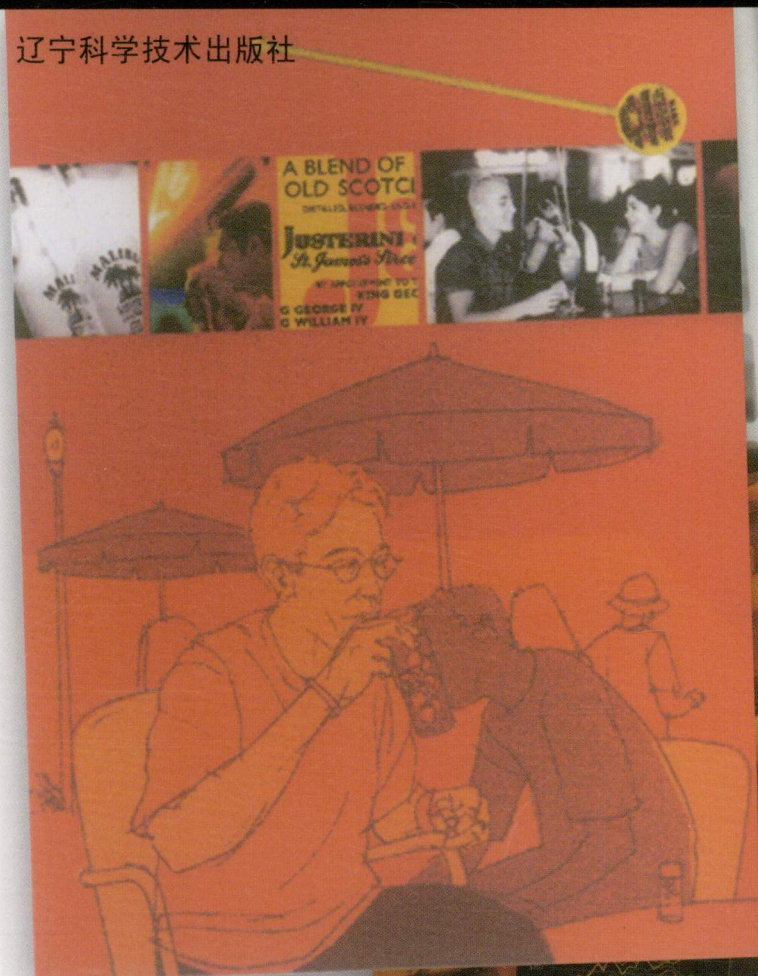




企业年报设计

the greatest hits of **corporate layouts**

辽宁科学技术出版社



the greatest hits of **corporate layouts**

企业年报设计

冯 斌 周建中 编

辽宁科学技术出版社

图书在版编目(CIP)数据

企业年报设计 / 冯斌, 周建中编. — 沈阳: 辽宁科学技术出版社, 2005.5

ISBN 7-5381-4458-7

I. 企... II. ①冯... ②周... III. 企业—年报—平面设计 IV. J524

中国版本图书馆CIP数据核字(2005)第045275号

编写人员: 郑 枫 闫 肃 陈 星
傅春荣 尹 杰

出版发行: 辽宁科学技术出版社

(地址: 沈阳市和平区十一纬路25号 邮编: 110003)

印刷者: 利丰雅高印刷(深圳)有限公司

经销者: 各地新华书店

幅面尺寸: 225mm × 300mm

印 张: 16

插 页: 4

字 数: 50千字

印 数: 1~2000

出版时间: 2005年5月第1版

印刷时间: 2005年5月第1次印刷

责任编辑: 陈慈良

封面设计: 耿志远

版式设计: 周建中

责任校对: 王晓秋

定 价: 220.00 元

联系电话: 024-23284360

邮购热线: 024-23284502 23284357

E-mail: lkzzb@mail.lnpgc.com.cn

http: //www.lnkj.com.cn

序 PREFACE

企业的年报常常是企业形象的一个折射。在我们常常谈论的市场战略总体策划中，企业年报是其诸多项目中的一环，它向客户展示企业的业绩成就、经营管理、战略规划、企业文化及远景蓝图。

虽然年复一年的年报内容大同小异，但其版式设计和装帧设计倒可大做文章，如果能把大篇幅的文字与图片内容完美的排列，让富有创意的设计贯通其中，加上精美的装帧和结构设计，使人阅读起来兴趣盎然而不会枯燥无味，这对企业形象的传递和推广无疑起到积极的作用。

当然，要在特定的篇幅中表达企业的形象与内涵不是一件易事，简洁明了是年报设计的核心。我们这里编辑的设计范例不仅有浓墨重彩，也有轻描淡写，在字体的运用、色彩的搭配、排版的形式、意念的创作上都充满活力，但它们中间的每一段标题、每一组文字、每一版色块或每一个符号的组合都紧扣其要表述的内容，将丰富的视觉元素转化为清晰的信息，构成让人赏心悦目的画面，向受众和市场完整地展示企业的总体形象。

今天的出版物，包括年报，其设计形式、设计材料和设计技巧已拓展到更广阔的领域，平面与立体交织，视觉、听觉、嗅觉和触觉并用。年报的设计没有什么标图范本，也没有什么框框条条，设计师能根据企业形象的主线，精巧地运用各种表现形式与受众沟通就能被企业和客户所接受。

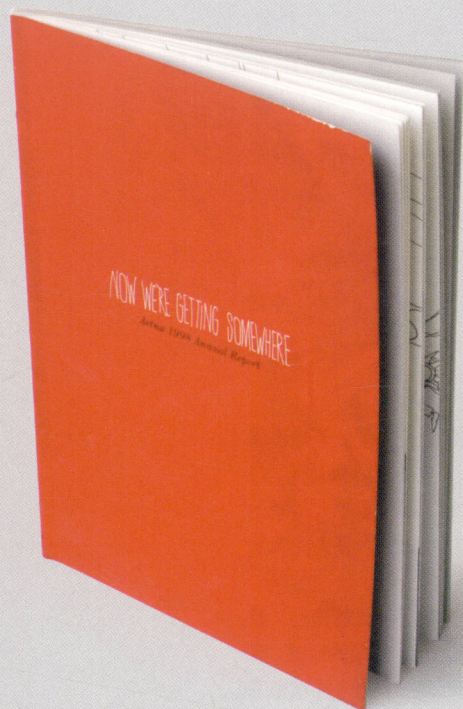
The annals reflect the image of the corporation. As one of the many elements in the corporations marketing strategy, annals present performance, management, cultural aspects and future to their clients.

There are not much differences in the content annually. However, the designing and packing can make a big difference in terms of picture and text managing. These allow creative idea with additional elaborated packing and structural design to show the image of the corporation. Therefore, the reading part will not leave the reader snoring.

Of course, it is not easy to emphasize both the content and image of an organization. Simplicity is the core requirement in annals designing. The examples in the book vary in style, letterform, color and editing. But all of them are full of vitality, and the arrangement of all elements, headline, word, color and symbol, is oriented towards the theme. The pleasant pictures reveal the image of the corporation to the audience and market, with beautiful visual elements and clear information.

Nowadays, the designing form, material and technique of all publications (including annals), have expanded into wider fields. Plane and solid designing are used simultaneously in all aspects concerning vision, hearing, olfaction and tangibility. There is no stereotype or model in the designing of annals. Designs based on the corporation image with various representation to communicate with the audience ingeniously, will be welcomed by the corporations and the customers.

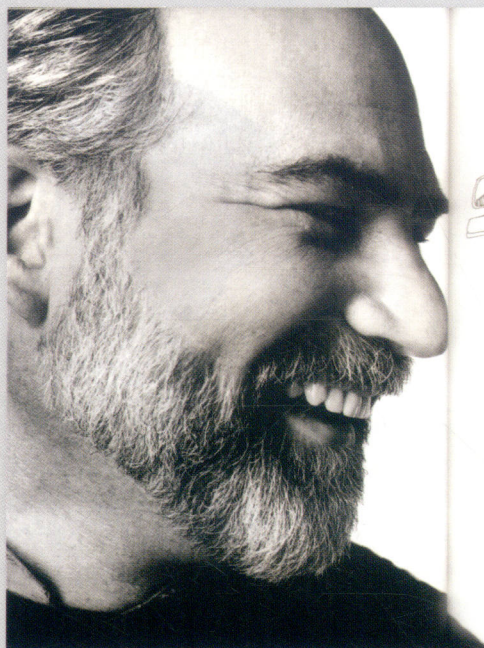
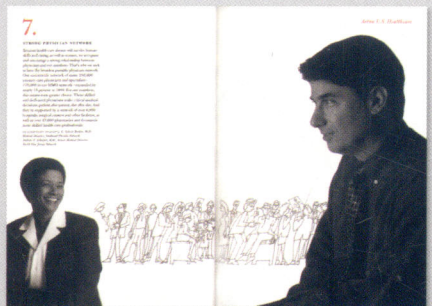
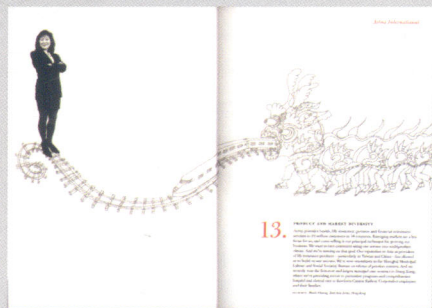




