



**CONNECTED
INVESTOR
COMMUNICATIONS**

CERTAINTY | INGENUITY | ADVANTAGE

 **computershare**

Connected investor communications

INTRODUCTION

The Simpler Regulatory System Bill will fundamentally shift investor communications away from paper-based communication towards electronic channels. This will provide companies with an opportunity to improve investor engagement and drive cost reduction outcomes.

Computershare's connected investor communication solution provides investor relations and communication professionals with the experience, knowledge and resources to realise their investor relations and governance strategies.

Take a proactive approach to the changing industry dynamics and deliver greater value for your organisation by taking advantage of our fresh communication perspectives and market leading delivery capabilities.

SIMPLER REGULATORY SYSTEM BILL

The legislative change enables companies to amend the default delivery of annual reports to be via the company's website, instead of printed documents.

The change is in response to three industry dynamics; the significant expense (financial and environmental) of producing hard copy annual reports, the increased use of electronic communications by investors, and the increasing disengagement many investors have with company reporting in its current form.

In order to amend the default option to electronic distribution, companies must notify securityholders in writing of their right to continue to receive a hard copy of the annual report.

Companies must also ensure the annual report is 'reasonably accessible' to securityholders. This requires that the online annual report be readable on-screen, and that the recipient be able to download and retain a copy for viewing later.

TAKE ADVANTAGE OF NEW INDUSTRY DYNAMICS

To address the changing industry dynamics, Computershare has developed an intuitive roadmap that identifies key decisions and tactical initiatives for your consideration.

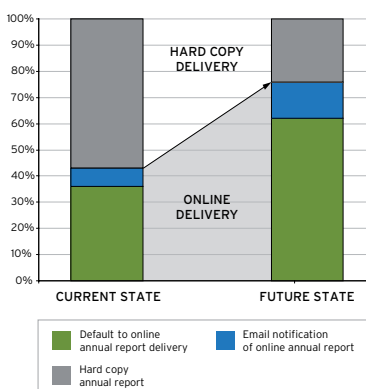
With the Simpler Regulatory System Bill to pass shortly, your communications strategy and preparation must begin now to take full advantage of the change.

Drawing on the expertise of specialists from across Computershare and our strategic partners, your Relationship Manager can provide expert advice on developing and delivering an appropriate and effective connected investor communication strategy for your organisation.

To arrange for a consultation, please contact your Relationship Manager, or email Computershare on askcomputershare@computershare.com.au

IMPACT OF THE SIMPLER REGULATORY SYSTEM BILL

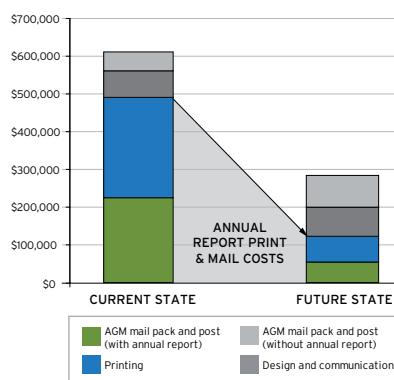
ANNUAL REPORT ELECTIONS



Significant shift towards online annual reports. Opportunity to drive broader online communications and self-service.

ANNUAL REPORT COSTS

(Based on 100,000 annual report mail packs)



Print and mail costs savings in excess of 40%. Need to refocus spend and strategy to online environment.

