



NETBANK CLICKED WITH SHAREHOLDERS.

Annual report made sense of recent acquisition strategy.

**CHALLENGE** » NetBank, the world's largest Internet bank, wanted to convince shareholders that recent, seemingly random acquisitions were strategic moves to build a bigger, better NetBank.

**SOLUTION** » Soloflight produced an annual report that communicated NetBank's overall strategy to its shareholders. Using the thematic approach "When It Clicks," we alluded to NetBank's technology background and the philosophy behind the execution of its new direction, making a complicated company structure more readily understandable.

**RESULTS** » The annual report, distributed to both shareholders and analysts, succeeded at building confidence in NetBank's strategy.