



Deutsche Bank Small Cap Retail Conference

7 June 2011

*Presented by
Grant Harrod
& Paul Marshall*



Agenda: helping retailers

- Market better online: Lasoo
- Getting retailers online: Salmat eCommerce
- Mobile and social accelerating engagement
- Salmat's digital strategy



Lasoo

Paul Marshall



Shoppers have changed



Media they use, how they research, where and how they buy

The digital revolution

Australians spend
22 hours
online per week...
*...more time than consuming
any other media.*

Nielsen Australian Online Consumer Report

Growth in Australia:
Online advertising –

15.4%

...every year for the
next four years.

Print growth 1.9%

Free TV 3.9%

According to the PricewaterhouseCoopers'
Media and Entertainment Outlook 2010
– 2014 report,

50% of all
retail purchases
are now influenced
online

ACRS Research

Australians will spend
\$32 billion
online(etail) in 2012

Forrester 2010

Australians are the
biggest
users of
social media
in the world.

Nielsen

Email has the
highest ROI of any
digital channel at

\$42

DMA 2010

50% of shoppers research online before purchase



1 in 3 for:

- Clothing
- Entertainment
- Hardware
- Renovations



1 in 2 for:

- Beauty & Skincare
- Soft Homewares
- Toys
- Consumer Electronics
- Furniture



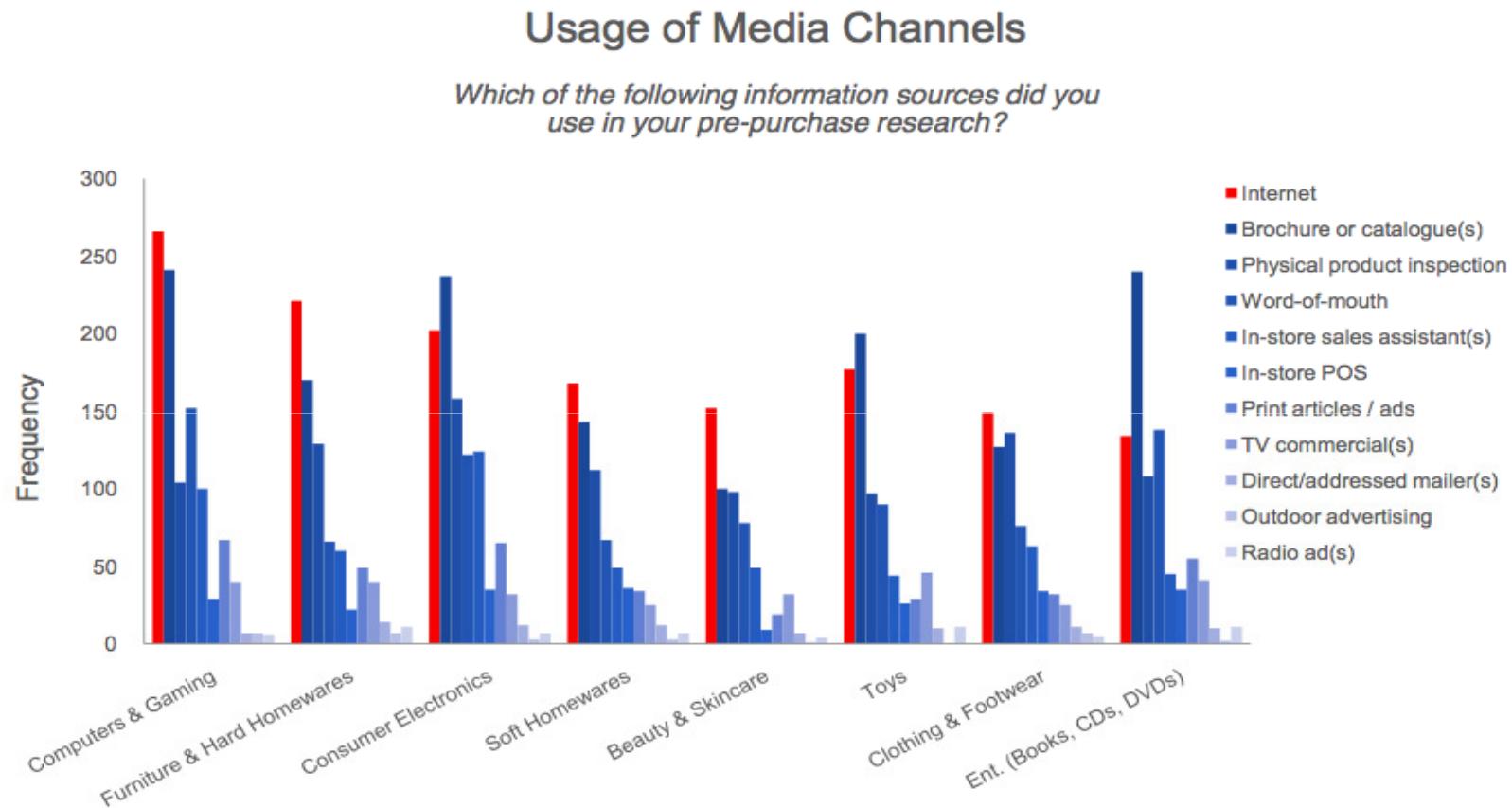
2 in 3 for:

- Computers & Gaming

Total: 3,220 respondents (400 per category)

Source: ACRS "The Internet's Role in Offline Purchase Behaviour", Jan 08 & Feb 09

Internet one of the most frequently used sources of information for shoppers



Multiple Response = 4,822 answers. Base Sample = 3,220 respondents
Source: ACRS "The Internet's Role in Offline Purchase Behaviour", Jan 08 & Feb 09

Australia's leading pre-shop[®] site

- Engagement
- Retailer content
- Conversion



Lasoo
where savvy shoppers start

MALABAR, NSW
[Change Location](#) | [Find Stores](#)

SEARCH

GO

CATEGORIES ▾

RETAILERS ▾

BRANDS ▾

CATALOGUES ▾

Shopping Tools

Welcome **Paul Marshall**[My Pre-Shop list](#)[My Profile](#)[My Alerts](#)[Sign Out](#)

Browse by Category

[Automotive](#)[Baby](#)[Books](#)[DVDs](#)[Electronics](#)[Fashion Accessories](#)[For The Home](#)[Furniture](#)[Gaming](#)[Gifts](#)[Groceries](#)[Health & Beauty](#)[Home Improvement](#)[Jewellery & Watches](#)[Kids Fashion](#)[Liquor](#)[Men's Fashion](#)[Music](#)[Offers & Savings](#)[Office Supplies](#)[Pharmacy](#)[Services](#)[Shoes](#)[Sports & Outdoor](#)[Toys](#)[Travel](#)[Women's Fashion](#)[» All Category](#)

allphones

Buyer's Guide Online Edition



NOKIA SONY LG Sony Ericsson BlackBerry HTC



Featured

Latest Catalogues

Ending Soon



Target.

BIGW
live big for lessTeds
comics

dick smith

[All Catalogues](#)

Welcome to Lasoo



Welcome to Lasoo, Australia's leading Pre-Shopping™ website. Here you can view online catalogues from leading Australian retailers including Target, BIG W, Myer, Dick Smith, Toys R Us and more. View catalogues online for your local area before you head in-store to go shopping. We also have catalogues for many smaller specialty retailers around Australia. You'll

deal of the week



AWA Home Entertainment
Full High Definit...