004

CLASSIC PRINT
LAYOUT Brochure
Design From World
Class Companies

AETNA



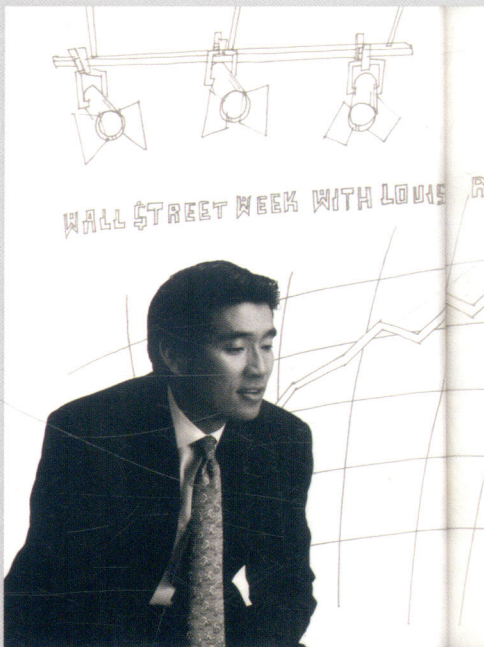
Aetna U.S. Healthcare

8.

e-HEALTH FROM AETNA U.S. HEALTHCARE

The investment and commitment we've made in technology is making a big difference. Under our umbrella of e-Health from Aetna U.S. Healthcare, advanced information technology allows us to help members enroll on the Internet through EZenrollSM, find a doctor through DocFindSM, get information about their plan, and through HealthMailSM, have access to more than 1 million pages of health information—all online. As part of e-Health from Aetna U.S. Healthcare, we introduced E-PaySM. This claims-paying innovation enhances our relationships with physicians and members by getting all HMO claims referred and submitted electronically in 15 business days or less. E-Pay means greater speed and accuracy, fewer follow-up calls, and truly points to the paperless process we hope to achieve nationwide in the near future. E-Pay lets doctors concentrate on what's important: their patients.

PHOTO: David Kroschinsky, Business Connection



Aetna Retirement Services



11.

INVESTMENT EXPERTISE

Money management is all about trust and performance. The two go hand-in-hand. And it's how we win and keep clients at Aetna, an investment management subsidiary of Aetna Retirement Services. We emphasize superior, risk-adjusted performance. In fact, we have a 25-year track record of consistent performance. With the financial strength of a large company and the entrepreneurial spirit of a small firm, Aetna manages nearly \$50 billion in assets for clients from Fortune 500 institutions to small companies and individual investors.

The Aetna-managed Aetna Mutual Funds have continued to grow as a competitive retail mutual fund family. In fact, last year seven new funds, including a full line of enhanced index funds, were added. We're also expanding our sales efforts. Our funds are now offered through a variety of financial intermediaries, such as banks, broker/dealers and registered investment advisers. In short, we've established a strong foundation for future growth.

PHOTO: John F. Kim, President, Aetna, and frequent guest on public television's "Wall Street Week With Louis Rukeyser"



Aetna U.S. Healthcare

6.

WIDE PRODUCT ARRAY

Few companies can match the scope and flexibility of our product line, or our ability to innovate and expand choices for our members. From our range of health plans to group insurance and specialty products, every area of Aetna U.S. Healthcare introduced new products in 1998. The common theme: creating cost-effective ways for employers to provide maximum choice for their employees. For example, one of our responses to escalating pharmacy costs—called Triple Co-pay—gives employers an affordable way to provide broad prescription coverage. With three co-payment levels, members and their physicians may choose from therapeutically equivalent generics, at the lowest co-pay, to well-known brands, at the highest co-pay. The end result is choice balanced with fiscal responsibility.

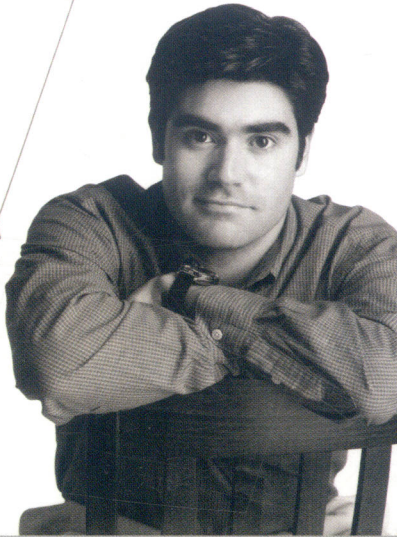
PHOTO: Eric Kim, Sales and Marketing Pharmacy

1.

STERLING BRAND NAME

For nearly a century and a half, the Aetna name has stood for integrity, reliability and trust. We have helped generations of customers achieve health and financial well-being by reaching out to help them get access to the health care and financial services they need to live healthy, secure lives. Implied in our brand name is a promise that Aetna makes to customers about the quality and value they can expect from us. We take that promise very seriously. From comprehensive programs that prevent illness to retirement programs that enable people to live their lives as they choose, our employees work to deliver on the promise of excellence represented by the Aetna brand. We know that it is our responsibility to make sure that the Aetna brand promise is a promise kept.

PICTURED (LEFT TO RIGHT): Dennis Morgan, Northeast Operations, Aetna U.S. Healthcare; Paul Trone, Phoenix Customer Information Center, Aetna Retirement Services; Christine Brandy, Phoenix Customer Information Center, Aetna Retirement Services; Jerré Peters, Morgan and Associates/The American, Aetna International



Aetna U.S. Healthcare



5.

NCQA ACCREDITATION

The most important measure of quality for a health care benefits company is its dedication to continuous quality improvement. To help improve outcomes for our members, Aetna U.S. Healthcare has a wide spectrum of prevention, early detection and disease management programs. In fact, the nation's most prestigious managed care accreditation body, the National Committee for Quality Assurance (NCQA), has awarded its highest measure of achievement—three-year, full accreditation—to 20 of our HMO plans, including four recently acquired NYLCare plans. In total, nearly 5.5 million people, or 85 percent of our HMO members, are covered by NCQA accredited plans. Our commitment to quality also has been recognized by the American Accreditation Healthcare Commission's Utilization Review Accreditation Commission, the leading independent review organization for the non-HMO industry, which awarded us full national accreditation in 1998.

PICTURED: Suzanne Granger, Mid-Atlantic Quality Management



CLASSIC PRINT
LAYOUT Brochure
Design From World
Class Companies

005

AETNA

企业：安泰保险公司

行业：保险

主题：现在我们已经上升到了一定的高度

尺寸：185mm × 261mm



3.

RESPONSIBLE CORPORATE CITIZENSHIP

We bring to our mission of helping people with what matters most a long-standing commitment to the communities in which we live and work. Aetna's employees, encouraged by our Volunteer Councils, devote countless hours to soup kitchens, schools and community organizations to help those in need. For over 20 years, Aetna and the Aetna Foundation have been leaders in providing support—nearly \$17 million in 1998—in women's most compelling issues, among them health care and medical research, education and the arts. For example, our partnership with the American Heart Association is heightening women's awareness of heart disease and stroke, the leading causes of death among women. We also provide support for performing and visual arts in school communities, and we're developing a new program to promote financial literacy in secondary schools.

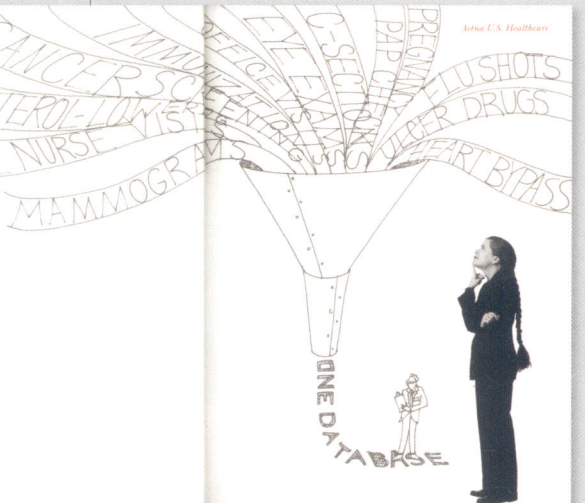
PICTURED: Susan & Bobb, Long Beach

4.

UNPARALLELED HEALTH DATABASE

Our affiliate U.S. Quality Assurance (USQA) is one of the nation's leading health care information, performance and outcome measurement companies. Using a unique data warehouse and advanced methodologies, USQA's 450 professionals share valuable insights about members' physician and clinical practice while keeping the data secure and confidential. The scope, depth and utility of this data represent a major advantage of managed care today. We use this information every day to improve the quality and efficiency of health care for our members. In 1998, over 100,000 clinical performance reports—ranging from program to program, pharmaceutical and testing our members with asthma, diabetes and heart disease—were issued to over 2,000 participating primary care physicians. In fact, more than 600,000 of our members are now enrolled in special programs designed to improve quality of care for persons with asthma, diabetes, congestive heart failure or low back pain. Our database information also is valuable in primary care physicians in our network. One of the results of sharing this information is that we're seeing significant forward trends in the quality of care for our members with cardiac disease.

PICTURED: Carol Johnson, M.D., Medical Director, USQA



006

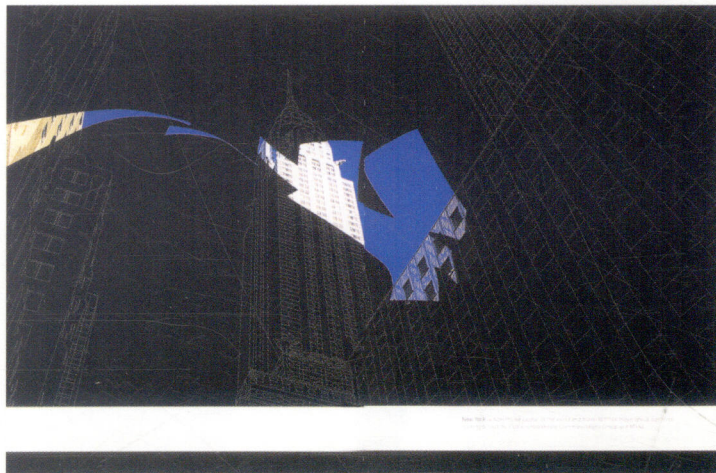
CLASSIC PRINT
LAYOUT Brochure
Design From World
Class Companies

PUBLICIS

企业：法国PUBLICIS广告集团

行业：广告媒体代理

尺寸：210mm × 280mm



Meeting the challenges of the future

In the new form, our Group is well placed to enhance financial performance, as well as maintain a leading place at the forefront of the communications industry.

