Salmat Contact Centre Division

salesforce
CUSTOMER DEVELOPMENT
A SALMAT COMPANY

Market Analyst Presentation
June 2005

Today's Agenda

- Introduction
- Presentation by
  - Kevin Panozza, CEO
  - Andrew Hume, COO
- Site Tour
- Question Time

salesforce
CUSTOMER DEVELOPMENT
A SALMAT COMPANY

Strategic Rationale

- A strong strategic and geographic fit
- Delivers scale and market leadership in call centres
- Proven and committed management: *low integration risk*
- Complementary blue chip client base
- Significant growth opportunities
- Strong value creation for Salmat shareholders

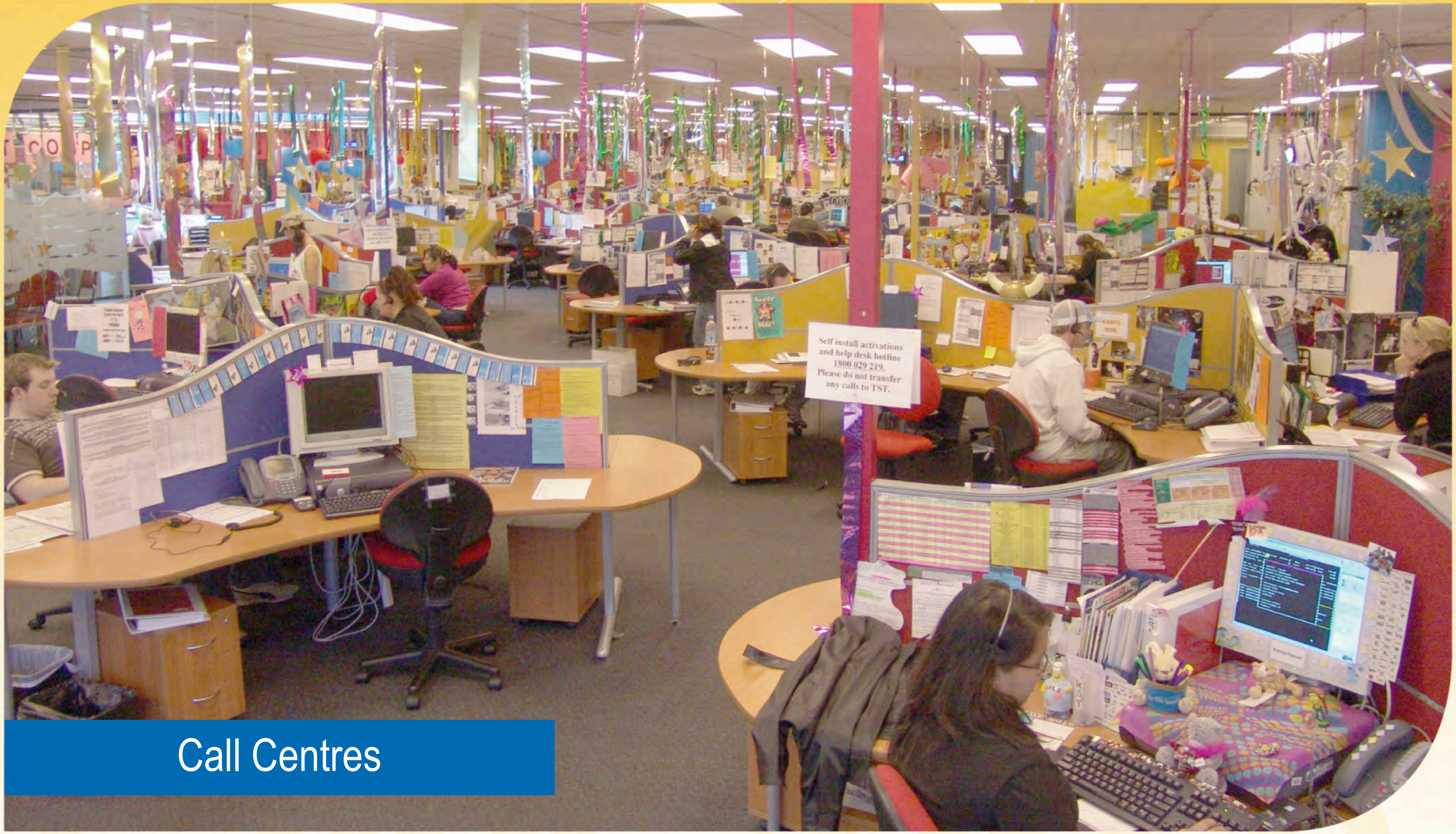
salesforce
CUSTOMER DEVELOPMENT
A SALMAT COMPANY

