

Monday 26th March 2018

Salmat enters into agreement to sell contact centre business

Salmat Limited (ASX:SLM) today announces that it has entered into an agreement to sell its contact centre business to funds advised by Five V Capital for \$53 million.

Under the terms of the agreement, completion is scheduled to occur on 30 April 2018 subject to satisfaction of conditions precedent involving key counter-party consents. Salmat will provide transitional services post completion to separate the contact centre business from Salmat.

The decision to sell the contact centre business followed comprehensive analysis of the entire Salmat Group through the strategic review process. This review also led to the sale of Salmat's MessageNet and Interactive businesses in the first half of FY18, and is now largely complete.

Salmat CEO Rebecca Lowde said "The sale is in line with our strategy to focus on innovating Salmat's core capabilities for long-term sustainability. Selling our contact centre business will free up capital and Group resources to invest in our Marketing Solutions and MicroSourcing businesses.

"The change in ownership will allow our contact centres to continue their long history of customer-centric service and benefit from further investment to capitalise on growth opportunities.

"With this divestment, we are now more focussed on driving further transformation and improvement within Marketing Solutions and enabling the continued success and growth of our MicroSourcing business," said Ms Lowde.

Additional information about Salmat's contact centre business and Five V Capital follows below.

ABOUT SALMAT

Salmat is an 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 offshore outsourced service 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.

Salmat's **contact centres** sit within the Contact Solutions segment, offering inbound and outbound contact solutions based in Australia, New Zealand and the Philippines to leading blue-chip corporate and government clients. With a state-of-the-art cloud-based technology platform, clients have access to fast and flexible deployment, data visualisation tools and easy integration of voice and digital channels.

ABOUT FIVE V CAPITAL

Five V Capital is an Australian fund manager based in Sydney which invests in businesses with leadership positions in their sectors and organic, consolidation or international growth opportunities. Further details regarding Five V are available on its website: <http://www.fivevcapital.com/>.

For further information, please contact:

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