




**Effective alternative to paper**

- Eco friendly and innovative
- Convenient access to full set of information (most recent financial information, historic annual reports with search tools, etc.)
- Cost effective content update (e.g. quarterly results)
- Allows use of videos for emotional and/or convincing communication with enhanced impact (CEO message, executive management presentations, etc.)
- Ability to bundle financial with marketing oriented messages

**Perfect add-on to the internet**

- Makes information tangible as the traditional annual report
- Allows the user to access information on the go - bridges online and offline
- Allows the use of rich media (e.g. high resolution videos)

	Paper	Philm	Internet
<b>Object</b> (You can touch and feel it)	 High	 High	 Low
<b>Access</b> (Easy and convenient access to information, wherever you are)	High	Medium	Low
<b>Up-to-date</b> (Historic as well as most recent financial information)	Low	High	High
<b>Impact</b> (Videos and other rich media can be employed to communicate in a convincing and/or emotional way)	Low	High	Medium