CONTINUING DRIVE TO ENHANCE PROFITABILITY

Outperforming the industry
Publicis Group has consistently outperformed the industry's top performers for several consecutive years. This is due to our focus on long-term growth, our strong financial performance, and our ability to deliver superior results for our clients.

In 2007, we are now better positioned to meet the challenges of the future. Our focus on long-term growth, our strong financial performance, and our ability to deliver superior results for our clients, are all key factors in our success.

Implementing cost generation

Implementing cost generation is a key challenge for our Group. We are focused on long-term growth, our strong financial performance, and our ability to deliver superior results for our clients.

REINVESTING IN OUR FUTURE

We are focused on long-term growth, our strong financial performance, and our ability to deliver superior results for our clients. This is our key strategy for the future.

REINVESTING IN OUR FUTURE

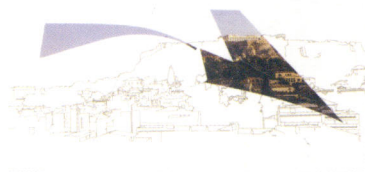
We are focused on long-term growth, our strong financial performance, and our ability to deliver superior results for our clients. This is our key strategy for the future.



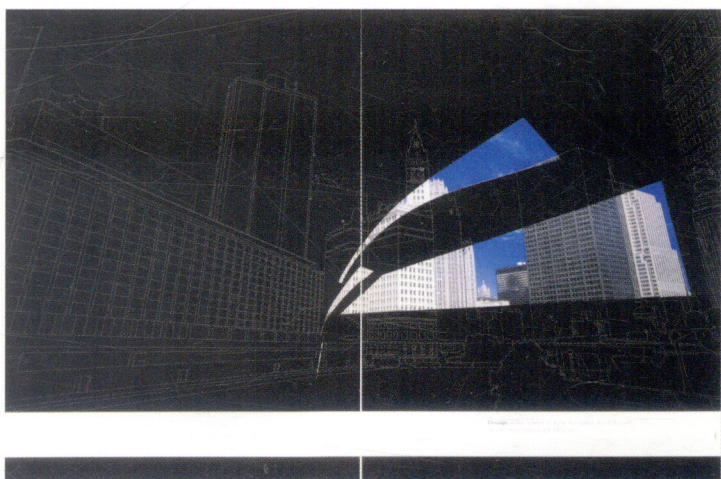
Jean-Michel Elie
Chairman



Jean-Marie Pélissier
CEO



Publicis Group is a leading company in the world of communications.



Focus on China

Publicis Groupe—the number-one communications group in China

REVENUE

6th the world's largest advertising agency

11th the world's largest advertising agency

1st the world's largest advertising agency

1st the world's largest advertising agency

11th the world's largest advertising agency

6th the world's largest advertising agency

11th the world's largest advertising agency

6th the world's largest advertising agency

11th the world's largest advertising agency

6th the world's largest advertising agency

11th the world's largest advertising agency

6th the world's largest advertising agency

11th the world's largest advertising agency

6th the world's largest advertising agency



Michel Boudet
Chairman



Jean-Marie Pélissier
CEO



Jean-Michel Elie
Chairman



Jean-Marie Pélissier
CEO



Jean-Michel Elie
Chairman



Jean-Marie Pélissier
CEO

Responsibility to our shareholders

Shareholder value creation

We are committed to creating long-term value for our shareholders. This is our key strategy for the future.

New market entry

We are committed to creating long-term value for our shareholders. This is our key strategy for the future.

Responsible innovation program

We are committed to creating long-term value for our shareholders. This is our key strategy for the future.

We are committed to creating long-term value for our shareholders. This is our key strategy for the future.

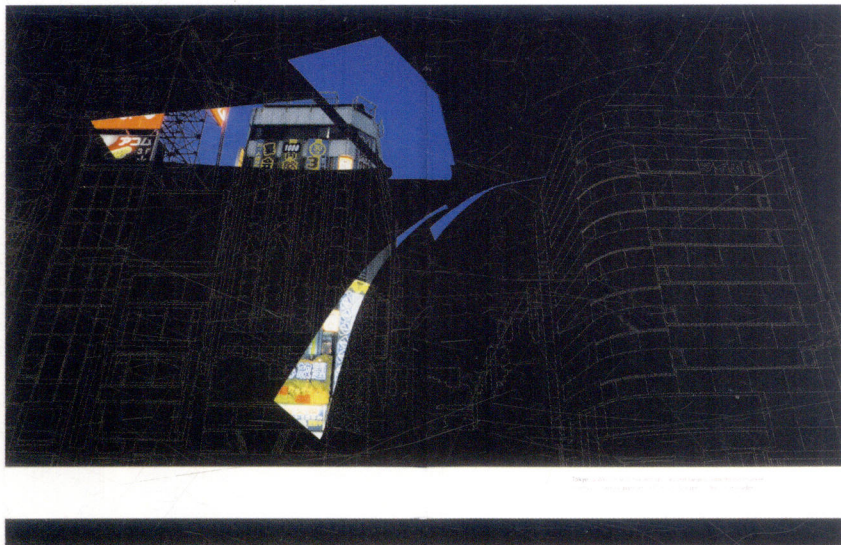
New market entry

We are committed to creating long-term value for our shareholders. This is our key strategy for the future.



Publicis Groupe is ranked by the French Business Press as the top stockmarket long-term performer in France.

Publicis Groupe is ranked by the French Business Press as the top stockmarket long-term performer in France.



2004 and beyond

A strong foundation for the future

Following the sweeping changes of 2003, our Group has all the ingredients it needs to consistently achieve above-average growth in the world advertising market.



Moscow is now the only city for European advertising outside the former Soviet Republics.

THE WINNING SPIRIT

The will to win

From its beginnings, Publicis has been a born challenger, seeking out new directions to gain an edge rather than relying on established models. To us, the "unconventional" is the norm. Nothing we do is set in stone—and we are proud of it.

A Peak Performance culture

Our Group aims for the highest standards of excellence in performance by constantly enhancing methods and processes for greater efficiency. We intend to consistently post higher growth and margins than the industry average—as we have for the past 75 years.

A worldwide presence

- Three of the brand brands in worldwide advertising
- Number one worldwide in media buying and media consultancy
- Number one worldwide in healthcare communications

A holistic organization

Publicis Group is a recognized pioneer in holistic communications, pulling the full range of services to work for our clients. This type of organization makes for effective communication links between brands and consumers through all channels, as well as complete consistency with clients' other communications.

Prestigious clients

Most of our clients are leaders in their sectors on worldwide or national markets, and make up a representative sample of the world economy. Their growth potential is a powerful force for the continued success of our businesses.

AWARD-WINNING CREATIVE WORK

Our networks and agencies are among the most creative in the industry, as they often regularly receive top international and national awards. Their deserved reputation clearly adds to their appeal and their capacity to win new accounts.

In 2003, Publicis Group placed second at the Cannes Festival with 27 Lions, and five of our networks—Saatchi & Saatchi and Leo Burnett—ranked among the top five cited in the Cannes Report. And, amplified by revenues, Lion ranks Publicis Group number one worldwide for creativity.

PARTNERSHIP WITH DENTOU—UNIQUE LEVERAGE

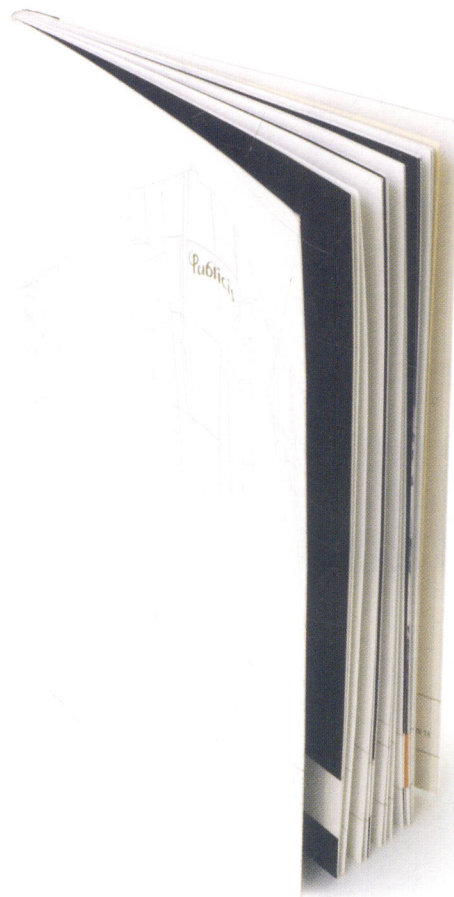
Publicis Group is the only non-Japanese communications group to benefit from privileged access to the Japanese market, the world's second largest. Our Group is in charge of all advertising in Japan, and we are proud to have the years ahead.

For European and American clients, the partnership offers privileged access to the Japanese market in media buying and consultancy as well as in advertising.

Japanese clients have access to services from a supplier sharing the same business values, at the same time benefiting from strong strategic positions in Europe and North America.

