



COMPUTERSHARE COMMUNICATION SERVICES

> Setting new standards in communication

Communication solutions that deliver you certainty, ingenuity and advantage

KEY BENEFITS:

By adopting a more holistic focus on your communications, our solutions can 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 specialized one-to-one communication solutions that integrate print and mail with e-commerce and other e-delivery channels. Many of the world's leading organizations employ our solutions to enhance and maximize 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 equity plans, proxy solicitation and other specialized financial services.

Employing over 700 people globally, we communicate with 100 million stakeholders on behalf of over 14,000 organizations, 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 and customer loyalty programs to online bill payments and laser-printed invoices, to shareholder dividend statements and employee share plan correspondence, and communications with intermediaries such as brokers and fund managers.

THE VALUE WE DELIVER

By taking a more strategic, consultative approach to your communications, Computershare can provide you with the competitive edge your organization 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 and competitive advantage and driving measurable value for your organization.

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

OVERCOMING YOUR KEY MARKET CHALLENGES

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

INCREASE CUSTOMER RETENTION AND REVENUE PER STAKEHOLDER

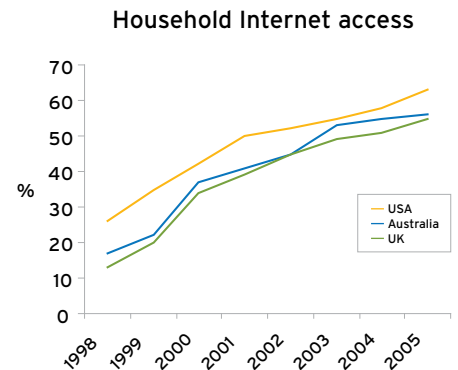
These challenges are fundamental to your ability to compete; they are growing increasingly difficult to achieve amongst the proliferation of communications, offers and promotions, together with added pressures such as the short-term brand loyalty of the younger, technology-savvy generation.

“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.