ENVIRONMENTAL COST

IN AUSTRALIA ANNUAL REPORTS UTILISE AN ESTIMATED 750 MILLION LITRES OF WATER AND 66,000 TREES EACH YEAR

1 TONNE OF PAPER UTILISES



24 TREES
Source: Conservatree



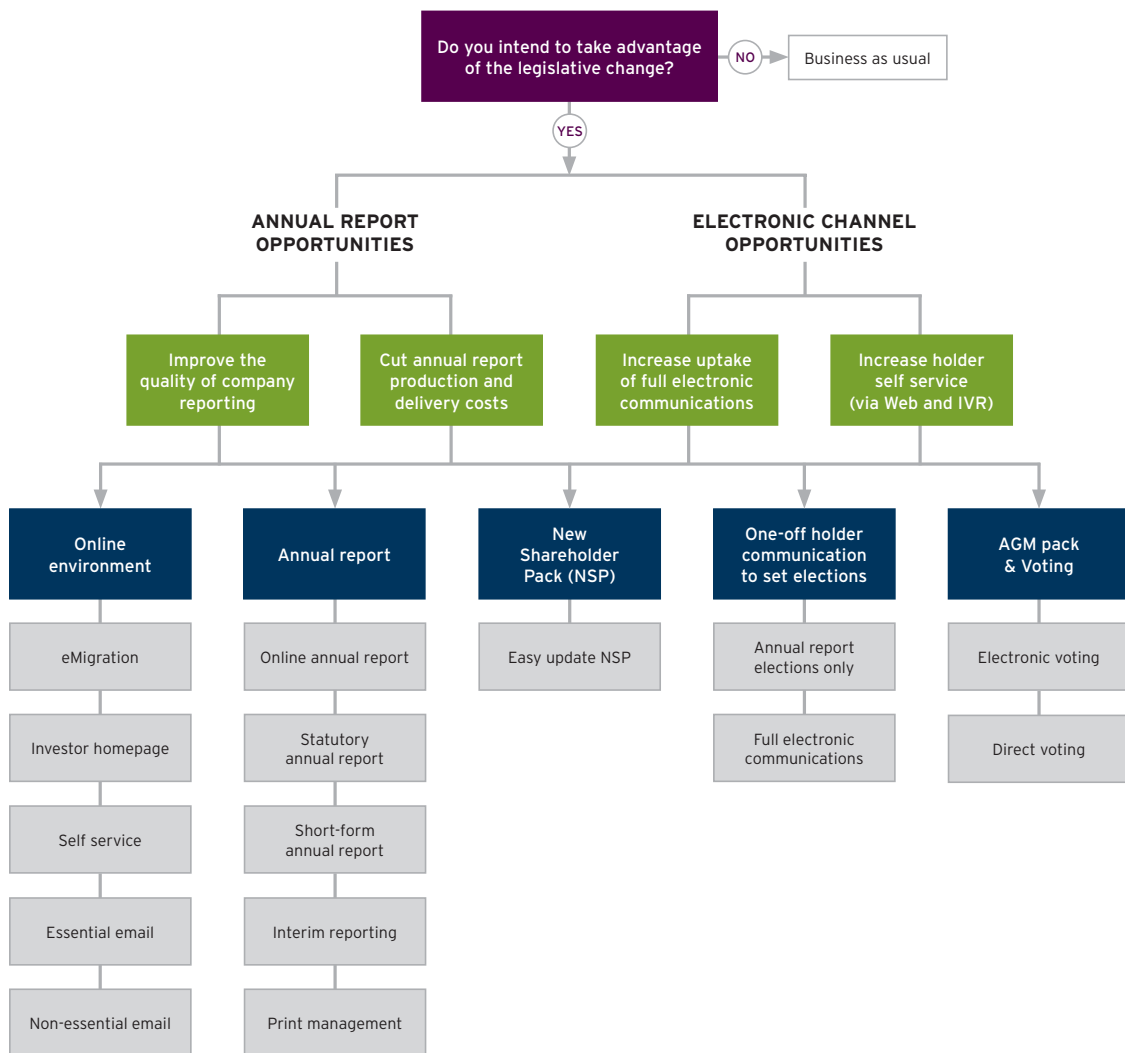
300,000 LITRES OF WATER
Source: Landcare Australia



