

Monday 29 May 2017

## **Salmat appoints new Director**

**Salmat Limited (ASX:SLM)** today announced that Mr Bart Vogel has joined the Salmat Board as an independent, Non-executive Director.

Bart is presently the Chairman of Infomedia Limited - a global provider of SaaS solutions to the automotive industry - and a Non-executive Director of both Macquarie Telecom Limited and BAI Communications. He is a Director of the Children's Cancer Institute Australia.

Bart's executive experience includes 21 years in management consulting and 11 years as a CEO in the technology industry. He has held leadership roles with Bain & Co, A.T. Kearney and Deloitte Consulting as well as Computer Power Group and Lucent Technologies Australia and Asia Pacific.

He is a Chartered Accountant with a Bachelor of Commerce (Honours) and a graduate of the Australian Institute of Company Directors.

Salmat Chairman, Peter Mattick said he was pleased that Mr Vogel had accepted the invitation to join the Salmat Board.

"With his extensive experience in the technology and consulting industries, Bart will be an asset to the Salmat Board.

"We look forward to working with Bart and benefiting from the new insight he brings to the table as we shape Salmat's strategic direction for the next few years," said Mr Mattick.

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## ABOUT SALMAT

Salmat is a leading Australian marketing services business. We partner with our clients to help them with the constant pressure of acquiring and servicing their customers, week-in, week-out. With media, digital and contact capabilities, we have the right solutions for our clients, enabling them to Reach, Convert and Serve more customers.

Founded in 1979, Salmat has evolved from a small letterbox distribution business to an ASX-listed company. With a talented team across four countries, we work with some of Australia's most recognised and trusted brands to manage billions of customer interactions every year.

**Reach:** We offer the broadest reach media (online & offline), with the ability to target individuals and up to 17 million people.

**Convert:** We deliver conversion across multiple channels, creating more opportunities for our clients' customers to buy.

**Serve:** We make every one of our clients' interactions count online and offline.

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