

**SALMAT**

**ANNUAL GENERAL MEETING**  
**14 November 2007**

10.00am 14 November 2007  
The Lyceum  
The Wesley Centre

**We are the Leader in Customer Communications in Australia**



# 2007 Results Summary

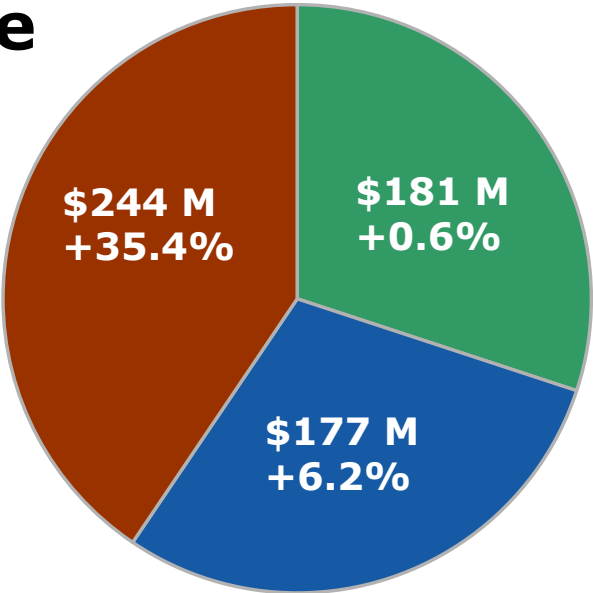
	<b>Before Significant Items</b>	<b>After Significant Items</b>
<b>Sales</b>	14%	
<b>PAT</b>	1%	69%
<b>EPS</b>	1%	68%
<b>Dividend</b>	9%	Plus a special dividend of 10 cents per share

# Strong Sales Growth (up 14%)



**SalesForce**

**Targeted Media**



**BPO**

# Targeted Media

## Key Results

- Sales up 0.6% to \$181.1 million
- EBITA down 24.4% to \$29.1 million
- Delivered 4.4 billion items, up 2.1%
- EBITA margin down to 16.1%

## Initiatives/Improvements

- Total accountability model enhanced
- New products – Dialect Interactive
- Proposed JV with New Zealand Post

## Key Points

- Replaced lost volumes from major customer
- Competitive market environment
- Continued non-traditional customer strategy

**L**AS\$ÖÖ  
**.com.au**  
The power of pre-shop

# SalesForce

## Key Results

- Sales up 35.4% to \$243.6 million
- EBITA \$16.9 million, up 101.2%
- Seats increased to 3,878 at 80% utilisation
- Call Centre EBITA margin up to 7.1%

## Initiatives/Improvements

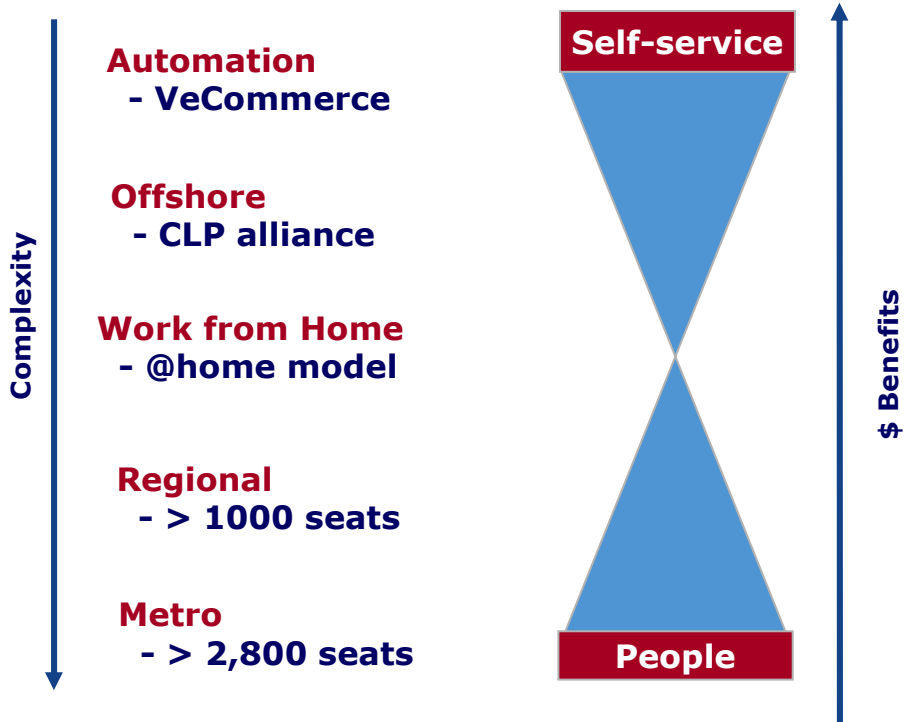
- Acquisition of VeCommerce
- Delivering product diversity
- @Home model operational

