

PREPARING TO LIST

> TATTERSALL'S LIMITED INITIAL PUBLIC OFFERING

CASE STUDY

FACTS

With limited experience in the governance requirements of ASIC and the ASX, Tattersall's required assistance through the timing, strategic and practical complexities of coordinating an IPO.

The IPO was the subject of intense, critical media scrutiny and Tattersall's needed to execute flawlessly.

CRITICAL ACTION

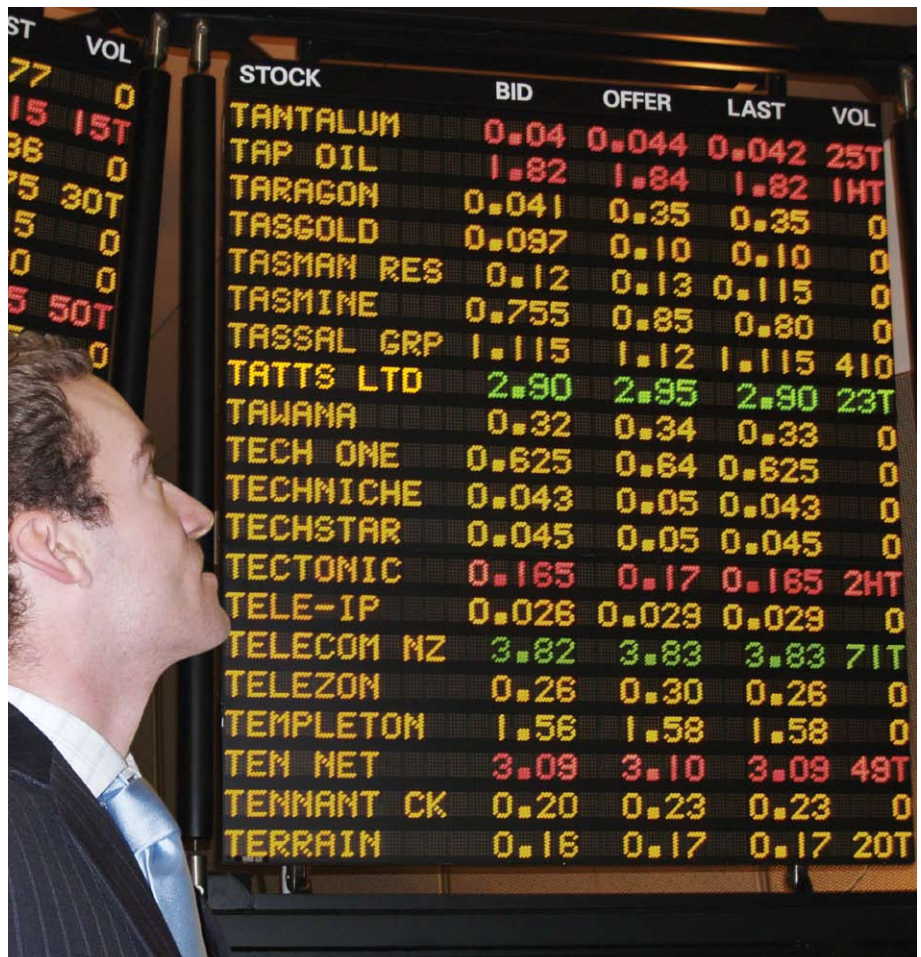
Tattersall's worked with Computershare for the twelve months preceding the restructure and listing, navigating the intricate strategic and practical issues ongoing through the process.

A logistics committee was established to assist in planning and managing the IPO. Fortnightly meetings were held, with the intention to discuss process and ensure all rules, regulations and timings were being considered to ensure certainty that a successful IPO would be delivered.

RESULTS

On 7 July 2005, Tattersall's completed a successful listing on the ASX, raising capital of \$315 million.

Computershare managed 26,527 applications for shares with 44 percent of applicants using the online resource to register. On the day of listing, 9,300 calls were received and managed by a dedicated team of 40 staff.



"The process required as seamless a transaction as possible. IPO's of this size require many contributors and we pay tribute to the role played by Computershare."

Michael Mangos, Tattersall's Limited

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