

## DESIGN AND TEXT EXAMPLE

The following four pages are pulled from a document that outlines many of the improvements in organization, language, and design that Firehouse made in the course of simplifying the shareholder reports for SchwabFunds.

## SchwabFunds ${ }^{\circ}$ Shareholder Report Redesign Highlights

## Intro/TOC



Market Overview



## Front Cover

Covers are built on SchwabFunds design standards and use the same colors and photos as other materials for each fund.

Before



## Table of Contents

Includes a summary of factors that affected performance and shows how the report is organized, with all fund-specific information in one section (rather than in five sections throughout the report) and general financial notes that apply to all funds in the back.


## Market Overview

The Market Overview is divided top and bottom, with a "text track" and a "data track." Each chart includes educational language about its traditional significance to investors. The text section focuses on presenting overall concepts and analysis.

Before


After



## Performance

Fund performance is shown graphically, including tracking differential (for index funds) and after-tax performance (for equity index funds). Wherever possible, each fund's performance is shown next to one or more indices as well as a peer group.

| Before |  |  |  |
| :---: | :---: | :---: | :---: |
| Schwab S\&P 500 Fund-Investor Shares and e.Shares" Fund Performance |  |  |  |
|  |  |  |  |
|  | - |  |  |
| Average Annual Total Returns for the Periods Ended 4/30/00 |  |  |  |
|  | Sur Nath | Orather | Shrikquin (31\% |
| Schwab S\&P 500 Fund-Investor Shares? | 7.05\% | 9.75\% | 23.47\% |
| Schwab S\&P 500 Fund-e.Shares ${ }^{\text {a }}$ | 7.03\% | 9.83\% | 23.59\% |
| SSP 500* hdex | 7.19\% | 10.13\% | 24.05\% |
| Indea Trading Diflerentia-hivestorStures | 10.10) \% | 10.38\% | 10.58) |
| Indee Trading Dillurentid-e.Stares | (0.10)\% | 10.30\% | 10.46\% |


|  | Arind Theded yonoo |  |  |
| :---: | :---: | :---: | :---: |
|  | Prater | Atoriner | *loew Trun |
| Scinab SSP 500Fund-hestor Shases' | 23.20\% | 2276\% | (1.90)\% |
| Average lage-Capfuret | 22.04\% | 19.45\% | (11.73)\% |
|  |  |  |  |
|  <br>  <br>  partime |  |  |  |
|  |  |  |  |
|  <br>  |  |  |  |

## After

Performance: Investor Shares



The atter-tax figures above reflect several assumptions:
federal income tax was deducted from distributions before reinvestmen the tax rates used were the highest in effect a t the time the distribution
was made-currenty $39.6 \%$ on dividends and short-term capital gains and $20.0 \%$ on long-term capita gains no allowance was made capia gans
any shareholder activities (such as selling fund shares)
any shareholder activites (such as selling fund shares)
Your own tax rates may be different. Keep in mind that a
aren't a factor for shares held in tax-deefered accounts such as an IRA
or $401(\mathrm{k})$.

## Fund Facts

The new reports use graphics for information that can be communicated more effectively that way, and generally avoid repeating this information in the text.


Financials


## FinancialsNow Simplified

Formerly called the "Schedule of Investments," this table has a new Plain-English name as well as introductory copy for first-time readers.

A key to symbols is provided at the beginning of each fund's holdings. Formerly, the key was up to 70 pages after the symbols were first used.

Subtotals by investment type are gathered together and graphed.


Each fund's financials are now part of the fund module. Financials are grouped together and indicated by a page-top color band.

Math signs show the relationships among numbers in the tables.


All information in securities descriptions is labeled, using Plain English terms where possible (such as "face value" rather than "par value").

Instead of showing holdings as a percentage of net assets, then converting to percentage of investments, the new reports show all holdings directly as a percentage of investments.

Top ten holdings are called out here as well as being listed earlier in the report.

Fund-specific information that used to be included in the Notes to Financial Statements now appears in "sidenotes" that tie directly to their source with pointer lines.

Tax data is collected in a table within the fund module rather than being presented as running text in several different places in the Notes.


How to Read


## New Section: "How to Read"

A nine- to ten-page section at the end of each report walks investors through the financials, explaining basic accounting and fund management concepts. The section also has an extensive glossary. The content of this section is tailored to the asset class represented in each report.


## Examples of "Plain English"

## Before

Accumulated net realized gain on investments sold, futures contracts and foreign currency transactions
After
Net realized capital gains

Before
Variation margin
After
Most recent daily change in value of futures

## Before

Both classes represent interest in the same portfolio of investments and are substantially the same in all respects, except that the classes are subject to different shareholder services fees (see Note 3) and investment minimums.

After
Shares of each class represent interests in the same portfolio, but each class has its own costs and investment minimums.