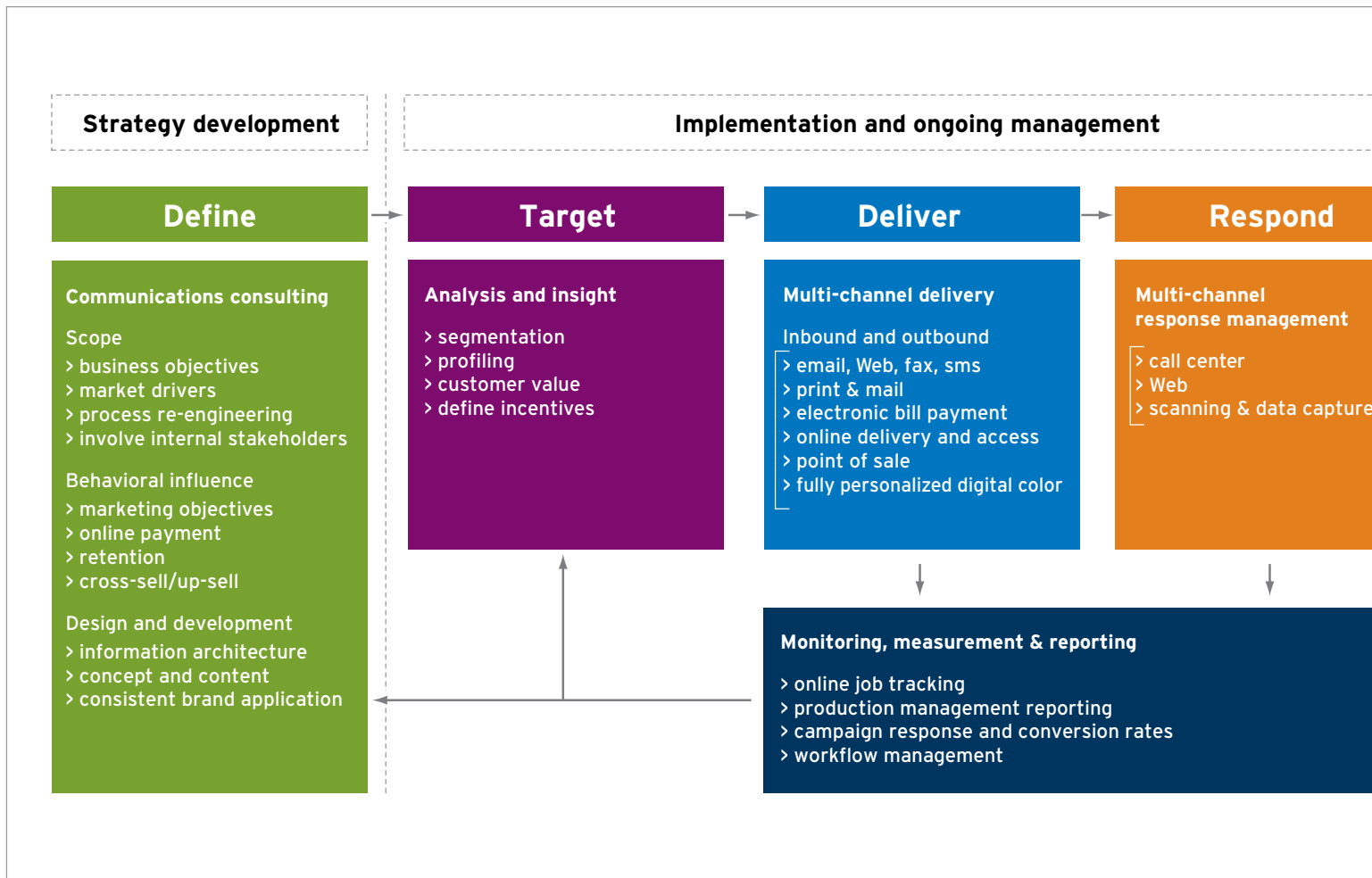
OPTIMIZE THE EFFECTIVENESS OF YOUR COMMUNICATION CHANNELS

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.

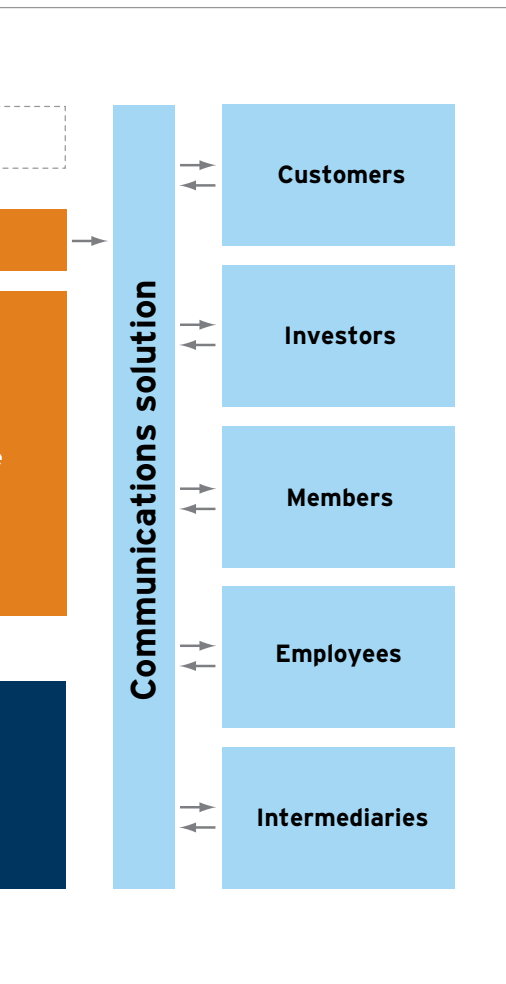
“Customer satisfaction has turned around for the better recently and the companies with multi-channel strategies are coming out on top.”

*1to1 magazine
Carlson Marketing, Inc.*

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, while meeting your timing, budgetary and compliance requirements.



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

Communications consulting

Scope

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

Behavioral 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 analyze 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. 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 call centers, 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 programs 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 14,000 organizations across a diverse range of industries to keep our clients at the forefront of technology innovation and the world's best communication practices. We also equip them with broader market information and industry insights that enable them to anticipate, respond to and capitalize 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.