\$498.00[Details](#)[Buy Now](#)BIGW
live big for less

Daily Deal

[View All](#)

**Get Beautiful Skin! Only \$25 for a
Microdermabra...**



Buy **\$25.00**

Value	Discount	Save
\$99.00	74%	\$74.00

sweets

code kate go 2 sweets DEALS longgold

Popular Retailers

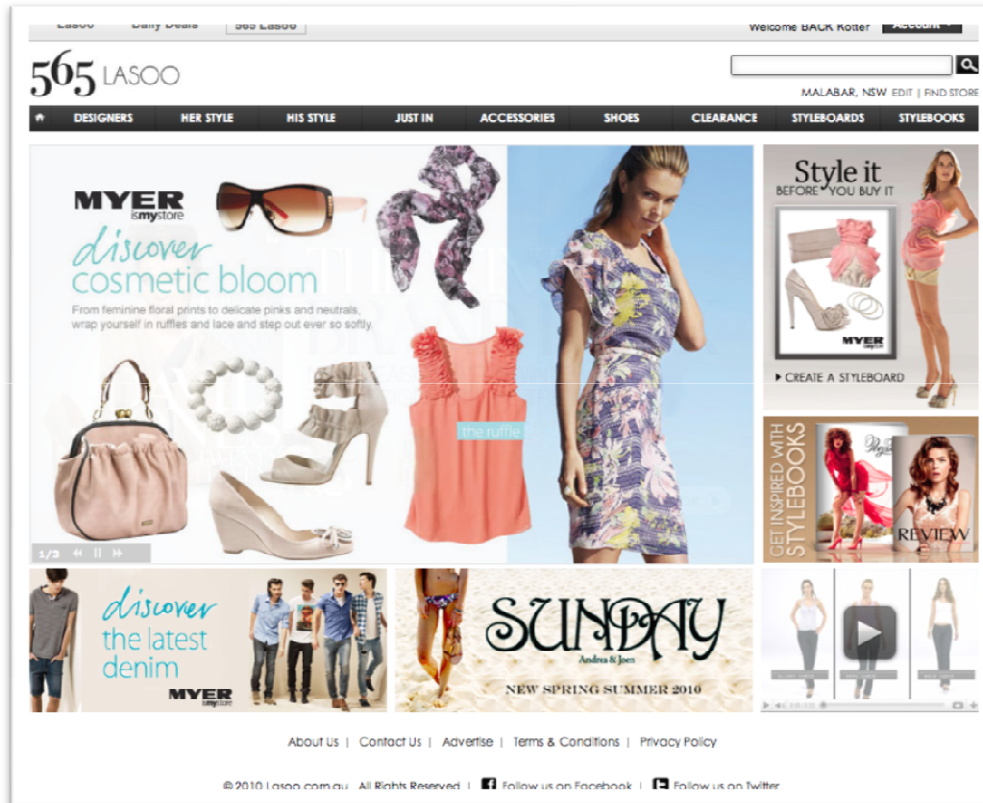
Popular Brands

BIGW
live big for less

Target.


MYER
myer.com.au

Lasoo verticals: 565 Lasoo



Lasoo verticals: Daily Deals

Daily Deals
Deals are best in Sydney
Change my location
Get Daily Deals By Email



A deluxe spa experience from Harrison's Health and Beauty Day Spa, Pay \$74 for \$195 of...
cudo.com.au | Deal from cudo

Value \$195.00 Discount 62% Save \$121.00


Share: [Facebook] [Twitter] [LinkedIn] [Email]

9h 11m 8s

Buy Now

There's a common misconception that spa experiences go hand-in-hand with a giant production – either you're wrangling a crew together for a hen's day or engagement part...

Head office: Rhodes Shopping Centre Suite 702, Level 2, 1 Rider Boulevard Rhodes NSW 2138
0297432965



Get your party on with \$150 worth of products from Pink Frosting! Spend \$150 on any deco...
cudo.com.au | Deal from cudo


Value \$150.00 Discount 67% Save \$101.00

Share: [Facebook] [Twitter] [LinkedIn] [Email]

9h 11m 8s

Buy Now

Having a party buoys the dips industry and allows children to heap praise from adults for growing taller. On the other hand, weddings send fathers broke and morph sweet...



Only \$59 for Dinner for Two at great new Restaurant. Incl. Smoked Chicken Croquettes,...
spreets.com.au | Deal from spreets


Value \$132.00 Discount 55% Save \$73.00

Share: [Facebook] [Twitter] [LinkedIn] [Email]

9h 10m 8s

Buy Now

Rating of 9.8 on eatability! (Great reviews)
Just 6 months old and a cool, funky addition to the Pyrmont scene
Just \$59 for a special Spreets grazing menu ? for...