Major scope for development in new sectors such as sports marketing.

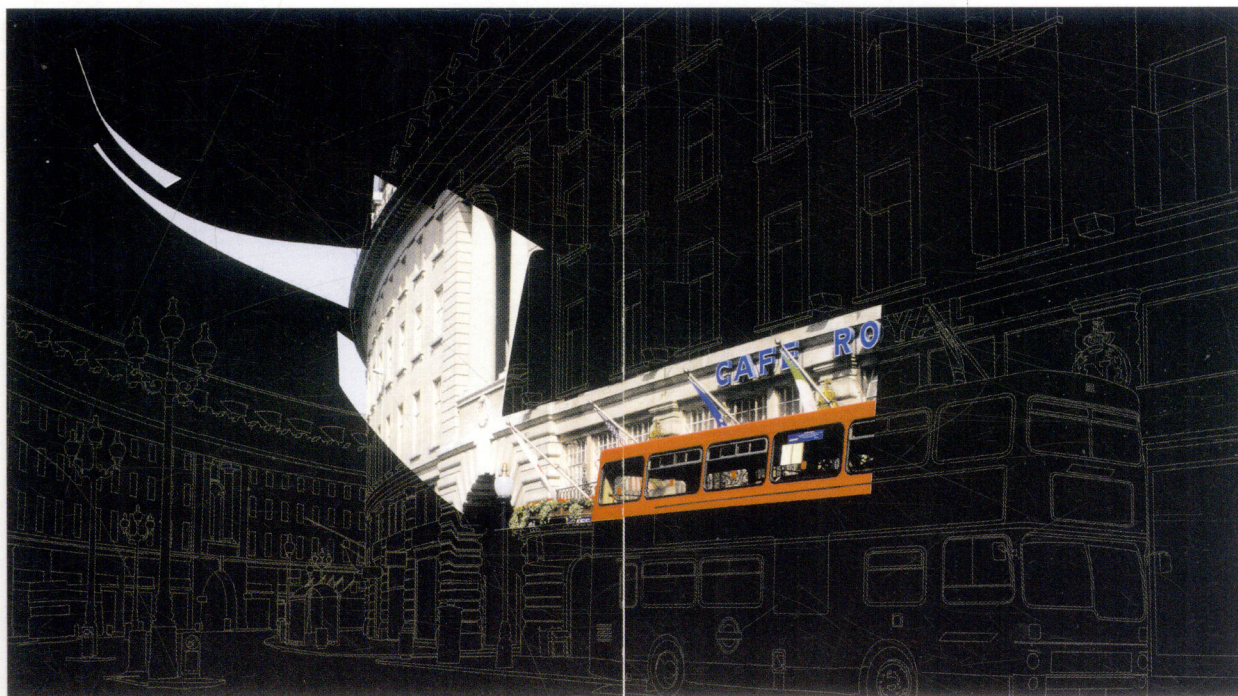
From its beginnings, Publicis Group has been a born challenger.



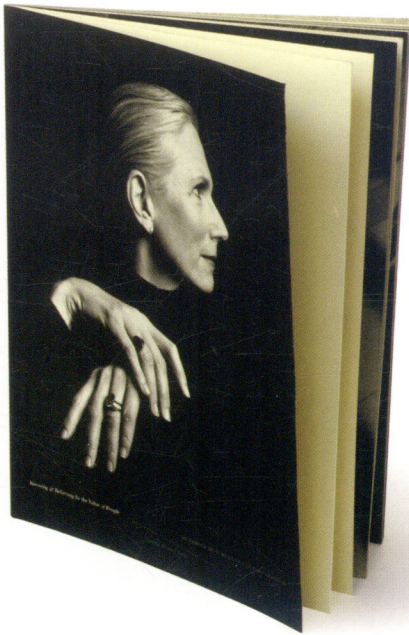
CLASSIC PRINT
LAYOUT Brochure
Design From World
Class Companies

007

PUBLICIS



London is the single most important advertising market in Europe. Saatchi & Saatchi has been the top five cited in the Cannes Report.



III

Kathryn Sullivan, Ph.D.
BOARD OF DIRECTORS
McDermott International

"I'm an explorer. I crest the hill, look around and decide which way I'm going next. I'd rather break new ground than sit until I can lay on the entire map."

dream

Walking in space isn't really walking. It's more like moving hand over hand on the most fantastic jungle gym in orbit, says Kathryn Sullivan, the first American woman to do just that. The former astronaut credits an early interest in earth sciences and oceanography and a high degree of serendipity for a career that took her into space three times as a NASA mission specialist.

Later Sullivan joined the Navy Reserve as a naval oceanographer and lent environmental support to the Persian Gulf theater during Operation Desert Storm. Her fascination for the other great frontier led her to make two deep submersible dives and to acquire scuba certification along with her pilot's license. Currently in Columbus, Ohio, as president and CEO of cost, one of the nation's leading hands-on science centers, she still dives several times a year.

Among her scientific and professional associations, she counts lifelong participation in the Girl Scouts and her work with the Columbus School for Girls as particularly important to her.

What convinced Sullivan to join the board of directors of energy services giant, McDermott International? The nature of their business, with links to her lifelong areas of study, and, as she puts it, because they are a good group of people looking at an interesting set of problems in the right way. It's just the sort of challenge she thrives on.

The McDermott International placement record of more than 5,000 head hunters, 1,100 and 1,000+ resumes have been completed since 1991. For many on specific weeks of the report books, our clients have provided us with a strong brand name and a proven record of success. Success is a high level of satisfaction for us all.

企业: HEIDRICK & STRUGGLES国际公司

行业: 人力资源

主题: “理解并信仰人的价值”

尺寸: 230mm × 280mm

HEIDRICK & STRUGGLES

008

CLASSIC PRINT
LAYOUT Brochure
Design From World
Class Companies

II

Tim Zingale
PRESIDENT
Clarify • Business Applications
Noriel Networks

"People in this Valley have so many choices where to work. The difference lies in making them feel special and that the thing they worked so hard at connects to the overall success."

create

When a prescient college guidance counselor advised the self-described "propeller head" to combine his engineering studies with business courses, Tim Zingale focused on high-tech marketing and never looked back. Some twenty-odd years later he credits that moment, and his decision after graduation to leave Ohio for Silicon Valley, with the growth of a career that put him in the center of the tech universe.

Zingale's professional track looks like a modern-day history of the Valley that changed everything. From a first job marketing the x86 for Intel® (before it was Intel Inside®), he reminds us) to management roles at Dairy Systems and x2s Systems, Zingale leveraged his marketing skills and engineering training to get the word out about one innovative product after another.

At Cadence Design Systems, he helped sales grow from \$50 million to nearly \$1 billion. And as president/CEO of Clarify, he punched up earnings at that promising software company and led it to a lucrative, friendly acquisition by Nortel Networks.

A recurrent theme personally and professionally is family and a team environment in which everyone's contribution matters. And he lives what he preaches. A former college athlete who gells and siks with his family, Zingale still makes time to coach his sons' teams and attend all of their basketball and baseball games.

IV

Tim Zingale
PRESIDENT
Clarify • Business Applications
Noriel Networks

dare

When a prescient college guidance counselor advised the self-described "propeller head" to combine his engineering studies with business courses, Tim Zingale focused on high-tech marketing and never looked back. Some twenty-odd years later he credits that moment, and his decision after graduation to leave Ohio for Silicon Valley, with the growth of a career that put him in the center of the tech universe.

Zingale's professional track looks like a modern-day history of the Valley that changed everything. From a first job marketing the x86 for Intel® (before it was Intel Inside®), he reminds us) to management roles at Dairy Systems and x2s Systems, Zingale leveraged his marketing skills and engineering training to get the word out about one innovative product after another.

At Cadence Design Systems, he helped sales grow from \$50 million to nearly \$1 billion. And as president/CEO of Clarify, he punched up earnings at that promising software company and led it to a lucrative, friendly acquisition by Nortel Networks.

A recurrent theme personally and professionally is family and a team environment in which everyone's contribution matters. And he lives what he preaches. A former college athlete who gells and siks with his family, Zingale still makes time to coach his sons' teams and attend all of their basketball and baseball games.



IV

Tim Zingale
PRESIDENT
Clarify • Business Applications
Noriel Networks

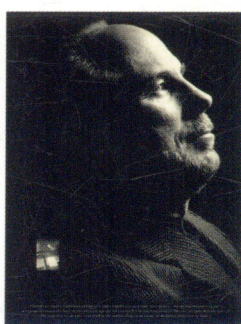
dare

When a prescient college guidance counselor advised the self-described "propeller head" to combine his engineering studies with business courses, Tim Zingale focused on high-tech marketing and never looked back. Some twenty-odd years later he credits that moment, and his decision after graduation to leave Ohio for Silicon Valley, with the growth of a career that put him in the center of the tech universe.

Zingale's professional track looks like a modern-day history of the Valley that changed everything. From a first job marketing the x86 for Intel® (before it was Intel Inside®), he reminds us) to management roles at Dairy Systems and x2s Systems, Zingale leveraged his marketing skills and engineering training to get the word out about one innovative product after another.

At Cadence Design Systems, he helped sales grow from \$50 million to nearly \$1 billion. And as president/CEO of Clarify, he punched up earnings at that promising software company and led it to a lucrative, friendly acquisition by Nortel Networks.

A recurrent theme personally and professionally is family and a team environment in which everyone's contribution matters. And he lives what he preaches. A former college athlete who gells and siks with his family, Zingale still makes time to coach his sons' teams and attend all of their basketball and baseball games.