Legend

- Data centers
- Production facilities
- Computershare group locations
- ... Integrated data backbone

SUCCESS STORY:

CHALLENGING CENTURY OLD PARADIGMS

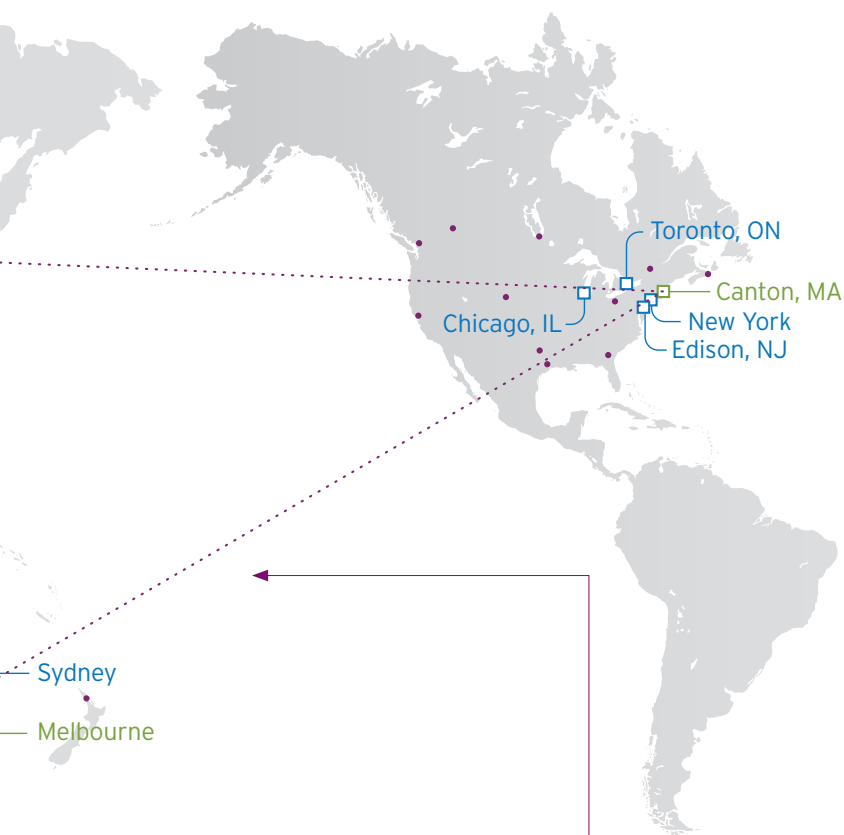
In the late 1990s, Computershare gained widespread support from UK companies to replace the antiquated, five-step method of printing share certificates (using 600 stock types and seals that were kept in locked vaults) with a one stock, one-pass laser printing process, reducing average company material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

PILOT LOCALLY, IMPLEMENT GLOBALLY

- > The eTree® environmental influence program for shareholders was launched and piloted in Australia before being rolled out to all regions – over 550,000 shareholders have registered for e-communications.
- > Successful direct marketing campaigns for Hewlett Packard in Europe helped inform our approach for clients in Australia.

TRANSITION EXPERIENCE

- > Dime Bank – \$3.4 billion bank in the U.S.; redesigned and converted all client communications within 90 days.



CERTAINTY OF DELIVERY

Our focus on meeting your business objectives is supported by:

- > **Computershare's US\$35m 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 call centers
 - > 12 million transactions processed using electronic data capture
 - > communicate with 100 million stakeholders
 - > serve 14,000 organizations

GLOBAL COMMUNICATIONS CAPABILITIES

- > **Standard Life plc** – managed communications to 1.9 million investors across four countries
- > **Foster's Group Limited** – managed communications to employees in 17 countries

INTERCONNECTIVITY BETWEEN MAJOR DATA CENTERS

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 centers and production facilities spanning three time zones

SUCCESS STORY:

DRIVING INDUSTRY EFFICIENCIES

In 2001, the New York Stock Exchange (NYSE) granted an exemption for Computershare's more efficient generic stock certificates to replace NYSE's cumbersome two-step printing process. This decision came following broad industry support and verification of the certificates' security features by renowned security consultant Frank Abagnale. This paved the way for US and Canadian listed companies to achieve significant cost and process efficiencies.

