



COMPUTERSHARE COMMUNICATION SERVICES

> Setting new standards in communication

Communication solutions that deliver you certainty, ingenuity and advantage.

KEY BENEFITS:

Through a more holistic focus on your communications, our solutions deliver you:

- > increased return on your communications investment
- > reinforcement and enhancement of your brand
- > greater flexibility
- > certainty of delivery and quality
- > more robust risk management strategies

WHO WE ARE

Computershare Communication Services is a leading global provider of specialised one-to-one communication solutions that integrate print and mail with e-commerce and other e-delivery channels. Many of the world's leading organisations employ our solutions to enhance and maximise the value of their relationships with their customers, members, investors, employees and intermediaries.

Computershare Communication Services is part of the Computershare group, a leading global provider of share registry, employee share plans, proxy solicitation and other specialised financial services.

Employing over 700 Computershare Communication staff globally, we communicate with 100 million stakeholders on behalf of over 10,000 organisations, using the best technology available within a culture of innovation; for Computershare, 'innovation' is not an over-used marketing term - it's a key business imperative.

The full communication spectrum

Our solutions cater to the full spectrum of communication needs across your key stakeholder groups: from promotional campaigns, customer loyalty programmes, online bill payments, laser-printed invoices, shareholder dividend statements and employee share plan correspondence, through to communications with intermediaries such as brokers and fund managers.

THE VALUE WE DELIVER

By taking a more strategic, consultative approach to your communications, Computershare will provide you with the competitive edge your organisation needs, by delivering you:

Certainty

We provide accurate, on time, on budget delivery and consistent quality, supported by a culture of full transparency and accountability.

Ingenuity

We combine leading market technologies with expertise, innovations and insights from our global network, to continually evaluate and improve the way we meet your communication challenges - with a primary focus on driving e-commerce adoption.

Advantage

Our flexible, end-to-end communication solutions are aligned to your business objectives - creating unique differentiation, competitive advantage and driving measurable value for your organisation.

OVERCOMING YOUR KEY MARKET CHALLENGES

Our solutions focus and indeed our entire business model continues to evolve to enable us to help organisations around the world overcome their most significant market challenges. We can help you:

INCREASE CUSTOMER RETENTION AND REVENUE PER STAKEHOLDER

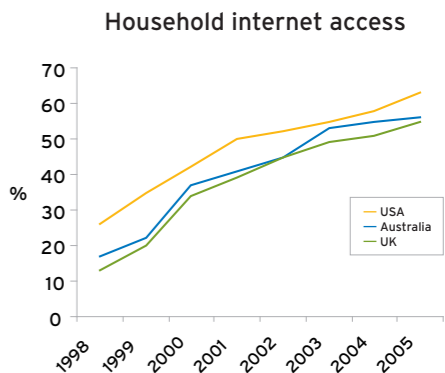
These challenges are fundamental to your ability to compete; they are growing increasingly difficult to achieve among the proliferation of communications, offers and promotions, together with added pressures such as the short-term brand loyalty of the younger, technology-savvy generation.

"Companies can boost profits by almost 50% by retaining just 5% more of their customers."

Frederick Reichheld, author The Loyalty Effect: The Hidden Force Behind Growth, Profits and Lasting Value

KEEP PACE WITH THE SHIFT TOWARDS E-COMMUNICATIONS

Electronic delivery channels continue to grow faster, while consumers have greater familiarity with and access to these channels than ever before, meaning the user experience must meet expectations.



