

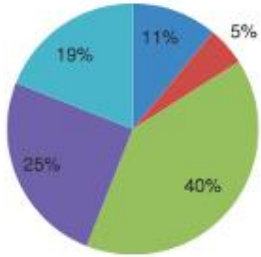
Set 1

Original

Survey results: summer learning program on science

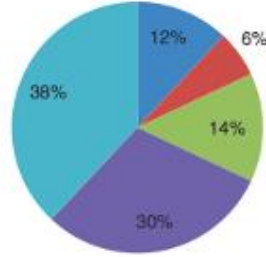
PRE: How do you feel about doing science?

■ Bored ■ Not great ■ OK ■ Kind of interested ■ Excited



POST: How do you feel about doing science?

■ Bored ■ Not great ■ OK ■ Kind of interested ■ Excited

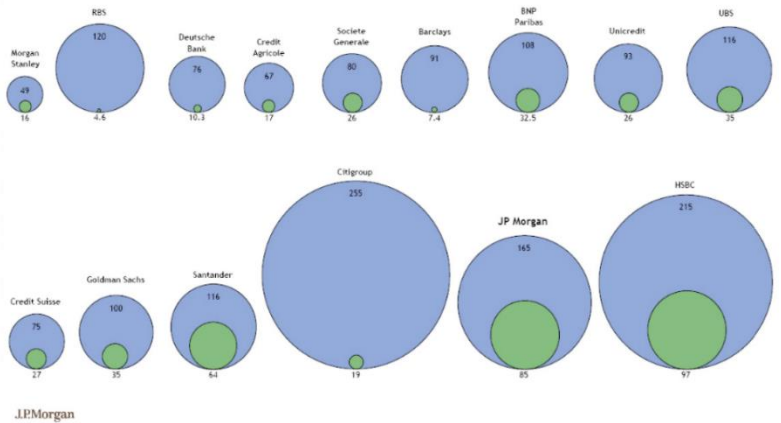


Set 2

Original

Banks: Market Cap

● Market Value as of January 20th 2009, \$Bn
● Market Value as of Q2 2007, \$Bn



While JPMorgan considers this information to be reliable, we cannot guarantee its accuracy or completeness.

Source: Bloomberg, Jan 20th 2009

Redesign

The training leads more students to view science positively

By driving them away from OK, an indifferent view



Redesign

The 2008 Recession shaved banks' value—but with differences

Some nearly lost it all (RBS -96%), others fared better, losing less than half their value (Santander -45%)

