

Salmat Limited (SLM) presentation

UBS Emerging Companies conference

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Presented by Grant Harrod - CEO



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Agenda

- es Full year summary
- es Emerging businesses update:
 - es Lasoo
 - es eCommerce engine
 - es SME portal

Financial summary

Item	Movement
Normalised revenue	Up 1.0% to \$878.8 million
EBITA (before significant items)	Up 17.3% to \$91.2 million
Net profit after tax	Up 42.5% to \$49.1 million
Free cash flow	Up 14.7% to \$72.0 million
Earnings per share	Up 43.3% to 31.1 cents per share
Full year dividend	Up 17.5% to 23.5 cents per share
Special dividend	10.0 cents per share
Total dividend	Up 67.5% to 33.5 cents per share

Full year highlights

- Momentum building for 'One Salmat' strategy
- Strong cash position and reduced debt
- Further cost efficiencies driving margin improvement
- Focus on employee and community engagement
- Platform established for next chapter of growth

Emerging businesses key to growth strategy

- ∞ Integral part of 'One Salmat' drive
- ∞ Further consolidate our market leadership position in each segment
- ∞ Expand into new markets such as Small to Medium Enterprise (SME) space
- ∞ Build capabilities via strategic acquisition opportunities

Lasoo.com.au

<p>Starts 21 Oct</p>	<p>Starts 21 Oct</p>	<p>Starts 21 Oct</p>	<p>Starts Tomorrow</p>
<p>Starts Tomorrow</p>	<p>Starts Tomorrow</p>	<p>Ends 07 Nov</p>	<p>Ends 01 Nov</p>
<p>Ends 15 Nov</p>			

Lasoo.com.au currently leading the market

- ∞ Engages more in-store shoppers than any Australian site
- ∞ More than 45,000 offers per month
- ∞ Averages 1.2 million visitors per month
- ∞ In FY2010:
 - ∞ Revenue up 93%
 - ∞ Site visitors up 35%
 - ∞ Site interactions up 73%
 - ∞ Searches up 200%
- ∞ Interactions a key metric: more than 2.5 million in September



Lasoo next steps

- ∞ Market trends point to strong online/mobile growth
- ∞ Prime time to accelerate development of Lasoo
- ∞ Developing content, commercial model and traffic/brand
- ∞ Concentrating on specific vertical categories, e.g. fashion, coupons and groceries
- ∞ Anticipate strong growth in traffic, retailer numbers and revenue

eCommerce engine opportunity

- ∞ Opportunity to bring new eCommerce platform to local market
- ∞ Bridges gap between enterprise system and open source:
 - ∞ Affordable price
 - ∞ Local support
 - ∞ Customisation
 - ∞ Ease of implementation and ongoing site management
- ∞ Salmat IP & associated multi-channel & digital services add value
- ∞ First applications by mid 2011
- ∞ Goal: position Salmat as leading provider of digital retail solutions

Small to medium enterprise market expansion

- ∞ Limited exposure to SME market until now: huge opportunity
- ∞ Portal extends reach and service offering with few overheads
- ∞ First phase underway: portal open to market next month
- ∞ Four key functions:
 - ∞ Design
 - ∞ Print
 - ∞ Distribution
 - ∞ Multi-channel

Expect strong return on investment

- ∞ Automated workflow streamlines process for us and clients
- ∞ Phase two: interactive services (SMS, email) in 2011
- ∞ Expect more than 50% growth in SME revenue this year

Thank you

