



# Macquarie Securities Group Australia conference

May 2009

# Group result: half year ended 31 December 2008

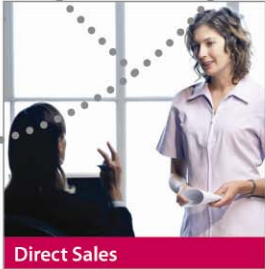
<b>\$ million</b>	<b>H1 2009</b>	<b>H1 2008</b>	<b>% change</b>
Sales	<b>454.6</b>	<b>371.3</b>	<b>+ 22.4%</b>
EBITDA	<b>50.5</b>	<b>35.2</b>	<b>+ 43.4%</b>
Depreciation	<b>(11.5)</b>	<b>(9.3)</b>	
EBITA	<b>39.0</b>	<b>25.9</b>	<b>+ 50.9%</b>
Amortisation	<b>(5.8)</b>	<b>(0.5)</b>	
Interest	<b>(8.9)</b>	<b>(5.9)</b>	
Tax expense	<b>(8.5)</b>	<b>(5.2)</b>	
Profit before significant items	<b>15.8</b>	<b>14.3</b>	<b>+ 10.3%</b>
Net significant items	<b>4.1</b>	<b>(3.7)</b>	
Net profit after tax	<b>19.9</b>	<b>10.6</b>	<b>+ 87.7%</b>
Interim dividend (cents)	<b>9.0</b>	<b>8.0</b>	<b>+ 12.5%</b>
Earnings per share	<b>12.5</b>	<b>8.2</b>	<b>+ 52.4%</b>

# Borrowings and finance facilities

- **Borrowing facilities updated in August 2008**
- **Existing relationships with three Australian banks: key facilities in place until October 2010**
- **Debt position further improved from half year: \$177.6 million net borrowings as at 31 March 2009 (excludes April dividend payment)**
- **Insurance against bad debts**

# One Salmat

- TECHNOLOGY
- FINANCIAL
- HEALTH
- RETAIL
- INDUSTRIAL
- UTILITIES
- GOVERNMENT
- AGENCIES



# BusinessForce

- **Integration continues to deliver benefits**
- **Further site and systems mergers in next 12 months**
- **Expanded range of services**
- **Top tier clients maintaining spend; smaller clients conservative**
- **Focus on improving performance in Direct HQ, Print on Demand**
- **Overall YTD cost control and earnings on track**

# SalesForce

- **Tracking well compared with previous year: improved profitability in several areas**
- **Continued opportunities for contact centres; scoping new centre in Philippines in response to client demand**
- **Nature of SalesForce service creates competitive edge**
- **Recent activity: VeCommerce, eLearning, @Home, Direct Sales**
- **Encouraging sales pipeline**

# MediaForce

- **Catalogue business improvements:**
  - **Ongoing productivity review delivering results**
  - **New wins (impact will be realised in FY10)**
  - **Major clients appreciate value of targeted media**
- **Still some challenges for NZ catalogue business**
- **Lasoo progressing well with usual seasonal variation**
- **Salmat Interactive (Dialect) tracking well**

# Leadership handover – initial impressions

- **Thorough recruitment and handover process: staying abreast of issues for some time**
- **30 day business overview:**
  - **Defensive attributes provide strong positioning**
  - **Highly diversified product offering**
  - **Good customer feedback on ‘one to one’ strategy**
  - **Further ‘One Salmat’ opportunities**
  - **Strong service levels and client satisfaction**



# Future outlook

- **Guidance remains \$75-80 million EBITA (excluding significant items)**
- **Not anticipating any major surprises for the full year**

# Thank you

## Disclaimer

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.