

ELECTRONIC SECURITYHOLDER COMMUNICATIONS

MAXIMISE YOUR SECURITYHOLDER COMMUNICATION STRATEGY

FACT SHEET

Increasing securityholder take-up of electronic communications is not just about cutting costs – it's about delivering value to your company *and* your securityholders.

Increased usage of electronic communications by your securityholders will naturally deliver a reduction in your print and mail costs – but that's only part of the story.

Innovative companies also use electronic communications to engage more frequently and effectively with their securityholders, primarily through the use of more personalised communications.

By drawing on Computershare's experience in communicating to over 90 million securityholders around the world, together with our in-house e-delivery capabilities, you can help your company maximise the effectiveness of its securityholder communication strategy.

MAXIMISE YOUR COST SAVING OPPORTUNITIES

You can significantly increase securityholder take-up of electronic communications using either Computershare's standard migration programs, or a tailored incentive-based program – which has historically proven more effective. For example, Computershare's eTree program (an environmental incentive-based program run in conjunction with Landcare Australia) has contributed to take-up rates of approximately 15-20% for some companies, compared to an industry average of 1-2%.

Providing your securityholders with choice is the key; if securityholders feel they are being offered a 'one size fits all' cost-saving initiative, it is likely this will nullify your cost saving opportunities.

GAIN ADVANTAGE FROM AN END-TO-END E-DELIVERY SOLUTION

You can use Computershare's end-to-end in-house electronic broadcast service to communicate more efficiently and effectively with your securityholders in relation to all company communications, both statutory (e.g. annual report, dividend advice) and ad hoc (e.g. company announcements). The electronic broadcast service includes access to creative solutions, communications consulting and personalised and customised broadcast emails.

SUPPORT YOUR SELF-SERVICE OBJECTIVES

When broadcasting company information, securityholders will be directed via email to either the company website, or to Investor Centre – Computershare's secure online securityholder self-service portal. If securityholders enter Investor Centre, you gain the added benefit of encouraging them to update any outstanding personal information within a secure environment.

INCREASE SECURITYHOLDER LOYALTY

By communicating more frequently and in a more personalised fashion, you can use electronic communications to instil in your securityholders greater trust and loyalty in your corporate brand. Your company can also position itself at the forefront of innovation, by using the interactive capabilities inherent in electronic communications to provide a richer experience for this important stakeholder group.

**COMPUTERSHARE
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Please contact your Relationship Manager for more information.