## Key Points

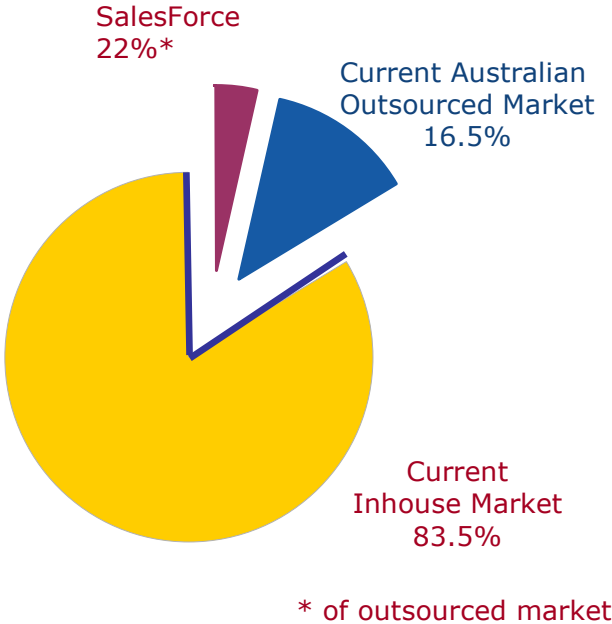
- Continued high utilisation – new seats required
- Manage significant growth

# SalesForce – growth drivers

## Product Offering



## Market expansion



Source: IDC

# Business Process Outsourcing

## Key Results

- Sales up 6.2% to \$177.2 million
- EBITA up 9.0% to \$8.5 million
- Asian profitability

## Initiatives/Improvements

- Ongoing cost control and productivity improvements
- Asia turnaround
- "E-Solutions"
- WA and SA POD acquisitions

## Key Points

- Stability in pricing
- Realising benefit of investment in sites, systems and equipment

# Outlook FY08



## First Half

Revenue up	10% - 12%
NPAT* lower	10% - 15%

## Full Year

EBITA\* above prior year

\* On a like for like basis (excludes contribution from HPA, significant items)

# Proxy Validity

Valid Proxy Total	119,996,300
Invalid Proxy Total	0

**Item 1**

**SALMAT**

## Annual Financial Report

Questions?

# Remuneration Report

- Best practice policies
- Consult independent expert
- Benchmark against other companies of similar size
- Appropriate mix of base salary, short term at risk component, long term incentives
- No options guaranteed
- No increase in non-executive directors fees

## Item 2 - Proxies Held

For	100,983,792
Against	2,492,365
Abstain	2,809,823

## Item 2

SALMAT

# Remuneration Report

## Non-binding Motion

That the Remuneration Report for the year ended  
30 June 2007 be adopted

## Item 3 - Proxies Held

SALMAT

For	106,245,862
Against	31,066
Abstain	9,052

## Item 3

SALMAT

### Re-election of Richard Lee

#### Resolution

That Richard Lee be re-elected as a director of the  
Company

## Item 4 - Proxies Held

For	106,216,465
Against	30,586
Abstain	38,929

## Item 4

### Financial Assistance

#### Resolution

That, for the purposes of section 260B(2) of the Corporations Act 2001 (Cwth), approval is given for the Financial Assistance to be provided, from time to time, by the following subsidiaries of the Company:

- (a) Hermes Precisa Pty Limited ACN 002 816 766 in its personal capacity, its capacity as trustee of the HPA Unit Trust or any other capacity; and
- (b) The Target or any other presently existing subsidiary of the Target, if required in the future,

as described in the Notice of Meeting

**Thank You**

Please join us outside for morning tea

**SALMAT**

**The Force in One-to-One Communicaton**

# SALMAT

Company announcements and presentations can contain forward-looking statements. Words such as “believe”, “anticipate”, “plan”, “expect”, “intend”, “target”, “estimate”, “project”, “predict”, “forecast”, “guideline”, “should”, “aim” and similar expressions are intended to identify forward-looking statements but are not the exclusive means of identifying such statements.

Forward-looking statements involve inherent risks and uncertainties. We caution you that a number of important factors could cause actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in such forward-looking statements. These factors include but are not limited to: competition and product pricing in the markets in which we operate; general economic and market conditions; compliance with, and possible changes in, environmental and health and safety laws; dependence on cyclical markets; the supply and cost of materials; exposure to environmental or other legal proceedings; and risks of conducting business internationally. We caution you that the foregoing list of factors is not exclusive and that other risks and uncertainties may cause actual results to differ materially from those contained in forward-looking statements. Forward-looking statements speak only as of the date they are made.