



Prospectus Simplification & Plain Language Seminar

Reader-Friendly Writing

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Outline

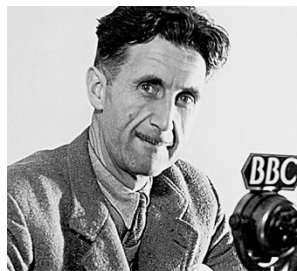
Some thoughts on plain writing

Examples

Re-drafting exercise

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Some thoughts on Plain Writing



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Lord Denning, OM (1899 - 1999)



A fearless champion of the rights of the common man...

“Readers of his judgments can see quickly and clearly the controversial points of a case, and the reasons which led him to his decisions.



“Denning's style, whether in his judgments or in his books, was always simple, clear, vigorous and direct. He used short sentences in which adjectives, sometimes even verbs, were at a premium...His word came to carry an authority difficult to sweep aside.”

<http://www.telegraph.co.uk/news/obituaries/law-obituaries/7315416/Lord-Denning-OM.html>

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Warren Buffet



“Perhaps the most common problem, however, is that a well-intentioned and informed writer simply fails to get the message across to an intelligent, interested reader. In that case, stilted jargon and complex constructions are usually the villains.”

Warren Buffet, Preface to SEC Plain Writing Guide



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“One unoriginal but useful tip...”



“Write with a specific person in mind. When writing Berkshire Hathaway’s annual report, I pretend that I’m talking to my sisters. I have no trouble picturing them.

My goal is simply to give them the information I would wish them to supply me if our positions were reversed. To succeed, I don’t need to be Shakespeare; I must, though, have a sincere desire to inform.

No siblings to write to? Borrow mine: Just begin with “Dear Doris and Bertie.”

Warren Buffet, Preface to SEC Plain Writing Guide

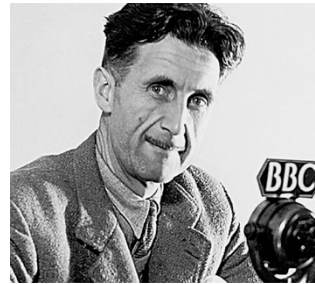


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George Orwell



“Never use a long word where a short one will do.
If it is possible to cut a word, do so.
Never use the passive where you can use the active.
Never use a technical word, or jargon if you can
think of an everyday equivalent.”



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Cases & Examples

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A reminder in the post...



Please be reminded that you should report the termination of employee(s) (if any) and make the necessary mandatory contribution payment in full for the relevant employee(s) on or before the 10th day after the last day of the calendar month in which the employee(s) ceases employment, regardless of the contribution frequency in order to fulfill the legislative requirement.

A reminder in the post... (Rewritten)



To fulfill your legal obligation, when an employee leaves your company's employment, you must notify us and pay any outstanding mandatory contribution by the 10th of the month following their last working date.



My Life Insurance Policy is Killing Me...

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Life Insurance Policy - Example 1

Whenever the Company cancels existing Units in an Investment Fund, an amount equal to the number of Units so cancelled multiplied by the Basic Bid Price of the existing Units will be withdrawn from the Investment Fund.

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Life Insurance Policy - Example 1 (Rewritten)



Whenever we cancel Units in a Fund, we will withdraw from the Fund an amount equal to the number of Units multiplied by their Basic Bid Price.

Life Insurance Policy - Example 2



In respect of each Investment Contribution Units of each Investment Fund, selected as herein provided and notified to the company in writing, are allocated to the Policy on the Allocation Date which is the later of:

1. The date of the Valuation of a particular Fund on or immediately following the due date of such Contribution, and
2. The date of the valuation of the particular Fund on or immediately following the date on which such contribution is deemed by the Company at its absolute discretion to have been paid.

Life Insurance Policy - Example 2 (Rewritten)



We will allocate Investment Contributions Units to your Policy on the Fund Valuation Date on or immediately after we receive your contribution.

Life Insurance Policy - Example 3



The Amount Invested in respect of a particular Fund on an Allocation Date is the relevant proportion of the Investment Contribution selected by the Assured in respect of that Fund and notified to the Company in writing.

Life Insurance Policy - Example 3 (Rewritten)



We will allocate your Investment Contribution to your chosen funds according to your written instructions.

Life Insurance Policy - Example 4



The number of Units allocated in respect of that Fund is the Amount Invested divided by the Offer Price of the Units of that Fund calculated on the Valuation or immediately preceding the Allocation Date, the result being rounded to the nearer $1/1000^{\text{th}}$ of a Unit.

Life Insurance Policy - Example 4 (Rewritten)



The number of units allocated to any fund is the Amount Invested divided by the fund's Unit Offer Price, rounded to the nearest 1/1000th of a Unit.

Now, this is much more reader-friendly...



Whenever we cancel Units in a Fund, we will withdraw an amount equal to the number of Units multiplied by their Basic Bid Price from the Fund .

We will allocate Investment Contributions Units to the different Funds in your Policy on the Fund Valuation Date on or immediately after we receive your contribution according to your written instructions.

The number of Units allocated to any Fund is the Amount Invested divided by the Fund's Unit Offer Price, rounded to the nearest 1/1000th of a Unit.