VI

Tim Zingale
PRESIDENT
Clarify • Business Applications
Noriel Networks

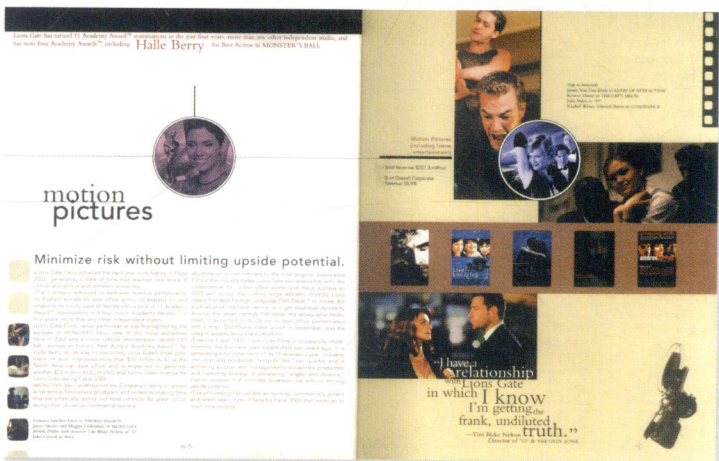
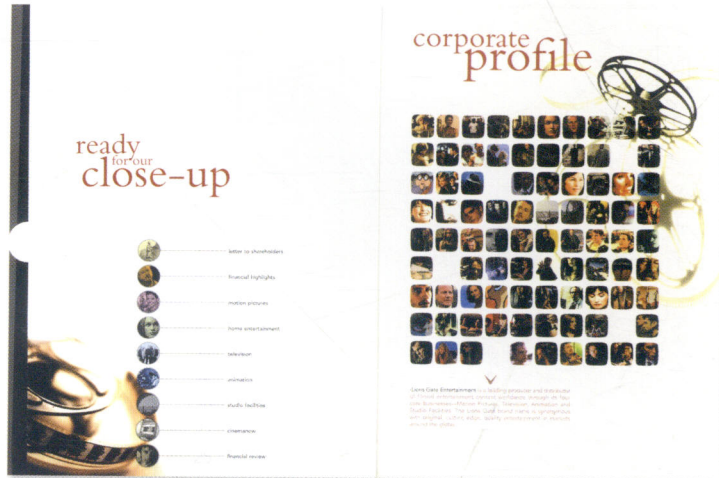
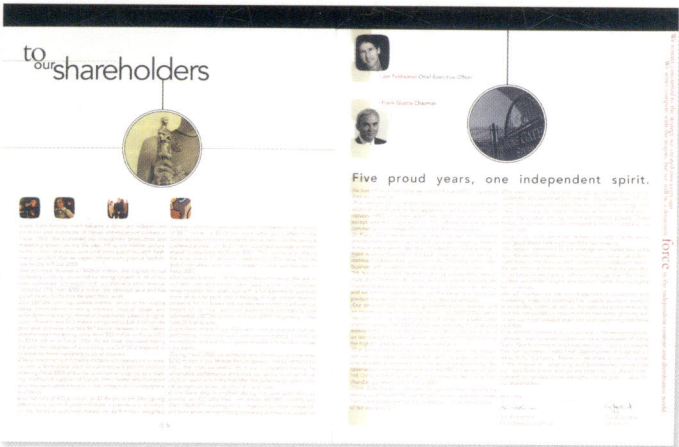
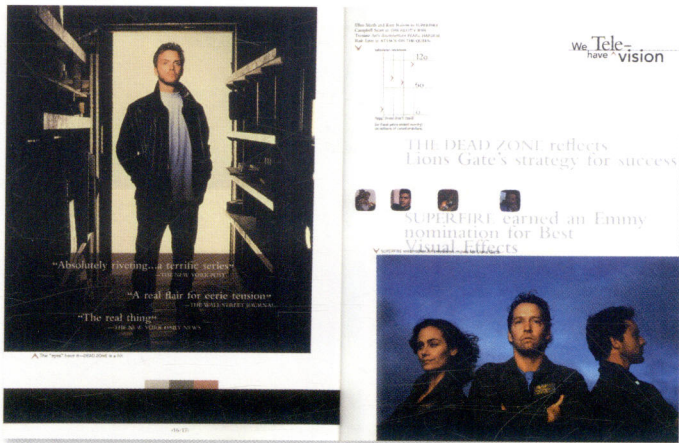
rock

When a prescient college guidance counselor advised the self-described "propeller head" to combine his engineering studies with business courses, Tim Zingale focused on high-tech marketing and never looked back. Some twenty-odd years later he credits that moment, and his decision after graduation to leave Ohio for Silicon Valley, with the growth of a career that put him in the center of the tech universe.

Zingale's professional track looks like a modern-day history of the Valley that changed everything. From a first job marketing the x86 for Intel® (before it was Intel Inside®), he reminds us) to management roles at Dairy Systems and x2s Systems, Zingale leveraged his marketing skills and engineering training to get the word out about one innovative product after another.

At Cadence Design Systems, he helped sales grow from \$50 million to nearly \$1 billion. And as president/CEO of Clarify, he punched up earnings at that promising software company and led it to a lucrative, friendly acquisition by Nortel Networks.

A recurrent theme personally and professionally is family and a team environment in which everyone's contribution matters. And he lives what he preaches. A former college athlete who gells and siks with his family, Zingale still makes time to coach his sons' teams and attend all of their basketball and baseball games.



010

CLASSIC PRINT
LAYOUT Brochure
Design From World
Class Companies

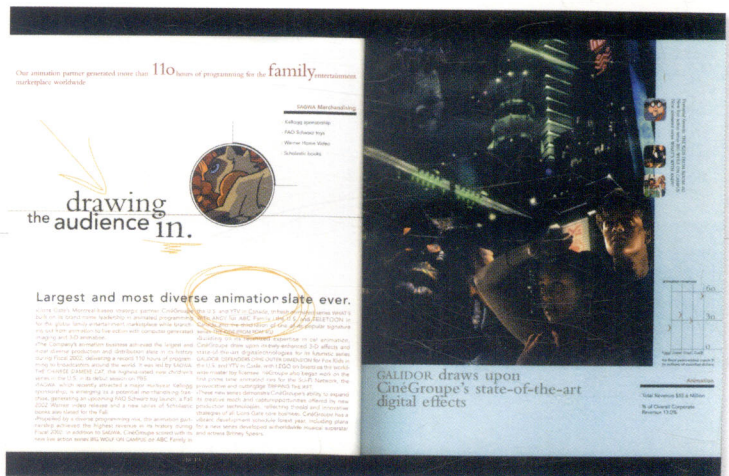
LION GATE ENTERTAINMENT

企业: LION GATE ENTERTAINMENT

行业: 娱乐业

主题: 剧照、海报、明星

尺寸: 215mm × 273mm



We invested in ourselves so we could CONTROL our own destiny and the most important ancillary market for our theatrical product

home entertainment



An impact player in home entertainment.

Building on its October 2000 acquisition of Trimark Holdings, renowned for its strong home video business, Lions Gate continued to invest in its home entertainment operations and became a major force on the DVD and home video landscape in Fiscal 2002.

Lions Gate's video labels have emerged as a major source of high-margin revenue as the Company made a strategic decision to channel most of its significant theatrical titles through its in-house video pipeline rather than through outside third-party distribution deals it had used before. As a result, Lions Gate created a vibrant and powerful home entertainment operation in Fiscal 2002 and has a strong inventory of home video and DVD product positioned for release throughout Fiscal 2003.

The Company distributed a string of video hits this year, each time elevating the bar for biggest DVD and home video title in its history to new levels. "O" was a Top 5 DVD and home video release in February, LANTANA and THE WASH

were star performers in April, the sleeper hit STATE PROPERTY and Stephen King's ROSE RED climbed the charts in May and MONSTER'S BALL rewrote the Lions Gate record book with its June 11 launch.

The Company's first DVD release to surpass the coveted one million-unit mark, MONSTER'S BALL debuted at number two on the national DVD sales and rental charts and number three on the video charts on its way to generating more than \$25 million (U.S.) in revenue that will be reflected in the first half of Fiscal 2003.

Lions Gate Home Entertainment has assembled a strong product mix of in-house feature films, acquisitions, genre titles and specialized releases to build its industry prominence. It consistently placed two to three titles in the Top 30 during the past year, most recently dominating the marketplace with MONSTER'S BALL, Stephen King's ROSE RED and STATE PROPERTY. These titles, along with "O," THE WASH and LANTANA, have sold nearly five million units in the past year.

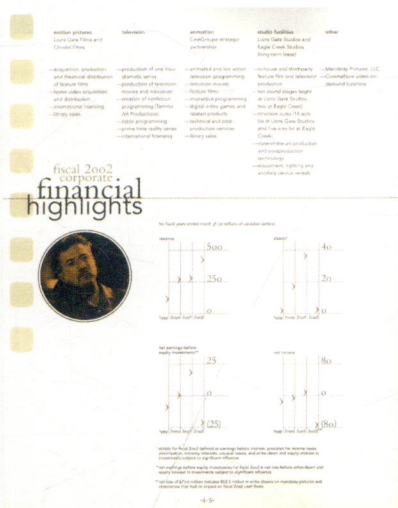


Anthony LaPaglia and Kerry Armstrong in LANTANA
Sandy Carter in STATE PROPERTY
Wesley Snipes in LIBERTY STANIS STILL
Mekhi Phifer and Julia Stiles in "O"

(10/11)



Wesley Snipes and
Sandy Carter in
STATE PROPERTY
Stephen King's ROSE RED



CinemaNow

"CinemaNow reflects Lions Gate's commitment to be a dominant independent producer and distributor of filmed entertainment content in all markets and media"

Pixel perfect

The cutting edge of filmed entertainment.