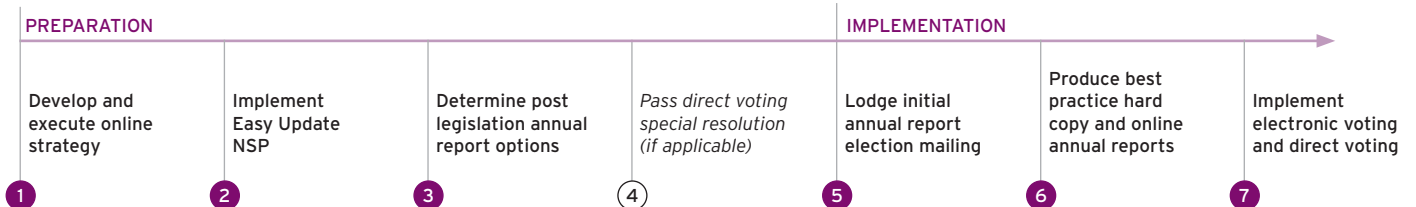
1 TONNE OF COAL
US Department of Energy



CONNECTED INVESTOR COMMUNICATION ROADMAP



STRATEGIC PLANNING



Integrated online solution

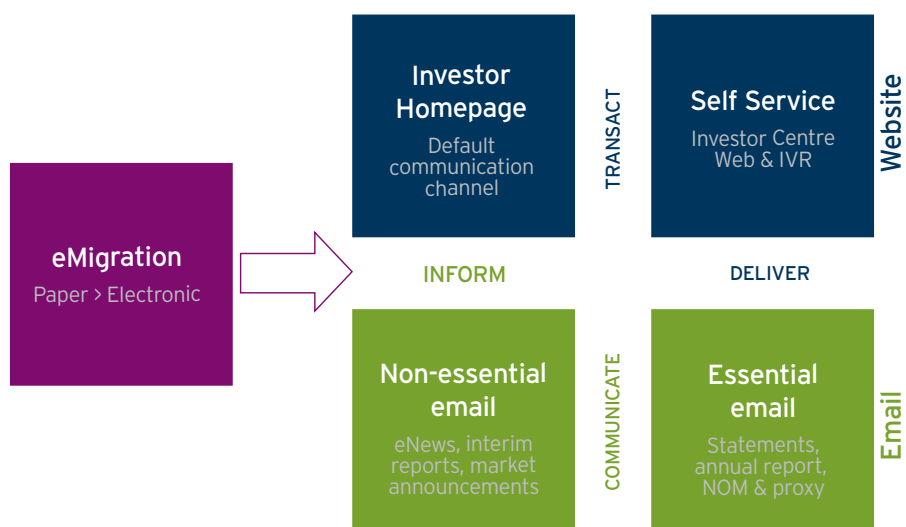
INTRODUCTION

The IR section of your corporate website will become the primary communication and transaction channel for many investors. It is important that your online environment meets investors communication needs as well as company governance and disclosure obligations.

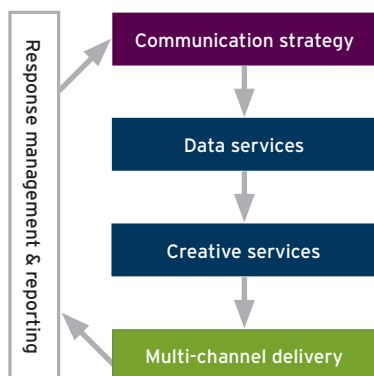
Computershare offers investor relation and communication professionals an integrated online solution providing rich content, web and IVR transaction functionality, email broadcasting and secure online document access and storage.

Whether you are creating your IR web presence from scratch or looking to better leverage your existing content, Computershare has the strategic knowledge and breadth of services to migrate, manage and retain your investors online.

INTEGRATED ONLINE SOLUTION



ELECTRONIC MIGRATION



End-to-end migration

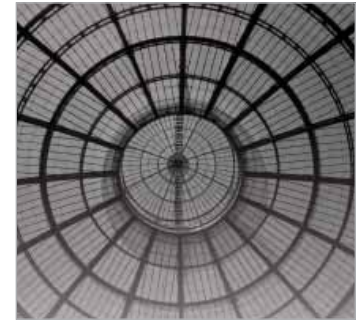
To realise the benefits of managing and communicating with investors via electronic channels, investors must be successfully migrated away from paper and call centre channels. Computershare's dedicated and experienced team of communication, data and creative specialists, coupled with multi-channel delivery and response handling capabilities offers you an end-to-end proven, communication solution.

Proven campaign methodology

Computershare is a pioneer in the conception and execution of eMigration strategies and campaigns. We have successfully migrated over 600,000 Australian investors to electronic channels since 2004. Our proven campaign methodology ensures a positive, measurable outcome is achieved for your organisation.

MINI-CASE: E-MIGRATION

Funtastic Limited ran a three wave direct mail campaign, combining online and return mail response channels inserted into consecutive dividend mailings. The 18 month Computershare eTree campaign achieved a full electronic communication conversion rate of approximately 28%. The success of this campaign has placed Funtastic in a strong strategic position leading into the pending online annual report legislation change.



INVESTOR HOMEPAGE



Establish a web presence

Extend the reach of your company's message with the latest technologies and web features to develop and maintain a compelling IR website for your company, integrating the services your investors need.

Use an IR website solution that compiles your IR content - including share position, webcasting, market announcements and governance information. Your updates are automatically reflected online, providing you with an efficient way to reach all your investors with a consistent and up-to-date message.