Get Healthy with the Ultimate Wellness Package: an Assessment and 3 sessions of Chiropra...
spreets.com.au | Deal from spreets


Value \$340.00 Discount 77% Save \$261.00

Share: [Facebook] [Twitter] [LinkedIn] [Email]

9h 10m 8s

Buy Now

You get to choose on the basis of what you need!
If you've never tried alternative treatments ? now's your chance
If you're an alternative medicine convert, Har...




Don't Hide your Fave Pics! \$95 for Three 40 x 30 cm, Custom

Value \$195.00 Discount 50% Save \$100.00

9h 10m 8s

Buy Now

Daily Deals
Get Sydney Daily Deals By Email
Share deal: [Facebook] [Twitter]
Welcome paul.Marshall@sa ...
my profile my cudos not you?



you're in Sydney

Today's offer

A deluxe spa experience from Harrison's Health and Beauty Day Spa
Pay \$74 for \$195 of value! Get a facial, massage, brow wax & 63% saving!

THE DEAL IS ON!

Time left to buy: 09:09:55

450 offers sold so far

Value: \$195 Discount: \$121
You save 62% Now only \$74

1 2 3

Share this deal with [Twitter] [Facebook] [Email]

BUY NOW!

The Offer Locations Terms & Conditions Send as a gift

There's a common misconception that spa experiences go hand-in-hand with a giant production – either you're wrangling a crew together for a hen's day or engagement party, or you need jet off to somewhere remote and exotic (and expensive) to wholly appreciate their benefits.

In fact, it's worth making spa and beauty a more regular part of your ordinary life, to keep

What you get
Behold, the luxuriant spa

Refer a friend & earn \$10!

'COUNT THE CUDOS' TWITTER COMPETITION
LEARN MORE

WIN \$100 A DAY!

Get your party on with \$150 worth of products from Pink Frosting!

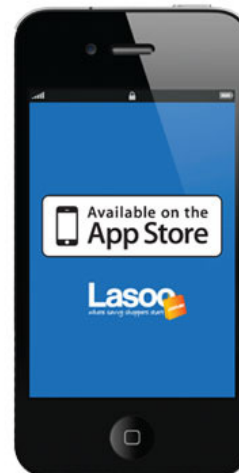
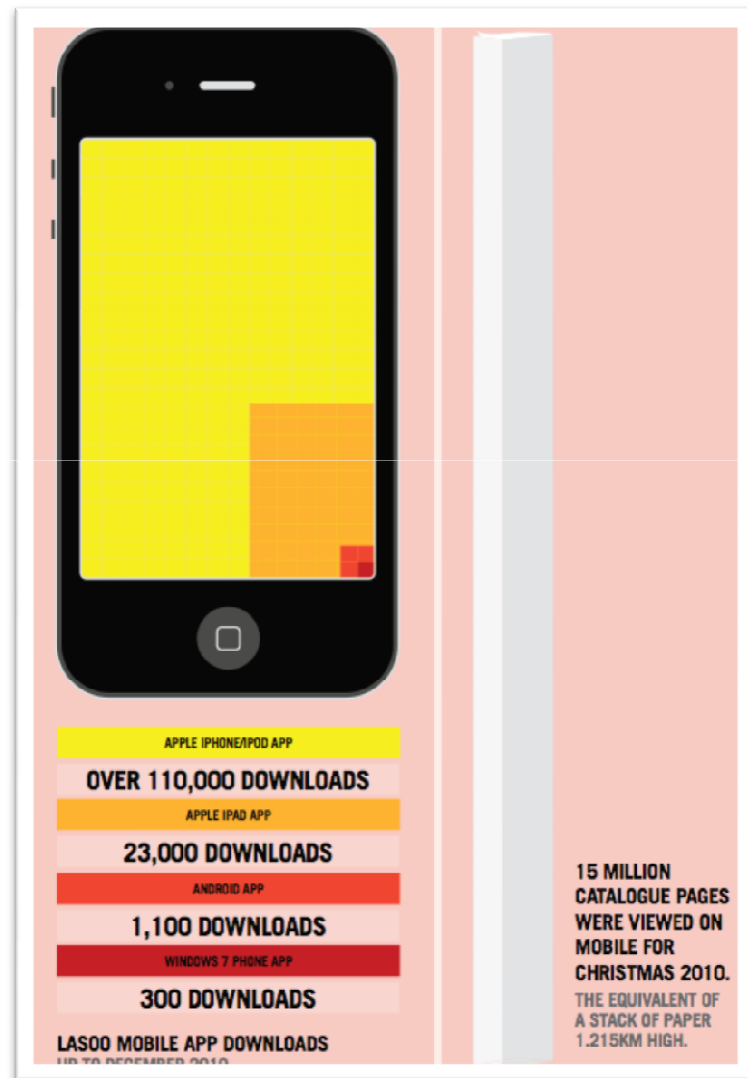
You save 67% Now only \$49