Some Examples

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Original (1)



IMPORTANT NOTICE TO PROSPECTIVE INVESTORS

This prospectus may not be used for the purpose of, and does not constitute, an offer or invitation in any other jurisdiction or in any other circumstances. No action has been taken to permit a public offering of the Offer Shares in any jurisdiction other than Hong Kong and no action has been taken to permit the distribution of this prospectus in any jurisdiction other than Hong Kong. The distribution of this prospectus for purposes of a public offering and the offering and sale of the Offer Shares in other jurisdictions are subject to restrictions and may not be made except as permitted under the applicable securities laws of such jurisdictions pursuant to registration with or authorisation by the relevant securities regulatory authorities or an exemption therefrom.

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Rewritten (1)



IMPORTANT NOTICE TO INVESTORS

This prospectus is authorized for use in Hong Kong only, and may not be used in other jurisdictions without the approval of or exemption from the local securities regulatory authorities. We have not offered the Offer Shares publically, or permitted the distribution of this prospectus in any other jurisdiction.

Original (2)



You should rely only on the information contained in this prospectus and the Application Forms to make your investment decision. The Hong Kong Public Offering is made solely on the basis of the information contained and the representations made in this prospectus.

Rewritten (2)



The Hong Kong Public Offering is made solely on the information and representations in this prospectus. Please base your investment decision on this prospectus only.

Original (3)



We have not authorised anyone to provide you with information different from that contained in this prospectus. Any information or representation not contained nor made in this prospectus and the Application Forms must not be relied on by you as having been authorised by our Company, the Sole Global Coordinator, the Joint Bookrunners, the Sole Sponsor, the Joint Lead Managers, the Co-lead Manager, any of the Underwriters, any of their respective directors, officers, employees, agents or representatives of any of them or any other parties involved in the Global Offering.

Rewritten (3)



We have not authorised anyone to provide you with information other than that contained in this prospectus. Please do not rely on any information or representation not contained in this prospectus and the Application Forms for your investment decision.

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Putting it Together



This prospectus is authorized for use in Hong Kong only, and may not be used in other jurisdictions without the approval of or exemption from the local securities regulatory authorities. We have not offered the Offer Shares publically, or permitted the distribution of this prospectus in any other jurisdiction.

The Hong Kong Public Offering is made solely on the information and representations in this prospectus. Please base your investment decision on this prospectus only.

We have not authorised anyone to provide you information other than that contained in this prospectus. Please do not rely on any information or representation not contained in this prospectus and the Application Forms for your investment decision.

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Putting it Together - Rewritten



This prospectus is authorized for use in Hong Kong only, and may not be used in other jurisdictions without the approval of or exemption from the local securities regulatory authorities. We have not offered the Offer Shares publicly, or permitted the distribution of this prospectus in any other jurisdiction.

The Hong Kong Public Offering is made solely on the information and representations in this prospectus. We have not authorised anyone to provide you with information other than that contained in this prospectus. Please do not rely on any information or representation not contained in this prospectus and the Application Forms for your investment decision.

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Over to You!

Some examples for you to try...

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Reader-friendly Writing: Examples for Discussion

1. Refund cheques will be issued in respect of wholly or partially unsuccessful applications pursuant to the Hong Kong Public Offer.
2. Uncollected share certificates and refund cheques will be despatched by ordinary post at the applicants' own risk to the addresses specified in the relevant Application Forms.
3. Inaccurate completion of an applicant's Hong Kong identity card number or passport number may lead to delay in encashment of or may invalidate the refund cheque.
4. As a result, the Company does not expect to be in a position to declare dividends in respect of any year at least through 20XX.
5. We commenced trial production at the ABC factory in January 20XX.
6. The trading board lot size of the Shares at and after listing of the Shares must be no less than the number of Shares that make up a minimum board lot trading value of HK\$200,000 based on the Offer Price, or such other number of Shares as the SFC may from time to time specify by notice in writing to the Hong Kong Stock Exchange and the Company in response to any proposed corporate action in connection with the share capital of the Company which will or is reasonably likely to materially reduce the value of a board lot of Shares in the company.
7. The Price Determination Date, being the date on which the Offer Price is to be determined, is expected to be on or about Friday, 22 November 20XX and, in any event, not later than Monday, 25 November 20XX. If, for any reason, the Offer Price is not agreed between the Joint Global Coordinators (on behalf of the Underwriters) and the Company by Monday, 25 November 20XX, the Global Offering will not proceed and will lapse, unless otherwise agreed by the Company and the Joint Global Coordinators
8. Pages 126 to 128 of this prospectus outline the reasons why the Directors believe that the Company will comply with the target cumulative repayment amounts and other terms and conditions of the debt restructuring agreements and, based on the assumptions therein, the Directors believe that the Company should generate sufficient cash to exceed the minimum target cumulative repayment amounts, reducing debt levels during the override period in excess of the minimum closing debt balance.
9. Any of the aforementioned events may disrupt our existing business, require a significant amount of resources, divert management's attention or increase our expenses, any of which may materially and adversely affect our business growth prospects.
10. This prospectus contains certain forward-looking statements and information relating to us and the subsidiaries comprising our Company that are based on the beliefs of our management as well as assumptions made by and information currently available to our management.