Reporting tools

Enhanced reporting tools enable you to analyse your web traffic, referring sites, popular keywords, frequency of visitors, time spent on your site and much more.

SELF SERVICE



SEAMLESSLY INTEGRATE INVESTOR CENTRE INTO YOUR IR WEBSITE.

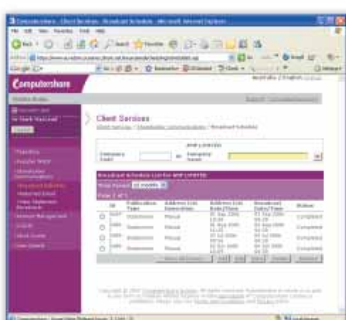
Investor centre

Empower your investors with simplified security holding management through Investor Centre. Investors can 'self serve' with extensive enquiry and transactional capability via internet and IVR - improving investor satisfaction and significantly decreasing call centre enquiries and company fulfilment costs.

Seamless integration

Computershare clients have access to the core Investor Centre service free of charge, enabling easy navigation directly from your company IR webpage. To create a seamless online experience for your investors, Computershare can customise the Investor Centre interface to integrate with the 'look and feel' of your corporate website.

EMAIL BROADCASTS



Email broadcast service

Computershare's robust, integrated technology and processes ensure timely email notification and secure document access and hosting for your investors. Issuer Online gives you control to set-up, test, schedule and despatch your own email broadcast.

Essential email

Each year, Computershare despatches millions of securityholder payments, proxy voting, annual report and statement notification emails. Our secure email broadcast system is integrated with our outbound mail services, providing certainty of reconciliation and delivery.

Non-essential email

Whether an e-newsletter, interim report or market announcement, Computershare has the creative services, technology and response management capability to disseminate the information your investors need.

Best practice annual reports

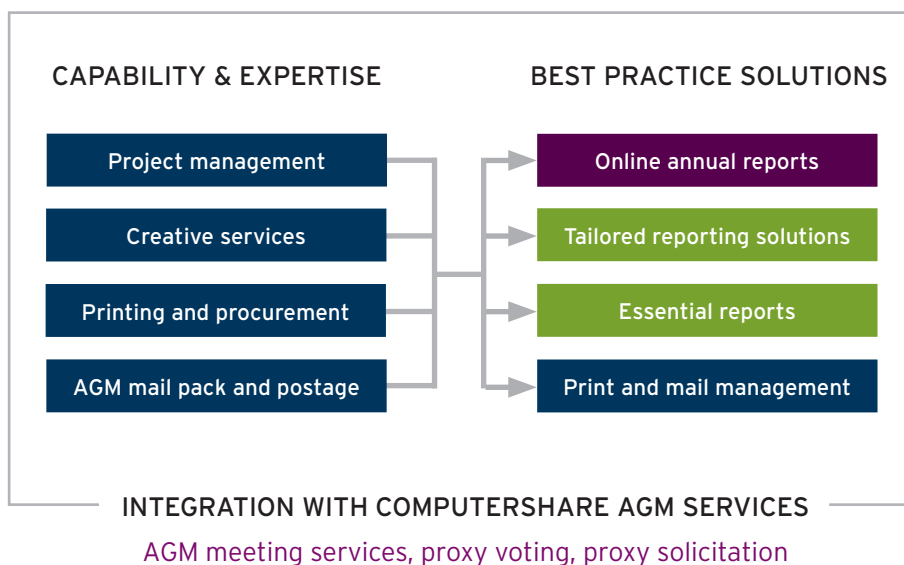
INTRODUCTION

Your choice of annual reporting should be tailored to your investor audience and include a statutory full annual report and an online annual report. Research suggests that companies should also consider providing a short-form non-statutory report, such as an Annual Review.

The experienced team at Computershare Communication Services offers a broad range of best practice annual report services, all fully integrated within our broad AGM service offering.

Whether you require design, project management, online reports, printing or mail lodgement, we ensure the highest quality document is produced on time and within budget.

ANNUAL REPORT SERVICES



ONLINE ANNUAL REPORTS



Offer your investors a complete online service

Go beyond simply putting your printed annual report online. Computershare offers the industry leading online annual report solution, fully integrated within a suite of online services, including online voting and Investor Centre holding management.

