



smiles

annual report 2009



We are in the business of making people smile.

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Smiles market



- ☹️ We are facing a challenging environment; the overall market for smiles has dropped significantly due to the consequences of the financial crisis.

Despite the worst business climate for over 70 years we are happy to report that we have delivered a consistently high volume of smiles again this year. Our belief is that the forecast of underlying demand for smiles remains strong.

Smiles projection target

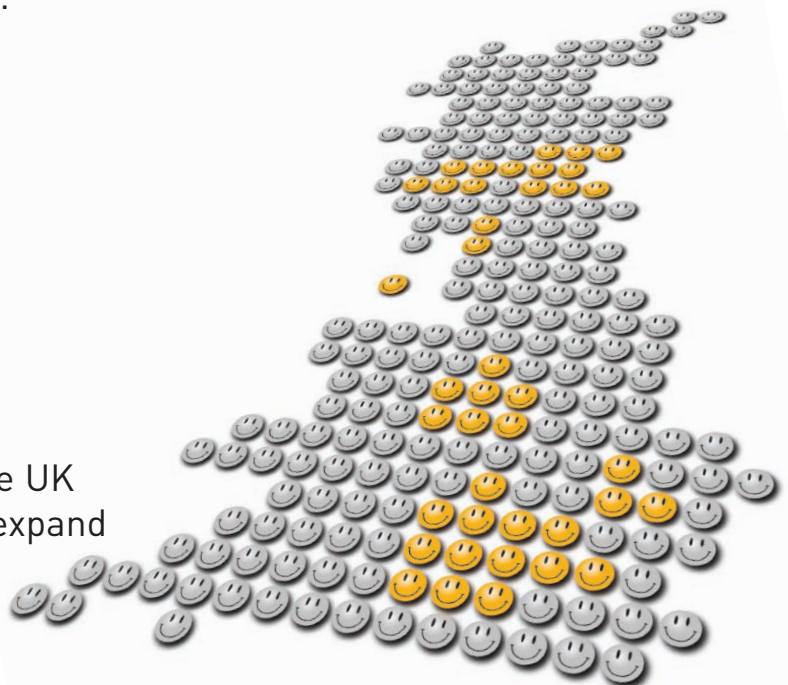


2009



2010

We operate throughout the UK and feel there is room to expand our network of smiles.



Smiles by location

- Hounslow
- Carlisle
- Moodiesburn
- Crawley
- Sutton
- Birmingham
- Edinburgh
- Isle of Man
- Uxbridge
- London
- Bury St Edmunds

- Current marketplace
- Potential marketplace

Chairman's statement

“ ”

Making people smile
is a serious business. Peter McGrail





☺ In this, my 26th year as Chairman I have been saddened by the turn of events that has led to the growth rate in the wearing of frowns.

The demand for frowns has been boosted substantially by the current economic downturn and the wearing of them has become very common to the direct detriment of the **market for smiles**.

The fact that our business has seen more smiles worn is very encouraging and is proof that the market is still full of potential. Indeed every time we see a frown being worn, we look upon it as an opportunity to sell a smile.

Our aim is to create more smiles and to do so we have decided to embark upon a marketing campaign to spread the word that even in these incredibly bleak times for many, you can have good reason to obtain and wear a smile.

Our Product Development Team has been working very hard at finding more ways to get smiles out there in the market, making it an even more affordable product and one that our customers are very happy to wear. Our deep understanding of how smiles can be formed and why, has led us to believe that we are better positioned than our competitors to make people wear smiles.

Outlook

It is hard to find a news bulletin that does not include a gloomy forecast, unless of course you are a supplier of frowns. However, we are confident that our campaign of promoting smiles will prevail and the smiles we generate every day will lead to a fundamental shift in fashion; causing frowns to be less common and smiles to make a recovery in the marketplace.

People

I would like to thank the Team here who have been instrumental in making smiles that are worn by our customers with great pride. Their dedication and expertise is second to none as reflected in the favourable comments received from our customers.

Peter McGrail

Chairman
'Smiles'

What makes people smile?



So.

**How can we
make you
smile...**

...great annual report design, that's how!

Key smile indicators

Indicator:

Performance:

Fulfilling creative objectives

unrivalled

Conveying target message

outstanding

Working within budget

always

Schedule compliance

absolute

Proofing accuracy

exceptional

Business review



Our **objectives** are clear; make smiles through great annual report design and by providing a service that makes it both hassle free and economic. Our **strategy** is to create fantastic annual reports that delight clients and promote the growth of smiles.

Target markets

We continue to target the potential for smiles in the corporate communications market, specifically annual report design where we see an underlying demand for more smiles as this has paid dividends for us in the past.

Sales and investment

We make smiles affordable and this stimulates demand for our products and services. In order to remain in a position to make smiles, we will continue to invest in the very latest technologies and in our people. We only want to be the best purveyor of them and our intense investment programme is geared to achieve this.