SalesForce Contribution to Results

- FY05 Revenue of approximately $52 - $54 million
- EPS neutral in FY05 but EPS positive ex amortisation
- EPS positive in first year of ownership
- Reclassification of Direct Sales/fulfilment

salesforce
CUSTOMER DEVELOPMENT
A SALMAT COMPANY

This is what we do



Call Centres

salesforce
CUSTOMER DEVELOPMENT

A SALMAT COMPANY

This is what we do

Field Force

salesforce
CUSTOMER DEVELOPMENT
A SALMAT COMPANY

Regional Presence

CALL CENTRES
FIELD FORCE SITES

salesforce
CUSTOMER DEVELOPMENT
A SALMAT COMPANY

What We Do

salesforce
PROFESSIONAL SERVICES

Call Centre Optimisation

Teaching & Coaching

Call Centre Technology

OPTIMISATION OF:

- Customer Service Experience
- Sales Opportunities
- Cost Efficiency

LEARNING

- Executive development training.
- Recognised training programs under the Government assistance intiatives, including:
  - Certificates II, III & IV in Business
  - Certificates III in Business Administration, Business (Sales), Financial Services
  - Certificates IV in Business Development
  - Certificates II, III & IV in Customer Contact
  - Certificates II & III in Retail Operations
  - Certificates IV Retail Management
  - Certificates II & III in Direct Sales
  - Certificates IV in Direct Sales Management

CALL CENTRE TECHNOLOGY CAPABILITY

GENESYS

salesforce
CUSTOMER DEVELOPMENT

A SALMAT COMPANY

Salmat are leaders in…

INTELLIGENTLY PLACING CATALOGUES

salesforce
CUSTOMER DEVELOPMENT
A SALMAT COMPANY

SalesForce aspires to be the leader in…

INTELLIGENT CALL ROUTING

Getting the right people conversing with the right people.

salesforce CUSTOMER DEVELOPMENT

A SALMAT COMPANY

What we promise our clients

Inspired people and professional management

World-best technology solutions that maximise efficiency and reduce costs

Optimised productivity – and excellence in every encounter with their customers

salesforce
CUSTOMER DEVELOPMENT
A SALMAT COMPANY

What business are we in?

salesforce
CUSTOMER DEVELOPMENT
A SALMAT COMPANY

30 million *conversations this year*

>1 million *consumer sales*

salesforce
CUSTOMER DEVELOPMENT
A SALMAT COMPANY

If your job is to hold conversations where the objective is acquiring or retaining customers you need to feel good about being at work.

