

# MICRO eREPORT

➤ ADVANCED VIEWING TECHNOLOGY

## FACT SHEET

Provide your investors with a quality online annual report experience. The Micro eReport utilises advanced viewing technology to elegantly render your annual report online, delivering fast and intuitive on-screen navigation and readability.

### THE IMPORTANCE OF ONLINE ANNUAL REPORTS

The Simpler Regulatory System (SRS) Act has elevated the importance of online financial reporting. Companies implementing SRS now direct as many as 90% of their investors online to access their annual report. With so many investors directed online, a quality user experience has become critical.

### THE ONLINE EXPERIENCE

User satisfaction with online annual reports is determined by three key criteria - download speed, on-screen readability, and ease of navigation.

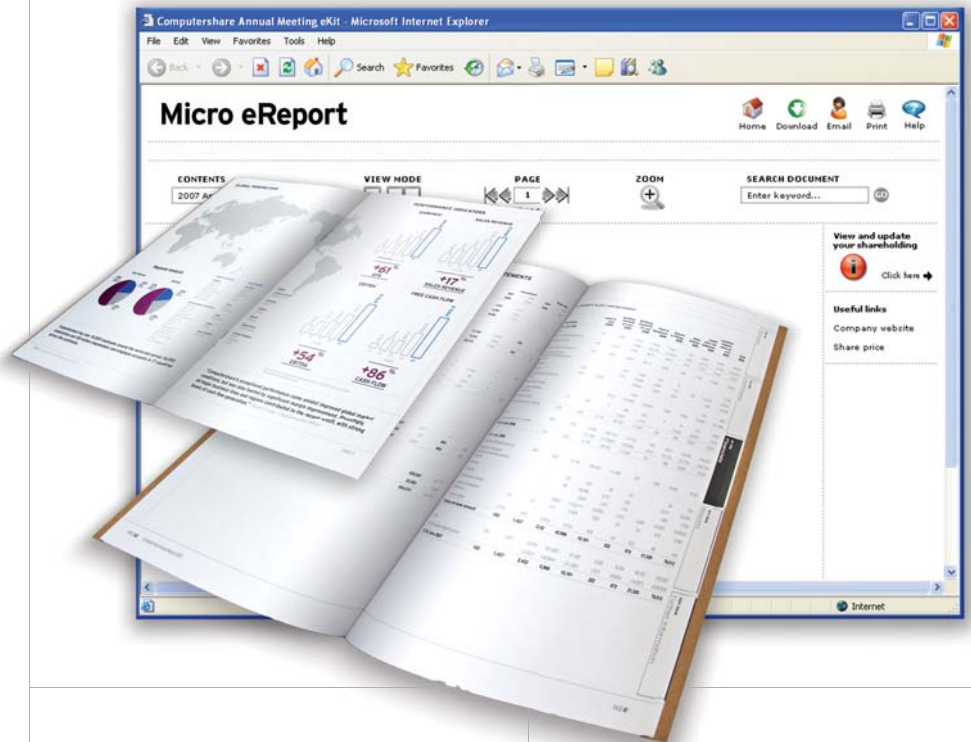
Large PDF documents are cost effective for companies, however the file size (often over 3MB) can make downloading difficult for investors with slower dial-up internet connections.

Alternatives such as HTML and rich media annual reports, while meeting user requirements, may also add significant audit and web design costs.

### A SUPERIOR TECHNOLOGY

**The Micro eReport is a superior technology platform that combines a company's designed and audited annual report PDF with the superior speed and functionality of a HTML annual report.**

With Micro eReport, investors can select from multiple viewing options and search or download documents. In addition, the Micro eReport is integrated with the securityholding enquiry and transaction facility, Investor Centre.



### KEY FEATURES

- Download speeds up to 50 times faster than a standard full PDF
- 2 x document uploads
- Integrated with Investor Centre
- Multiple page and zoom options
- Keyword document search
- eReport upgrade option for greater functionality

### eREPORT CLIENTS\*

- Virgin Blue Holdings
- David Jones
- MFS Diversified Group
- SIMS Group
- Two Way Limited
- Transpacific Industries
- International All Sports
- Marathon Resources

\* List includes both Micro eReport and eReport clients.

DISPLAY MULTIPLE DOCUMENTS

2

DOCUMENTS

Display up to 2 documents, 50 times faster than full PDF documents, using advanced viewing technology.

USABILITY FEATURES



**INVESTOR CENTRE**  
Securityholding enquiry and update capability



**DOWNLOAD**  
Download PDF of single page or full document



**EMAIL**  
Send the eReport interactive document via email



**PRINT**  
Print full document or enter a page range



**HELP**  
Easy to follow instructions for all navigation and usability features

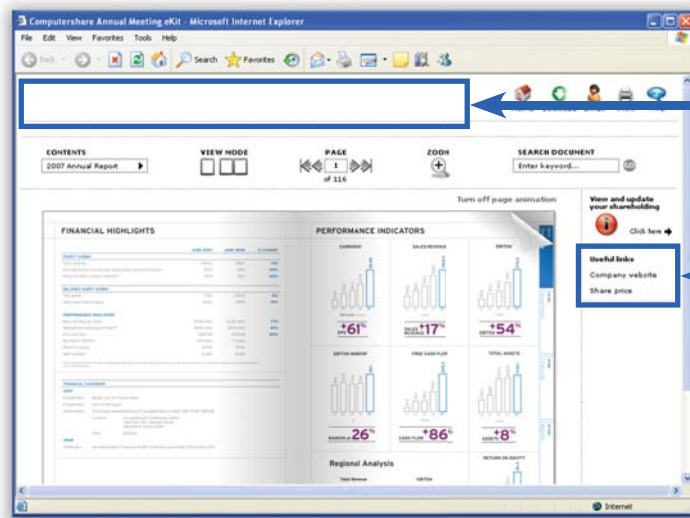
KEY WORD SEARCH

Enter key word to return a list of pages where the word has been used

... here, unfranked, an increase of 31% on FY2006 (AU 13 cents per **PERFORMANCE** Total revenues increased 17% to =col1,418.4 million, existing bu ...

... tics sale) for the period ending 30 June 2007 was 28.5% (FY2006 : **PERFORMANCE** Regionally, revenues were derived from Asia Pacific : and E ...

CUSTOMISABLE INTERFACE



B&W LOGO OR YOUR COMPANY NAME

SELECT 2 WEBSITE LINKS

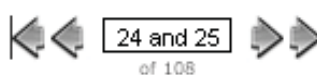
MULTIPLE PAGE AND ZOOM OPTIONS

VIEW MODE



Single and double page view

PAGE SELECT



Click through or jump to a specific page

ZOOM



Adjust page size for easy on-screen viewing

eREPORT UPGRADE

Upgrade from Micro eReport to eReport and receive greater functionality, additional customisation options and increased integration. Features include:

- > Customised, corporate branding
- > Integration with online proxy voting
- > Detailed reporting - number of website hits, frequency of pages viewed, number of desktop downloads, key word search criteria, number of forwarded email referrals
- > Increased document uploads, from 2 to 10 documents
- > Increased website link options

ONLINE ANNUAL REPORT DESIGN RECOMMENDATIONS

Consider the design guidelines below to ensure your annual report is effective when viewed online.

- > **Use a single column page layout.** Multiple columns are difficult to read on-screen as they require users to scroll up and down multiple times to read each page.
- > **Use a font size no smaller than 9pt and avoid thin font styles.** Font sizes below 9pt and/or use of thin font styles may appear 'fuzzy' on-screen and be difficult to read.

