

12 December 2017

## Rebecca Lowde confirmed as Salmat CEO

Salmat Limited (**ASX:SLM**) today announces that Ms Rebecca Lowde has been formally appointed as Chief Executive Officer of Salmat, with immediate effect. Ms Lowde has served as the acting CEO since the departure of Craig Dower at the end of May this year.

Salmat Chairman and founder, Mr Peter Mattick AM congratulated Ms Lowde on the formal appointment.

“Rebecca joined Salmat as Chief Financial Officer in August 2014 and has been closely involved with the business transformation and other strategic programs since that time. She has made a seamless transition into the acting CEO role and the Board is very pleased that she has accepted the offer to continue as CEO in the future,” said Mr Mattick.

“Rebecca has already made an enormous contribution to the business and we are confident that she will deliver great results for Salmat’s shareholders, clients and staff in this role. Her extensive leadership experience in Australia, Asia and Europe will serve Salmat well as we shape the future direction of the business.

“Rebecca and the senior executive team are currently working through the strategic review of the business that commenced in February 2017. We will announce the outcomes of that review once it has concluded,” said Mr Mattick.

“I’m excited to formalise my role as CEO,” said Ms Lowde. “This is an important and challenging time for Salmat as we complete the strategic review and work to achieve the best possible outcomes for all stakeholders.

“I look forward to continuing to lead the Salmat team and updating shareholders on our progress as we are able to do so,” said Ms Lowde.

Details of the key changes to Ms Lowde’s contract terms follow below.

ENDS

## Appendix: Contract terms

Ms Lowde's contract terms remain unchanged from the those detailed in the 2017 Annual Report, with the following exceptions:

1. The notice period for both parties has increased from three months to six months (with the Company giving three months notice or payment in lieu, plus a payment equal to three months base salary).
2. The short-term incentive 'at risk' component of the remuneration package has increased from a total opportunity of \$128,800 to \$251,600.

## 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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