OPTIMISE THE EFFECTIVENESS OF YOUR COMMUNICATION CHANNELS

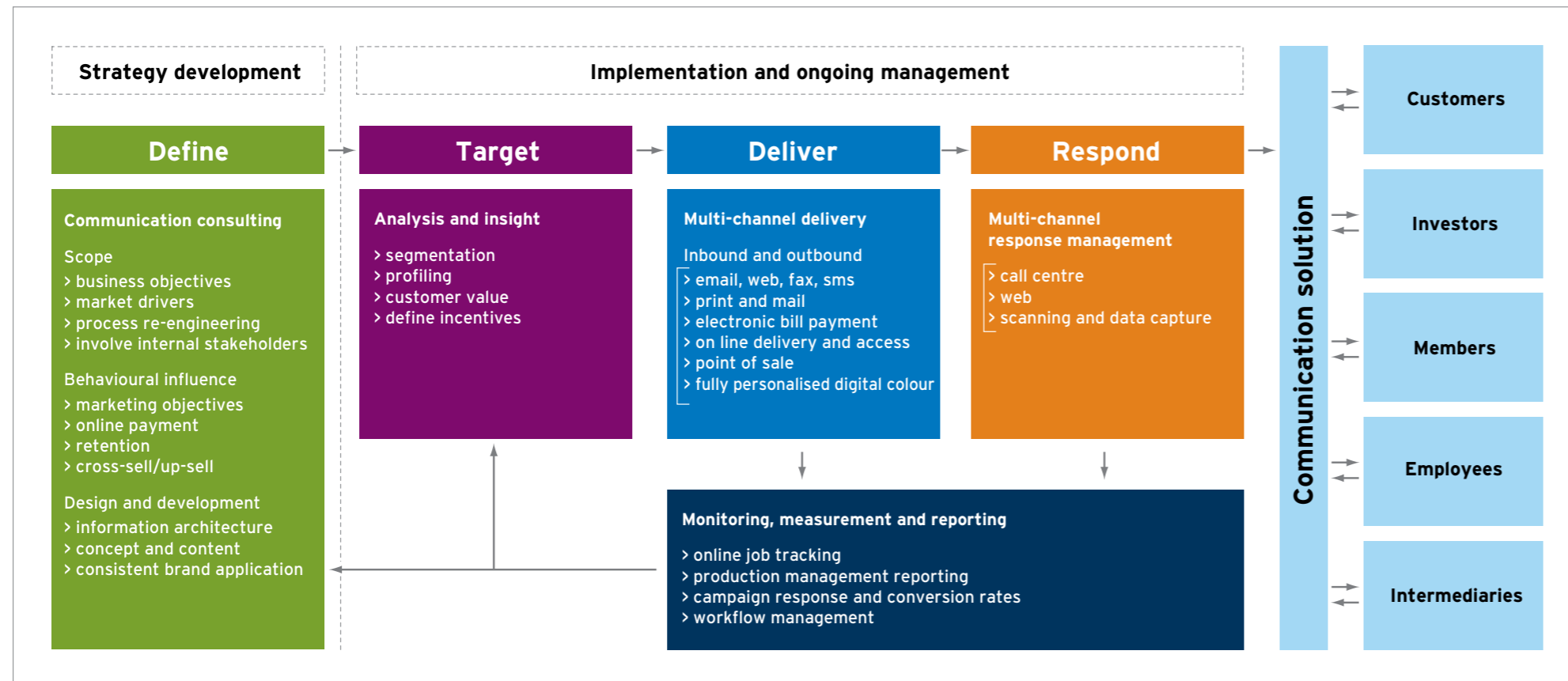
There is a growing expectation of choice among many stakeholder segments to suit their specific needs, which in turn presents the challenge of quickly and inexpensively incorporating new technologies and file formats.

"Bills and statements command an average 42.5 second consumer attention span, compared to direct mail at 18.8 seconds."

Journal of Financial Services Marketing, 15 September 2003

For Computershare, 'innovation' is not an over-used marketing term – it's a key business imperative.

Fully flexible communication solutions that help meet your business objectives.



We have the right mix of technology, expertise and ISO-certified processes to help increase the return on your communications investment.

SETTING NEW STANDARDS

Our unique, consultative methodology adds a vital layer of strategic development to your communication solution and is a standard feature of our engagement with every client.

Whatever the scope and nature of your communication requirements, our solutions are built and delivered using four key steps: DEFINE, TARGET, DELIVER and RESPOND.