CinemaNow premiered the first major studio feature films on the Internet

CLASSIC PRINT LAYOUT Brochure

Design From World Class Companies

011

LION GATE ENTERTAINMENT

studio facilities

The hub of filmed entertainment production.

Ten state-of-the-art sound stages operating at 100% capacity

012

CLASSIC PRINT
LAYOUT Brochure
Design From World
Class Companies

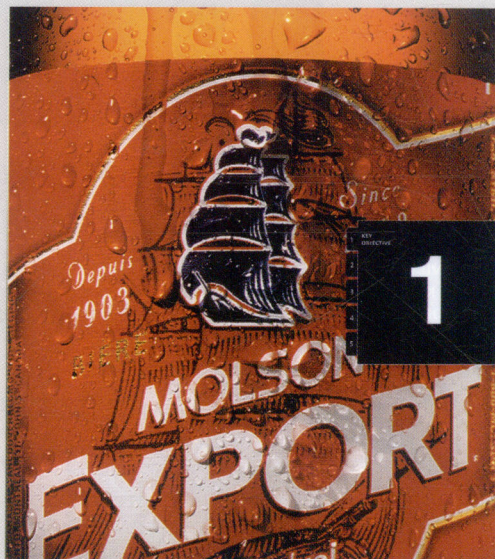
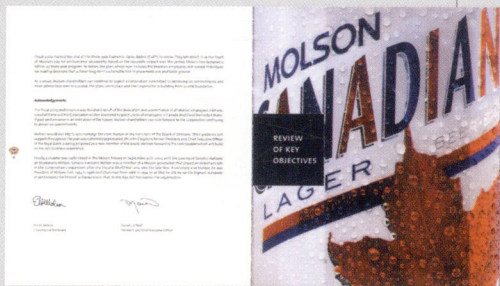
MOLSON

企业：加拿大莫尔森啤酒公司

行业：啤酒

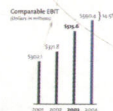
主题：源源不断地提供

尺寸：217mm × 254mm



Grow Operating Profit

Molson is committed to providing long-term shareholder value and delivered once again strong financial performance in fiscal 2003. Comparable EBIT growth of 39% exceeded the Corporation's long-term EBIT growth target of 14.5%. Double digit comparable EBIT growth has now been posted for 16 consecutive quarters.



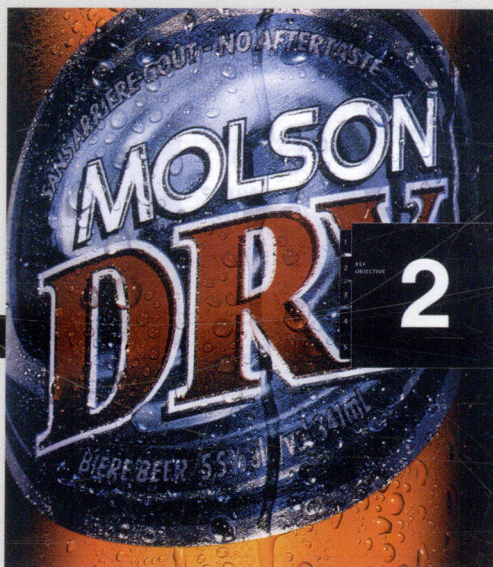
Cost Savings

Three years ago Molson announced an ambitious cost savings program in Canada called Project 100 designed to save \$100 million in costs over a three year period. One year into that project, sufficient cost savings had been identified to warrant increasing the target to \$150 million in cost savings. Fiscal 2003 brings Project 100 to a close. The program was a success, ultimately exceeding the target and delivering \$150 million in savings.

Over the three-year span of Project 100, capacity utilization savings reached \$33 million through the improved use of inventory assets and the modernization of equipment. Best-in-class practices and the strategic sourcing of materials led to procurement savings of \$46 million. Costs savings of \$30 million for distribution were achieved through capital investment, increased productivity and integration of the supply chain. Savings in organizational costs of \$18 million were realized through restructuring and information technology infrastructure upgrades. Marketing and sales cost savings totaled \$15 million.

Alignment of Shareholder and Employee Interests

Molson's Employee Share Ownership Program (ESOP) encourages employees at every level of the Corporation to think and act as shareholders. The percentage of Molson employees in Canada owning stock held steady at 60% this year and the total number of employees participating in the stock option plan rose to 196. The Corporation continues to require senior executives to maintain minimum shareholding requirements, a policy that contributes to their focus on value creation.



Grow Market Share

Molson continued to gain share with the core brand portfolio in Canada. The Corporation is highly committed to profitable market share growth of core brands in each country where it operates.



Canada

Molson is focused on building profitable market share for its core brands and, during fiscal 2003, the Corporation moved in that direction, while also enhancing the beer portfolio with several product innovations. The Molson core brand portfolio grew by 10 share points, while the total market share slipped from 45.1% to 44.4%.

Performance for Molson brands in Atlantic Canada was exceptional, with total market share growing 18 share points in the region. This momentum has been building over two years and comes from Molson engaging complete marketing control over its brands.

In Quebec, core brand share grew significantly up 3.3 points, while total share slipped slightly. The Molson Dry trademark gained ground based on new advertising and the launch of Smooth Dry and remains the #1 selling beer in the retail market (includes grocery and convenience stores). Molson Export share declined marginally, whereas the Black Label brand was successfully repositioned in Quebec at near premium pricing and produced a share gain exceeding 10 points.

In the Ontario/West region, the focus on building profitable share resulted in lower overall market share in fiscal 2003, in part as a result of Molson's decision to limit the use of expensive in-use promotions that drove volume, further affecting total market share was the fact that, in two major beer markets, Ontario and Alberta, Molson faced deep discount competitors and matching the competitor's price would have caused Molson to be at odds with the focus on profitable market share. The Molson Canadian trademark was particularly affected by both these decisions.

On the light beer front, Molson continues to lead the segment through a license agreement to manufacture, sell and distribute Coors Light, the country's top selling light beer. Molson introduced Coors Light in Quebec with the objective of capturing the #1 position in the segment.



Grow Volume

Molson volume fell slightly in Canada, grew marginally in the United States and increased substantially in Brazil.

Canada

New products in the value, light, super premium domestic and super premium import segments were launched and contributed to volume in fiscal 2003, although Molson's volume was off pace with overall industry growth.

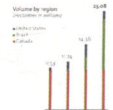
Molson strengthened its relationship with several key national on-premise customers and continued as preferred supplier to among others Casa Operaciones, Boston Pizza, The Keg and Prime Restaurants Group. As these customers expand, volume can be expected to increase.

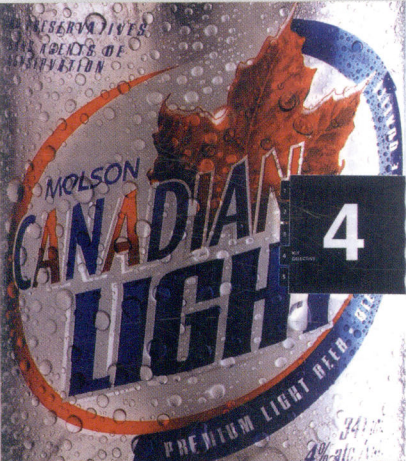
A similar relationship was built with H&M Hotel, one of the largest operators of airport food and beverage establishments in Canada, and across Canada's five largest airports: Vancouver, Calgary, Toronto, Montreal and Halifax. It offers an excellent showcase for Molson brands, especially through the "Molson Hall" established in Pearson International Airport in Toronto and "The Maritime Ale House" by Molson located in the Halifax International Airport.

A new can line in the Vancouver brewery, capable of operating at 1,600 cans per minute, has enabled Molson to better meet the market preferences and volume demands of Western Canada. The new bottling line in the Toronto brewery installed and tested in the latter part of the fiscal year, will dramatically enhance volume capabilities. Molson is also poised to meet future volume demands in Canada, through upgrades to brewing facilities in St. John's, Toronto and Edmonton.

Brazil

The completion of the Cer-venax Kaiser acquisition in 2002 added significant volume growth to Molson's Brazilian operations. Among the future growth of Kaiser is the pursuit of expanded distribution opportunities across the country through the Coca-Cola bottlers' network, which will contribute to volume growth.





Organizational Renewal

Molson values its human capital and the attraction, retention and development of key talent were major components of the organization renewal efforts in fiscal 2003.

Leadership Development and Succession Planning

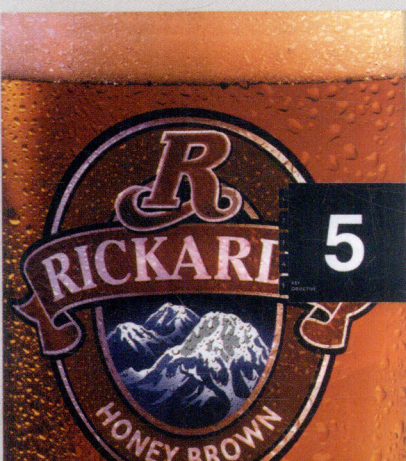
Succession planning emphasizes the preparation of succession planning and employee leadership development, allowing individuals to develop positions and allow to talent and implement personal development plans. The ultimate goal is to ensure long-term leaders in the present and future, in all areas and at all levels of the organization.

The Corporation also identified a series of top performers as candidates for accelerated development as leaders, including: identifying members of the national management team; developing coaching, skills development, personal development and leadership activities were targeted at these candidates and held during the fiscal year.