Superior technology platform

Provide your investors with a quality online annual report experience at minimal expense. Regardless of your communication provider, our technology platform will efficiently render your annual report online. Our platform ensures the integrity of your design is retained, while eliminating the need for costly, labour-intensive HTML templates.

Easy on-screen navigation, fast downloads

Our best practice online annual report addresses two fundamental requirements critical to investor satisfaction; speed and ease of on-screen navigation and readability, and the ability to download an interactive report for viewing or printing at a later time.

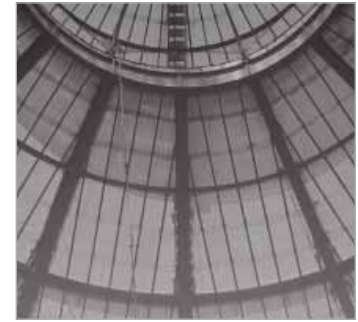
MINI-CASE: PRINT AND MATERIALS MANAGEMENT

Computershare Communication Services saved a major global investment banking company more than \$200,000 in printing and postage costs through proactive print and materials management. When the Computershare team received the request for a quotation, they believed that the project scope would not produce an economical or time-efficient result.

In consultation with the client, Computershare revised the printing process and document design to reduce the document weight, bringing it in under the parcel post category, significantly decreasing postage costs.

Cost reduction results

Efficient document design	\$2,700
Choice of printing process	\$82,300
Postage management	\$122,000
Total savings	\$207,000



TAILORED REPORTING SOLUTIONS



Experienced, personalised service

Through a single point of contact we offer end-to-end communication, design, print and mail services, aligned with our comprehensive AGM services. Using extensive shareholder research we can provide insight into the best reporting options for your organisation.

Whether your company is large or small and requires a statutory annual report or a shareholder-friendly annual review, we can tailor a reporting solution that meets your needs.

Engaging design, quality production

Annual reports are symbolic of a company's values and achievements. Our talented team of designers will ensure you deliver the right message to your investors and key stakeholders.

ESSENTIAL REPORTS



Cost-effective solution

For companies that are clear about the content of their annual report the Essential Report provides a template-approach to design and printing. The solution is a time and cost efficient benchmark quality presentation. All design, production and project budget decisions are made at the initial briefing, providing project transparency and certainty.

Streamlined delivery

Your annual report, while acknowledged as an important investor communication, can also be a regulatory challenge. Computershare is familiar with all aspects of the reporting season, and will facilitate in the timely delivery of a compliant, effective annual report.

Our solution allows you to focus on your core business issues, while your production and delivery requirements are handled by our in-house specialists and ISO-certified processes.

END TO END DELIVERY



Proven capability

Computershare has proven print and mail capability, producing and distributing more than 600 million documents and 300 million mail packs annually from our global offices. Computershare serves over 1,200 Australian registry clients, helping them to meet immovable mail lodgement deadlines through a guaranteed quality management system.

Service consistency

Use a trusted, market leading supplier to manage the logistical complexity and legal compliance issues related to the production and lodgement of your AGM mail pack. Our experienced staff and intelligent systems will expertly guide you through the process resulting in significant savings in both time and money.

Easy Update New Shareholder Pack

INTRODUCTION

Computershare's new Easy Update service enables investors to provide all their securityholder information online, removing the need to supply forms.

With increasing numbers of investors now sourcing company information, communicating and transacting via electronic channels, the development of Easy Update is a win for both investors and companies.

EASIER FOR YOUR INVESTORS

Computershare's Easy Update online wizard removes the hassle of completing forms and the delays in postage and processing.

Approximately one in five forms received through the mail is returned to the investor because it is illegible. With investors taking control and entering their own information, this frustrating processing issue is resolved.

Investors without internet access are not disadvantaged, with an IVR-based channel for investors who prefer the telephone.

BETTER FOR YOUR COMPANY

Experience has shown that companies who drive the self-service philosophy with investors from first contact, achieve long term benefits over the life of the investor relationship.

Self-service decreases the cost to serve your investors, minimising associated print and mail fulfilment costs, return mail processing and general call centre enquiries.

