

# 2010 Annual Report

PAN AMERICAN SILVER CORP.



▶ As the world's second-largest primary silver producer, Pan American Silver boasts 15 consecutive years of productive growth.

With operations in Central and South America they have won awards for their commitment to the safety of operations and the sustainable development of the communities they operate in. Sharing their message of continued commitment, and focus, to sustainability and community Pan American Silver looked to Red Rocket to create the theme and final report for 2010.



An elegant solution was developed to communicate the company's position as a mature and genuinely caring operator. The theme '15 Years of Harvesting Silver' is expressed throughout the document with compelling imagery and strong story telling. Conveying the history and growth of Pan American Silver, the report shares with shareholders and investors the confidence of a well-founded and experienced mining company.

A visually fresh, clean layout provides easy access to engaging messaging, and supporting facts and figures. Using a striking green colour treatment to highlight key communications for 2010 the report takes a fresh approach to previous years. Original photography of locations, team members, and local communities visualizes performance against strategy.