Optimal Work Environment

The Corporation's Optimal Work Environment philosophy that is designed to enhance the overall workplace environment, which was initiated in the brewery operations, allows people to play a determining role in enhancing their working conditions through the creation of autonomous problem-solving teams that can design and implement their own work environment.

The Optimal Work Environment philosophy was applied at the Montreal brewery where a semi-autonomous team was implemented as the key team. The team was formed by the responsibility of day-to-day operations and production management. As a result, the Montreal brewery experienced a significant increase in key performance indicators as well as customer satisfaction, maintenance and long-term costs. Beyond their work environment improvements, the team was proud and motivated by its ability to contribute. The program is being expanded across all breweries and will be rolled out in specific management areas.



Improve Quality

Molson's focus on quality improvement increased in fiscal 2002, with the completion of a Global Benchmarking Study. It continued in fiscal 2003 with a company-wide initiative called "Renaissance in Brewing". The overall changes have helped Molson operate in a much more integrated and consistent fashion across the brewing network.

Canada

During fiscal 2003, Molson continued its quality management program which targeted three key areas of the supply chain: the quality of incoming ingredients, "right the first time" manufacturing, and overall consumer and customer satisfaction. In fiscal 2003, significant progress was made in each of these areas.

The first improvement involved increased focus on upgrading the quality of raw materials used in making beer. Molson implemented a supplier quality program with the following key objectives and ongoing initiatives. The program defined requirements for the quality and consistency of these materials. During fiscal 2003, more suppliers will be included in the program.

Quality improvement activity "right the first time" in creating a Molson product. The Corporation focuses "right the first time" manufacturing is critical to producing high-quality products while managing costs. In fiscal 2003, operations teams made significant progress in achieving "right the first time" manufacturing. Molson beer quality has never been higher and production efficiency never been better.

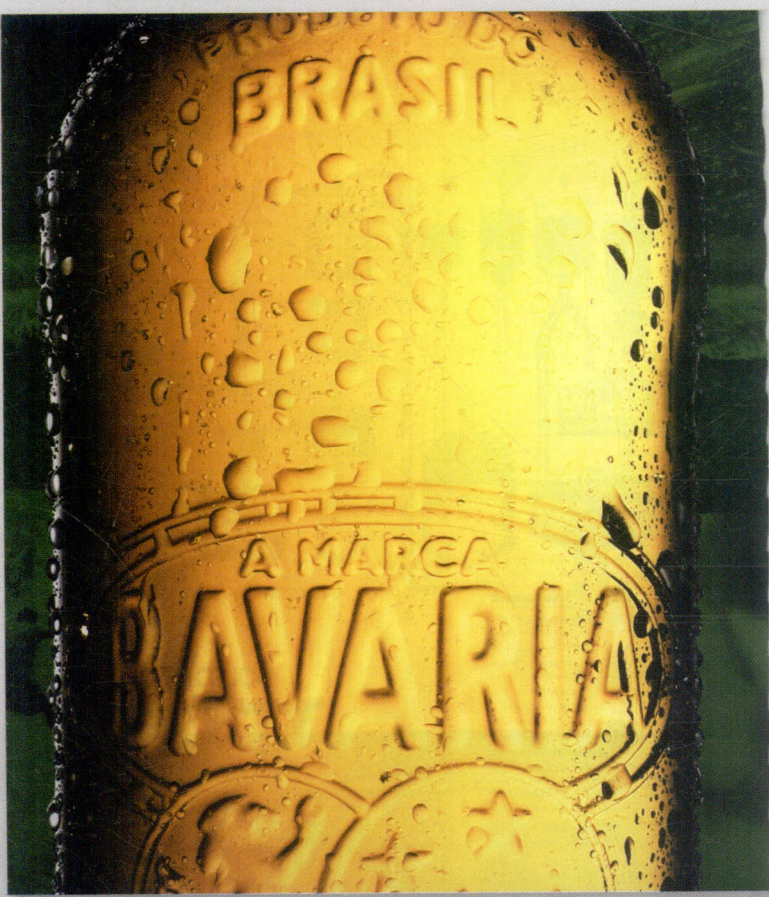
Consumer and customer satisfaction is the third key area. Molson's focus on the satisfaction of Field Quality Auditors. These auditors conduct quality assessments, ensuring the best consumer product quality at distribution centers and retail outlets. This data will drive an initiative targeted at improving techniques at the plant. In addition, Molson traded from suppliers to ensure that the quality of the product is maintained. During fiscal 2003, Molson was successful in continuing to improve its performance. At year-end, it had received less than six complaints for every million bottles of beer sold.



CLASSIC PRINT
LAYOUT Brochure
Design From World
Class Companies

013

MOLSON



Going Forward

Molson established clear goals and objectives for the future growth of the Corporation, in terms of profitability, market share, volume, organizational renewal and quality improvement. Significant progress has been made on several fronts, especially in fiscal 2003. There is still much work to do and many more opportunities to seize for Molson to realize the vision.

Canada

Molson remains committed to the stated goal of aligning the cost structure with those of best-in-class global brewers, as researched in the Global Brewing Benchmarking Study completed in 2002. Project 150 has been successfully completed. The next challenge is to generate an additional \$125 million in savings through Project 125 in fiscal years 2004 through to 2006. The Corporation is focused on continually driving costs out of the system and to improving the productivity of all facilities.

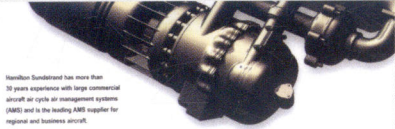
On the retail and distribution side, Molson is participating in the upgrade of The Beer Stores in Ontario, actively looking for ways to derive greater sales volume from the Liquor Control Board of Ontario (LCBO) store network and exploring the optimal distribution model to use in each Canadian province.

SAP enterprise resource planning (ERP) software and an upgraded computer network will be gradually rolled out across Molson operations. It is expected to vastly improve operations by providing financial insight and better data to enhance business decisions and logistics planning, as well as minimize potential operational disruptions.

Many of the planned improvements emerging from the Global Benchmarking Study will be completed in the next three years, including a series of line modernization projects that will bring world-class technology to Molson's operations. To that end, the Corporation is investing in various types of equipment, including better power distribution technology to reduce wear on equipment and extend the life of the systems now being installed. Another example is gaining



Complete Hamilton Sundstrand systems for aircraft - commercial, military and regional - ensure power components which translate into reduced weight and better range, capacity and reliability.



Hamilton Sundstrand has more than 30 years experience with large commercial aircraft air cycle air management systems (ACAMS) and is the leading APU supplier for regional and business aircraft.

(33.1 percent) in their class and can run on either gas or liquid fuels. A 30-megawatt SWIFT PAC is now available, and 25- and four-megawatt models will debut in 2002.

Carrier reached into the sea for inspiration to design a new refrigeration compressor that is both environmentally friendly and as strong as armor. Like the chambered nautilus shellfish, lightweight yet strong enough to withstand extreme pressure, the new scroll compressor has a curved and rugged inner configuration that increases durability and reliability to match the rigorous demands of container refrigeration. This patented design, incorporated into Carrier's EHCLine and StreamLine™ products, underwent the most extensive development and field testing in industry history. The result is the most environmentally friendly container refrigeration system available.

UTC Fuel Cells' technology advanced as well. The company built and shipped 75-kilowatt power plants to its development partners in the transit bus industry, Irisbus in Europe and Thor Industries in the United States. Buses powered by the fuel cell systems begin passenger service in 2002. UTC Fuel Cells and automotive partner Hyundai scored high marks in October with their fuel cell powered demonstration car. The Santa Fe sport utility vehicle scored the highest marks given by independent judges for energy efficiency and low noise during the Michelin Challenge. Six cars from competing manufacturers were judged. The Santa Fe runs on hydrogen, and the United Technologies Research Center currently is developing technology to increase mileage 150 percent by allowing the car to carry more fuel in the same size tank. HydroSource LLC, a 50-50 joint venture between UTC Fuel Cells and Shell, was established to develop and make systems that allow fuel cell powered vehicles, buildings and homes to run on hydrocarbon fuels.

UTC Fuel Cells also made substantial progress during 2001 in designing the next generation fuel cell system to replace the PC25. The company is working with selected suppliers to design and build major subsystems for the successor power plant, using PEM technology that is lighter, smaller and less costly to produce.



Hamilton Sundstrand
1. The Fuel Converter produces the steam reforming gas used in UTC's fuel cell system.
2. Fuel converter's compact and compact design.
3. Prototype engine in 2001 for Hamilton Sundstrand's first new gas turbine engine in many a decade. To use in the new EHCLine 1700 engine aircraft.

18 / UTC 2001



Sikorsky
1. Sikorsky's S-92 commercial and military helicopter is scheduled for certification in 2002, deliveries in 2003.
2. Sikorsky's SH-60 Seahawk was the first helicopter delivered to the U.S. Navy Coast Guard since the first of its modern organic components, which is a model for future environmentally friendly, advanced to the Navy.
3. An engine program for the U.S. Army's Sikorsky Black Hawk conversion began in November.
4. Sikorsky's S-76 helicopter was delivered from the wheels up to the customer's door.
5. Sikorsky's advanced software and new graphics cockpit display make flying easier and safer.

helped construct houses in many U.S. cities and, since 1994, internationally. Carrier employees have given nearly 7,000 volunteer hours since then to help construct 38 homes. Additionally, the company has contributed more than \$1 million to support the work and has donated heating and cooling systems for many of the new homes.

Otis employees rallied to help disabled tenants when an elevator at Washington House Apartments in New York was shut down for repairs in November. Otis volunteers carried 17 wheelchair-bound tenants up and down the two to six flights of stairs daily while technicians completed an eight-week repair job in less than three weeks.