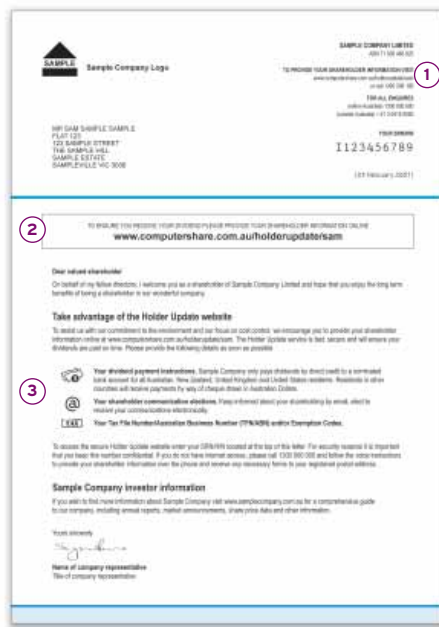
Core to all Computershare systems is data security and privacy. Our strict security measures include 128 bit SSL encryption and individual authentication.

Letter

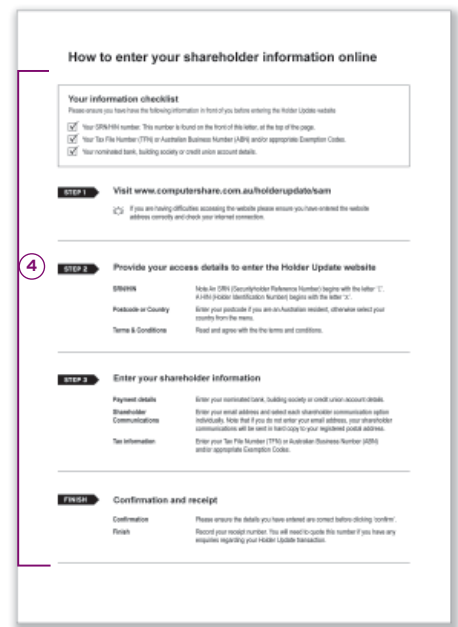
1. Response through self-service channels, web and IVR (intelligent telephony)
2. Simple online instructions, clear online benefits
3. Checklist informs investors as to what essential account information must be provided

Step-by-step instructions

4. Step-by-step guide to using the Easy Update NSP website



FRONT: Letter



BACK: Step-by-step instructions

TESTIMONIAL: COMPUTERSHARE EASY UPDATE PILOT PROGRAM

" Our department completes hundreds of forms for new shareholders; when I received the Computershare new shareholder letter I went online and used their facility and thought it was fantastic. It was quick and easy to use... my only question is when will other companies also begin using it? "

Linda Bainbridge, brokers office for a Melbourne based financial planning firm.

Initial election mailing

INTRODUCTION

In order to amend the default annual report option to electronic distribution, companies must notify investors in writing of their right to continue to receive a hard copy of the annual report.

While this requirement has been stipulated to protect the rights of investors, the notification is also a critical communication for companies seeking to maximise cost reduction outcomes and/or offer improved annual report options.

A CONSISTENT INVESTOR COMMUNICATION

Computershare supports a consistent investor communication across the broader securities industry, regardless of company registrar.

As many securityholders own multiple securities across multiple companies, a lack of consistency and co-ordination has the potential to cause mass confusion and frustration during this important transition period.

ALIGN TO CORPORATE GOALS

Maximise the result for your organisation with a high impact call to action and key message.

Full electronic communications: Improve your cost reduction outcomes by promoting online delivery for all investor communications.

Online annual reports: Collect email addresses and migrate investors from paper-based to online annual reports.



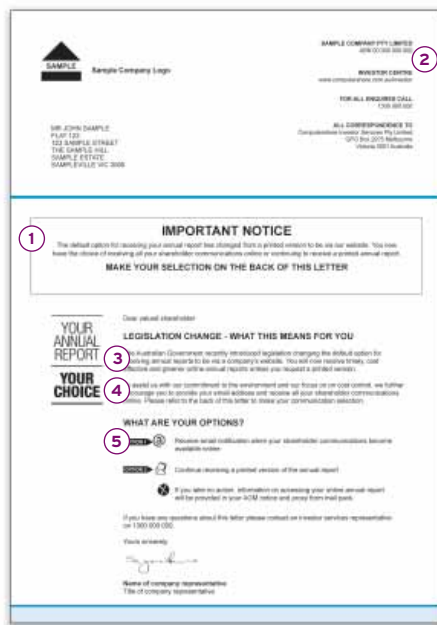
eTree incentive. Maximise the uptake of full online communications using the eTree environmental incentive. In partnership with Landcare Australia, trees are planted for each email address collected, increasing investor response rates and improving company cost reduction and CSR outcomes.