DEFINE

Communication consulting

Scope

We clearly define your broader business objectives, industry challenges and marketing objectives, while reviewing your internal processes and systems.

Behavioural influence

We use this knowledge to develop influence campaigns and migration strategies, which help increase the adoption of lower-cost, higher-return e-communication channels among target stakeholder segments.

Design and development

Our solutions are built using a single document architecture and set of content rules, giving you the flexibility to adapt quickly and cheaply to new document formats – without altering your data structure – and implement rapid changes to document content. It also ensures the consistent application of your brand across all channels.

Through effective visual design and document architecture, we can drive incremental revenue growth, increase cash flow and generate operational efficiencies.

TARGET

Analysis and insight

We analyse your data to profile and qualify the value of current and prospective customers and other stakeholders. We then determine the most appropriate incentive or migration strategy for each segment. This insight provides a powerful platform from which to deliver one-to-one communications and swiftly target segments with relevant promotions, offers and billing messages.

DELIVER

Multi-channel delivery

Whether your communications are outbound, transactional or interactive, we have the right mix of technology, expertise and ISO-certified processes to help increase the return on your communications investment, while meeting your timing, budgetary and compliance requirements. This is supported by our ongoing investment in new technologies to provide your stakeholders with greater choice and a richer user experience.

RESPOND

Multi-channel response management

Our integrated approach to response management – incorporating our contact centres, web and electronic data capture capabilities – will increase your ability to retain stakeholders by quickly and effectively resolving queries, processing transactions and redeeming offers.

Monitoring, measurement and reporting

We provide you with more robust risk management and process improvement strategies by continually measuring and improving the effectiveness of your communications, while investing heavily in the integrity of our processes, security measures, equipment, quality control programmes and staff training.

Record of success: our global model drives your competitive advantage.

LOCAL ADVANTAGE ON A GLOBAL SCALE

Whether your needs are local or international, chances are even your most complex business issues have already been solved somewhere within Computershare's global network.