Principal risks and uncertainties

The main risk we see is that the smiles market will not recover as quickly as it might due to the prevalence of frowns which could also come to be worn out of habit. Having identified this risk we believe that our communications strategy will counter it effectively.

Market potential for smiles

With so many frowns being worn, the market potential is vast; offering substantial opportunity to any business that can change these into smiles. We believe our ambition of being the principal supplier of smiles in the annual report market to be within our capabilities and expect the next 12 months and beyond to be one of still further achievement...

...but don't just take our word for it...



Business review (continued)

Sparkling smiles

Signet Jewelers plc

“The team continue to refresh and enliven our shareholder documents, being equally happy presenting their own ideas, supporting ours and making them work together.

And when all is said and done and the invoice arrives, it is never a surprise as any additional work has always been agreed and communicated upfront”

Adam Kay, Investor Relations Manager,
Signet Jewelers plc





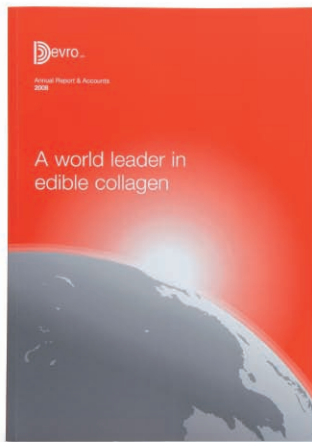
Sizzling smiles

Devro plc

“We began working with corporateprmo on our 2007 report and have been extremely impressed with the service they have provided since then.

As well as improving the design of the report and providing first rate project management, they were also able to reduce our costs by well over 30%.”

Bill Dick, Group Chief Accountant
Devro plc



Business review (continued)

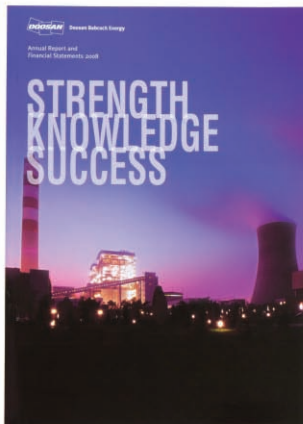
Powerful smiles

Doosan Babcock Energy Limited

☺ “We have been working with corporatepm for a number of years on projects large and small.

They are highly reliable and dependable and don't present you with a huge bill of extras at the end of a project like many agencies do. Highly recommended!”

Matt Tapsell, Corporate Communications Manager,
Doosan Babcock Energy Limited





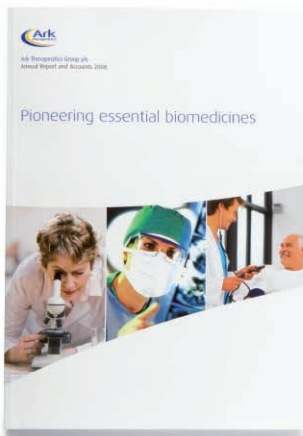
Healthy smiles

Ark Therapeutics Group plc

☺ “We have worked with the excellent team at corporatepm on our annual and interim reports for over three years and have always been delighted with the end results.

The greatest plus for us is that the job always comes in on estimate.”

Sue Steven, Assistant Company Secretary,
Ark Therapeutics Group plc



Business review (continued)

Delivering smiles

Johnston Press plc

“Another superb performance from corporatepm.

As well as managing the project efficiently and attentively, they bring a fresh creative approach year on year.”

Richard Cooper, Company Secretary,
Johnston Press plc





Wholesome smiles

Carr's Milling Industries PLC

☺ “We have a longstanding relationship with corporatepm which is due to their ability to always provide excellent service.”

Every year their creative ideas consistently reflect our company's changing business needs. Having set our budget for our annual report, they always manage to produce excellent reports, on time, within the budget and to the expected high standard, required.”

Ron Wood, Finance Director,
Carr's Milling Industries PLC



Business review (continued)

Instant smiles

NEOVIA Financial Plc

☺ “NEOVIA has used corporateprism for its last two annual reports.

Their creative approach to design, commitment to achieving a quality product (within budget), and dedication to the end result even with constantly changing deadlines impressed us and we would recommend them.”

Andrew Gilchrist, Vice President, Corporate Development & Communications, NEOVIA Financial Plc





Wholesale smiles

Headlam Group plc

☺ “Reliable, supportive, responsive, imaginative, and courteous, they always meet our expectations at or within the budgeted price.

It is the service corporateprms provide that has enabled our partnership to develop and prosper over the last ten years.”

Steve Wilson, Group Finance Director,
Headlam Group plc



Smilers



Peter



Andrew



Tracy



Ken



Aimee



Jamie



Alison



Ryan



Iain

We'd like to make you smile as well.

For a great annual report, delivered
on time and produced very cost effectively
please contact Aimée Coyle on 0845 226 2829

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