So for us it's…mission critical…that people feel good about being at work

salesforce CUSTOMER DEVELOPMENT

A SALMAT COMPANY

Award Winning Culture

BEST
EMPLOYERS
IN AUSTRALIA
& NEW ZEALAND

salesforce
CUSTOMER DEVELOPMENT

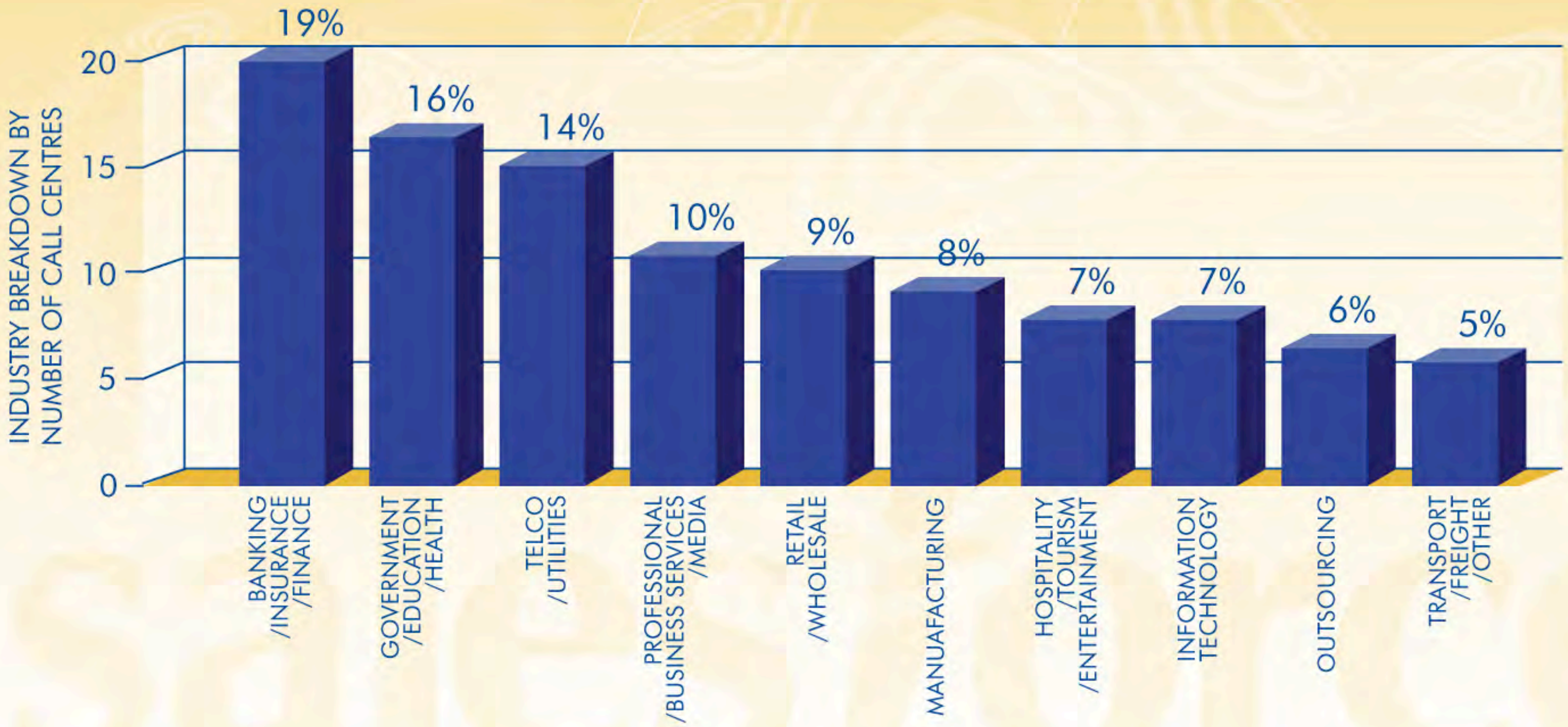
A SALMAT COMPANY

Key People


Kevin Panozza
Chief Executive Officer
Howard Mereine
General Manager
Business Development
Andrew Hume
Chief Operating
Officer
Gary Smith
CEO
Professional Services
Ian Bollinger
Chief Finance
Officer
Aaron Panozza
Chief Information
Officer

Industry Size & Structure

- 1,545 companies operate 141,000 seats, an increase of 6,000 seats from 2003
- Seat numbers were forecast to grow 6.3% to 150,000 during 2004
- 78% of seats in Australia are operated by the banking / finance, government / education / health and telecommunication / utilities sectors



('The 2004 Australia Call Centre Industry Benchmark Study', ACA Research Pty Ltd,Oct 2004)