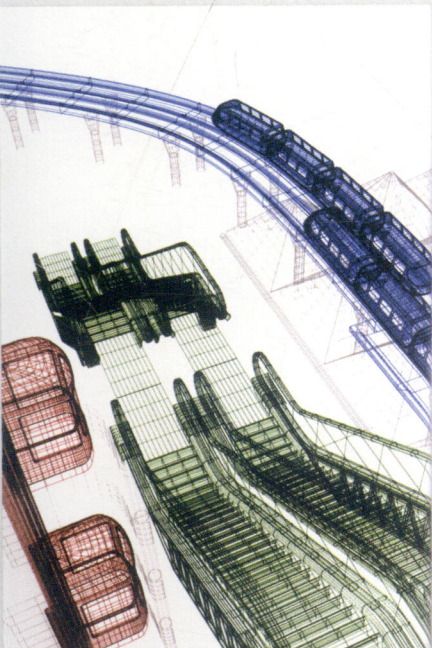
UTC employees gave nearly 100,000 hours of volunteer service at community activities including the Special Olympics Connecticut in June, sponsored by UTC for the 24th consecutive year. Nearly 1,200 Otis employees worldwide helped organize, chaperone or raise money for Special Olympics in more than 30 countries. In March, Otis employees from Australia, France, Germany, Italy, Mexico, Uruguay, the United Kingdom and the United States lent their support to the Special Olympics World Winter Games in Anchorage, Alaska. In December, UTC sponsored the 22nd annual United Technologies Symphony On Ice® holiday show and toy collection for children of low-income families. More than 16,200 toys were turned over to the Toys for Tots program, raising the total number collected to 266,200 since 1980.

Efforts to improve employee safety and the environment were equally successful. Recordable workplace injuries were reduced by 15 percent in 2001, and injuries involving days out of work declined by 30 percent. UTC achieved a 24 percent energy reduction in 2001 compared with the 1997 base year, reflecting increased efficiency and decreased greenhouse gas emissions per dollar of sales. UTC's ongoing efforts to produce environmentally clean products have won customer and industry recognition. Ford Motor Company selected UTC Fuel Cells to provide a PC25 to help power the Premier Automotive Group's North American headquarters in Irvine, California. The Ford building is only the third in California to receive the U.S. Green Building Council's certification for Leadership in Energy and Environmental



Sikorsky is upgrading Black Hawk is a program which could lead to the upgrading of 2,000 helicopters over the next decade. The first phase of a U.S. Army upgrade program is valued at \$220 million.

22 / UTC 2001



Otis is the world's largest manufacturer and service of elevators, escalators, and moving walkways and other horizontal transportation systems.



Pratt & Whitney beefed up its backlog in the aftermarket business, signing \$1.5 billion worth of long-term maintenance agreements with Japan Air System Co., Northwest Airlines, United Air Lines, TAM airlines of Brazil and Hainan Airlines of China. Pratt & Whitney Canada, a leader in the small-engine aftermarket, enhanced its Service Centre Network, spread over six continents, by acquiring the assets of California-based Turbotech Repairs Inc. in March and Allair Aeromex Corp. of Norwood, Massachusetts, in December. P&WC also expanded its overhaul capabilities by opening a heavy maintenance line at its St-Hubert, Quebec, Service Centre. The new line will reduce customers' operating costs, slash turnaround times by more than 50 percent and increase efficiency. A second fly-in facility will open in early 2002 at the Bridgeport, West Virginia, Service Centre.

Carrier's North American service revenues have risen 51 percent since 1997 to \$368 million in 2001. The company's Service USA program, launched in 1998 to provide highly dependable and uniform service for retailers, restaurants, movie theaters and other businesses with multiple locations, has increased in customer base tenfold to 8,500 sites served. In April, Carrier opened its Customer Solution Center in Charlotte, North Carolina, enlarging its U.S. service network to 82 company-owned offices.

Major new products achieved performance milestones in 2001 that clear the way for production in 2002 and 2003. The production configuration of Sikorsky's S-92 commercial and military helicopter, now equipped with advanced software and eye-grabbing cockpit displays that make flying easier and safer, took its maiden flight in October and is scheduled for certification in 2002 and deliveries in 2003. The Sikorsky MH-60R helicopter also made a successful maiden flight, in July, and delivery of the first several aircraft will be completed in 2002. The U.S. Navy plans to buy 243 MH-60Rs that will fly anti-submarine and other missions from ship decks. A third Sikorsky helicopter, the multi-mission MH-60S, entered the final development phase in late November. It is the first new helicopter in a decade designed for the U.S. Navy, which currently plans to buy 237.

19 / UTC 2001

CLASSIC PRINT
LAYOUT Brochure
Design From World
Class Companies

015

UNITED TECHNOLOGIES

016

CLASSIC PRINT
LAYOUT Brochure
Design From World
Class Companies

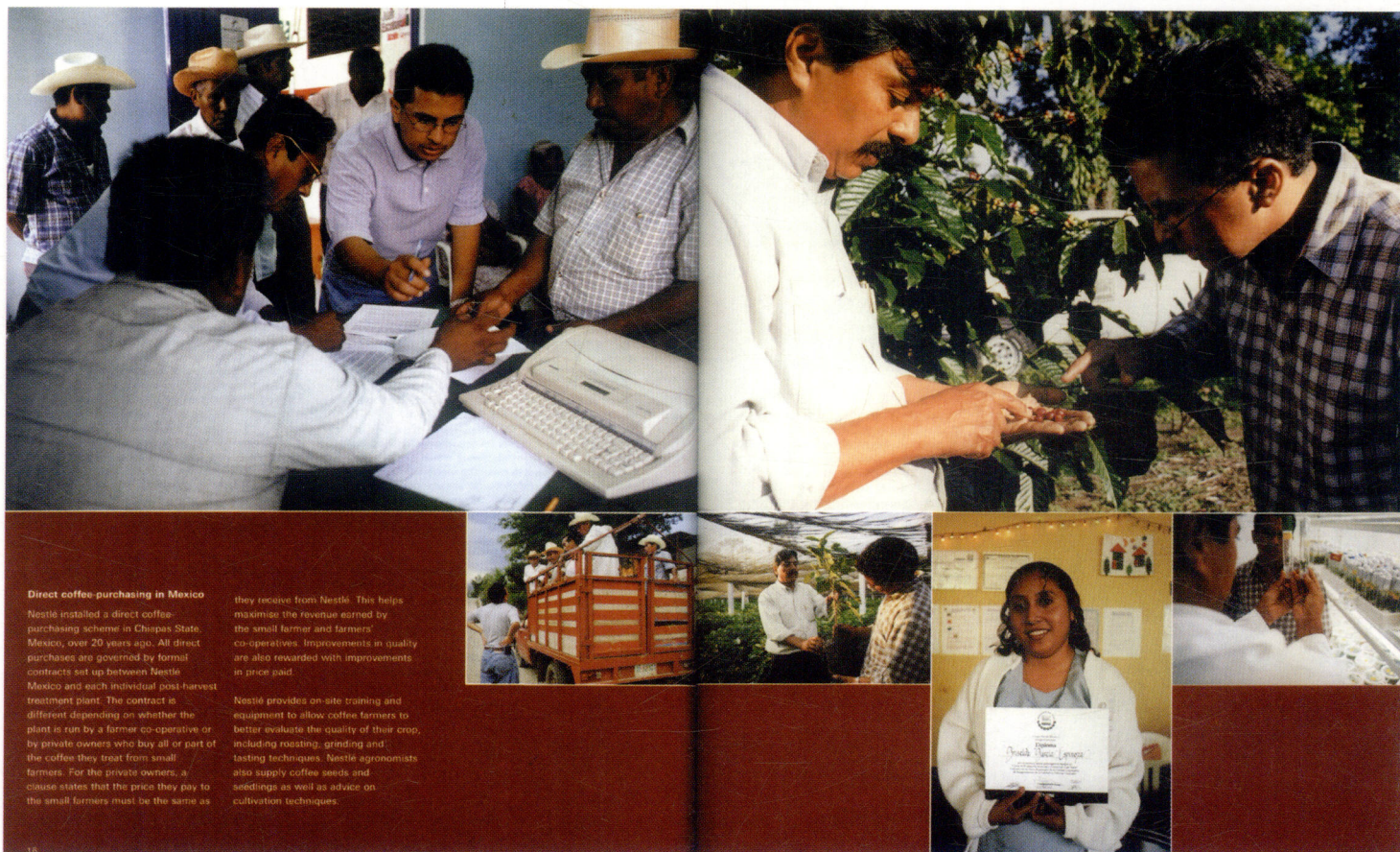
NESTLE

企业：雀巢公司

行业：食品、饮料

主题：“美味食物，美好人生”

尺寸：210mm × 259mm



Direct coffee-purchasing in Mexico

Nestle installed a direct coffee-purchasing scheme in Chiapas State, Mexico, over 20 years ago. All direct purchases are governed by formal contracts set up between Nestle Mexico and each individual post-harvest treatment plant. The contract is different depending on whether the plant is run by a farmer co-operative or by private owners who buy all or part of the coffee they treat from small farmers. For the private owners, a clause states that the price they pay to the small farmers must be the same as

they receive from Nestle. This helps maximise the revenue earned by the small farmer and farmers' co-operatives. Improvements in quality are also rewarded with improvements in price paid.

Nestle provides on-site training and equipment to allow coffee farmers to better evaluate the quality of their crop, including roasting, grinding and testing techniques. Nestle agronomists also supply coffee seeds and seedlings as well as advice on cultivation techniques.