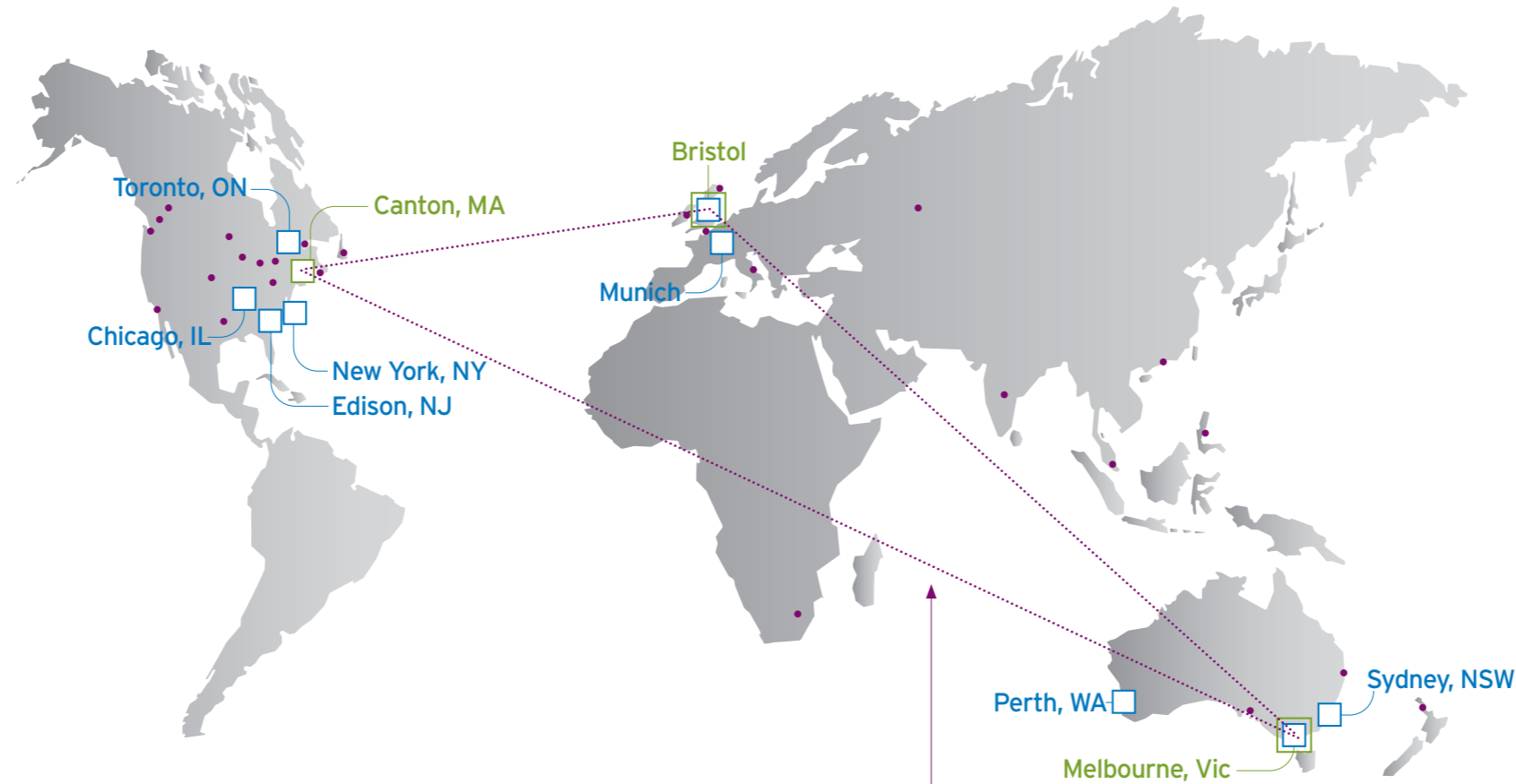
We consistently draw on our experiences in serving over 10,000 organisations across a diverse range of industries to keep our clients at the forefront of technology innovation and world's best communication practices. We also equip them with broader market information and industry insights that enable them to anticipate, respond to and capitalise on emerging trends.

It is these powerful global capabilities that provide our clients with a distinct advantage over competitors with a narrower domestic outlook.

Our proven history of successful major transitions and systems integrations, together with our demonstrated ability to lobby for industry change for the benefit of our clients, further validates the value of Computershare's global business model.

MAKING A DIFFERENCE TO THE PLANET

Computershare is committed to promoting corporate social responsibility, undertaking a number of initiatives including eTree™ – a programme aimed at helping to reduce the effect of global warming. We have teamed up with the Woodland Trust to offer clients the opportunity to have a tree planted every time one of their customers registers for electronic communications. To date, over 1.5 million trees have been planted around the globe as a result of this programme.



INTERCONNECTIVITY BETWEEN MAJOR DATA CENTRES

Common systems, common processes, common e-communications focus:

- > flexibility and scalability – produce any job at any time from any location
- > quicker, cheaper implementation of new technologies and initiatives
- > business continuity is assured by live disaster recovery sites for all data centres and production facilities spanning three time zones

CERTAINTY OF DELIVERY

Our focus on meeting your business objectives is supported by:

- > **Computershare's £18m per year technology R&D spend** - enabling us to remain up to date with technology developments and system improvements
- > **global operational achievements (per year):**
 - > 500 million documents produced and distributed
 - > 12 million calls handled by our contact centres
 - > 12 million transactions processed using electronic data capture
 - > communicate with 100 million stakeholders
 - > serve 10,000 organisations

Legend

- Data centres
- production facilities
- Computershare group locations

SUCCESS STORY:

PIONEERING CHANGE

In the late 1990s, Computershare gained widespread support from UK companies to replace the antiquated, five-step method of printing share certificates (using 600 stock types and seals that were kept in locked vaults) with a one stock, one-pass laser printing process, reducing average company material costs by up to 300%.