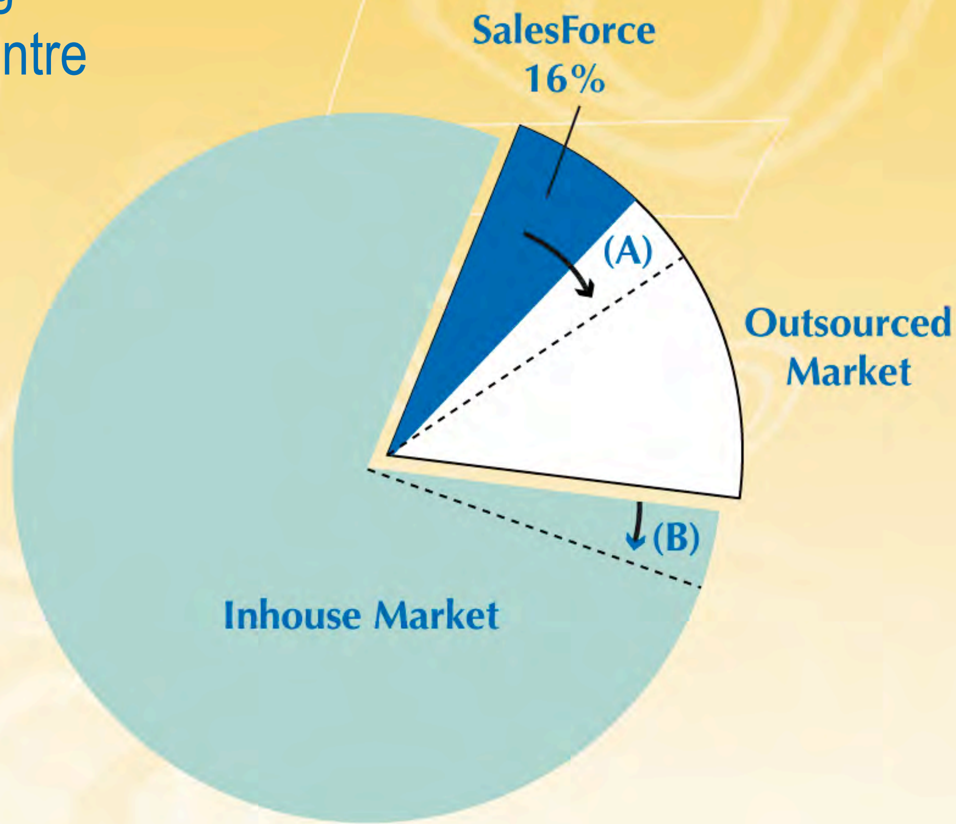
Outsourcing Market Dynamics

- One in ten call centres are considering outsourcing some or all of their call centre functions in the next 12 months
- 90% of call centres remain in-house

Our strategy is to:

(A) capture greater share of the outsourced market; and

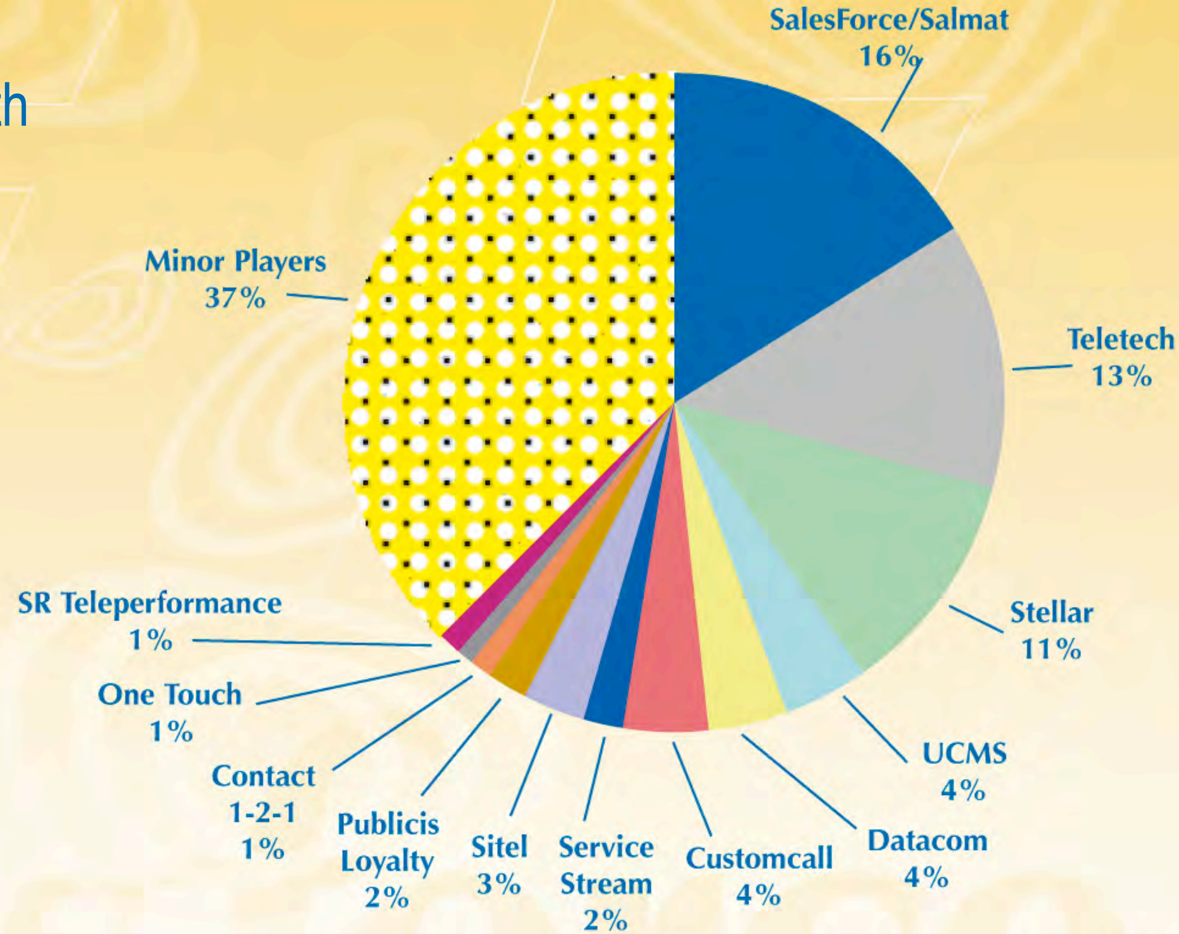
(B) grow the available market.



(SalesForce research and 'The 2004 Australia Call Centre Industry Benchmark Study', ACA Research Pty Ltd,Oct 2004)

Market Share Penetration

- With the acquisition of SalesForce, Salmat is the market leader in Australia with 2,300 seats.



(SalesForce research and 'The 2004 Australia Call Centre Industry Benchmark Study', ACA Research Pty Ltd,Oct 2004)

salesforce
CUSTOMER DEVELOPMENT

A SALMAT COMPANY

Key Trends and Market Overview

Competitive pressures continue to alter the market landscape

- The market is fragmented
  - 40% of market share is controlled by top 3 providers
- Consolidation is underway
  - Connect/Datacom
  - Pracom/Service Stream
  - Salmat/SalesForce
- Increasingly sophisticated buyers are demanding more capability
  - Regionalisation - Salmat; Sitel
  - Off-shoring - Orange; Optus
  - Automation - IVR; NLSR

salesforce CUSTOMER DEVELOPMENT

A SALMAT COMPANY

Contact Centre

OBJECTIVE	STRATEGY
A fully integrated company	**People** - Cultural exchange. **Process** and procedural Alignment. **Technology** Integration.
Extend position as dominant market leader	Capture increased share of available outsourced segment. Capture more of the growth in the outsourced segment than our current share weighting. Penetrate in-house non outsourced segment through capability extensions.
Retain and grow existing profitable and strategic accounts	Be known as the operational benchmark.
Service market demand for lowest Cost	Be ready to meet local demand for wage arbitrage. Leverage existing regional capability and know-how.

In Summary

SalesForce exists…

- in a growing market
- where 90% of call centre work has yet to be outsourced

SalesForce is…

- the largest
- most capable - culture, people & process
- best equipped - diverse locations and technology
- most experienced - multiple industries, multiple clients

So, SalesForce is best positioned to capture the GROWTH.

salesforce CUSTOMER DEVELOPMENT

A SALMAT COMPANY

SALMAT

Improving our Customers' Businesses

salesforce
CUSTOMER DEVELOPMENT

A SALMAT COMPANY

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.

salesforce CUSTOMER DEVELOPMENT

A SALMAT COMPANY