Letter

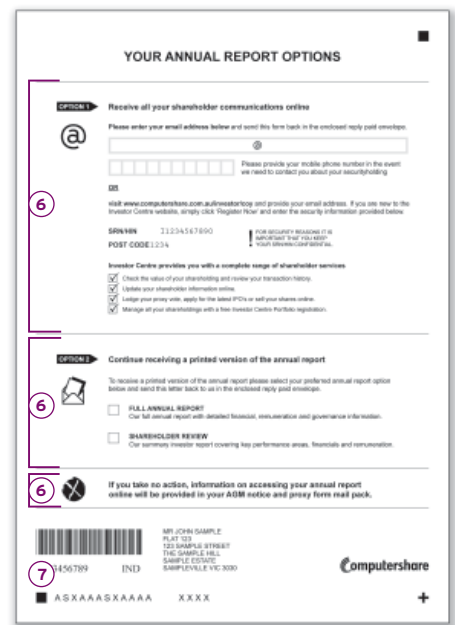
1. High impact, call to action.
2. Multi-channel investor enquiry and response handling.
3. Plain English, clear information on the legislative change.
4. Key messages support company commitment to the environment and focus on cost control.
5. Election options include full online communications, printed report options and the outcome of taking no action.

Form

6. Hierarchy of election options aligned to company goals.
7. High volume, scannable form and streamlined update of share register election flags.



FRONT: Letter



BACK: Form

TESTIMONIAL: A CONSISTENT INVESTOR COMMUNICATION ACROSS THE SECURITIES INDUSTRY

“ If every company and registrar produced separate communications about this legislative change it has the potential to create a great deal of confusion for individual investors, especially for investors with multiple shareholdings. This should be an industry based communication, it is bigger than any one company or registrar. ”
Manager External Communications, Public Affairs, S&P/ASX200 Company.

AGM pack and voting

INTRODUCTION

International experience suggests that a securityholder's proxy form is the most appropriate communication medium to notify investors that their annual report is available on the company's website.

Companies will also experience an increased utilisation of electronic voting by investors.

Computershare has prepared new proxy forms for the post-legislation environment and offers issuers industry leading, integrated electronic voting services.

ELECTRONIC VOTING

With increasing numbers of investors moving online, electronic voting will soon become a standard voting channel for many investors, with subsequent cost savings for companies offering this channel.

Computershare continues to develop and enhance its online voting platform. Computershare has integrated online voting within a suite of online investor services, including online annual reports and investor centre self-service, creating a convenient, single online location for a range of investor services.

DIRECT VOTING

Direct voting has been recommended by the CSA as another voting alternative for securityholders. The intention is that direct voting will be simpler and encourage greater voting participation from securityholders.

To ensure that investors are not subjected to unnecessary complexity pursuant to electronic voting and direct voting changes, it is recommended that companies include a special resolution for the coming AGM if they propose to offer direct voting.

Voting form

1. Simple online instructions, clear online benefits
2. Complete securityholder AGM pack available online, enabling investors to vote online, view and download their annual report, receive notice of AGM and update their securityholding - all from a single website location, satisfying legislative requirements.
3. Easy to follow, direct or proxy voting options, empowering investors to vote.

FRONT: Online voting instructions

BACK: Direct and proxy voting form

GLOBAL LEARNINGS: UNITED STATES PROXY RETURNS

The United States securities industry has broadly adopted online voting as a standard voting channel for investors, with 31% of companies offering online voting. Investors have embraced the new medium, with over 30% of proxy returns received via online voting. Australia currently achieves a 3% online proxy return rate; given the US experience this percentage is expected to increase to 10 times current levels.

Contact information

For further information please contact your Computershare Relationship Manager or email Computershare on askcomputershare@computershare.com.au Alternatively, visit www.computershare.com.au for details.

ABOUT COMPUTERSHARE

- Investor Services
- Communication Services
- Georgeson
- Plan Managers
- Funds Services

Computershare (ASX: CPU) is a global leader in share registration, employee equity plans, proxy solicitation and other specialised financial and communication services. Many of the world's largest companies employ our innovative solutions to maximise the value of their relationships with investors, employees, customers and members. Computershare serves approximately 14,000 corporations and 100 million shareholders and employee accounts in 17 countries across five continents. We currently have over 10,000 employees worldwide, with over 1,700 employees in Australia.



