.

NEWER FRONTIER

But why settle for meeting *today's* standard? Work with the right partner and you can blaze a trail into even newer frontier. Because the internet doesn't stand still.

There are new ways to leverage it all the time, new tools to use, too many to easily keep up with. Which is why a partner who's up on the latest, like **Big**, is so important. And it's why you should get in touch with us today. So you can stake your claim...on the *next* frontier.



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804.355.9151