334 offers sold so far

VIEW OFFER

Elegant cocktail cruise on the Harbour with Guest Harbour Cruises

Lasoo mobile



Millions of Australians Lasoo, then buy

People are on Lasoo to make shopping decisions

- 8 to 9 minutes each visit
- Over 40 page views per visit
- The only content is retailer advertising

*“24% of lasoo.com.au visitors have gone on to **purchase** the item from the retailer they saw on the website.”*

*“69% either **purchased** the item from the retailer they saw on lasoo.com.au, **intend** to purchase the item, went to the retailer’s store or website and/or **contacted** the retailer.”*
[Nielsen]

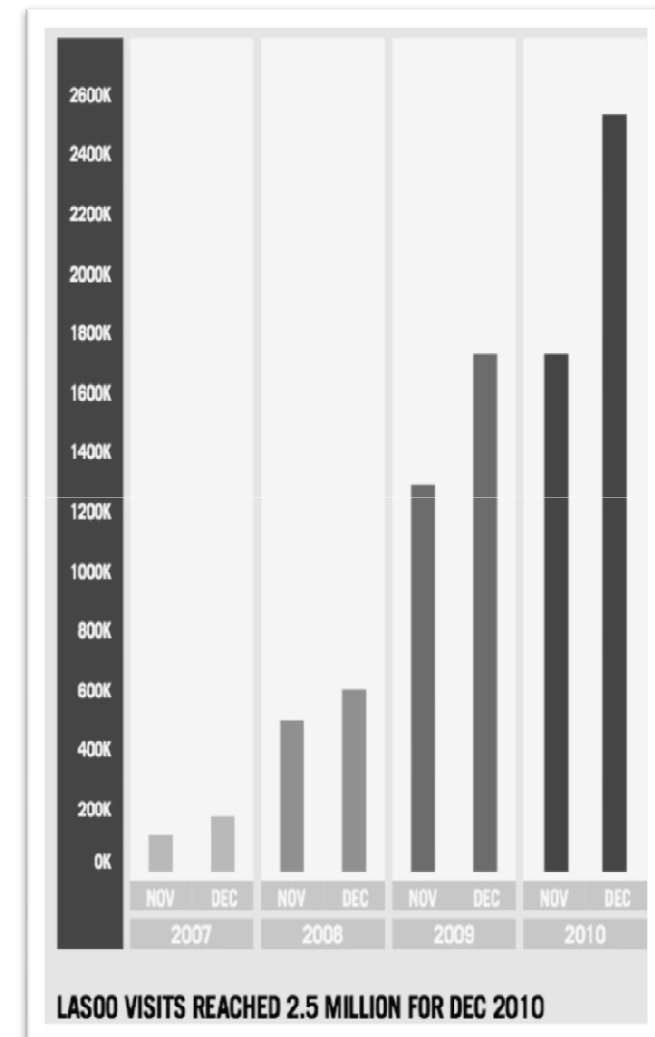
2.29 million

Australians driven in-store by Lasoo

75% went on to buy

Christmas 2010

(Q4 survey results. Number of unique visitors)

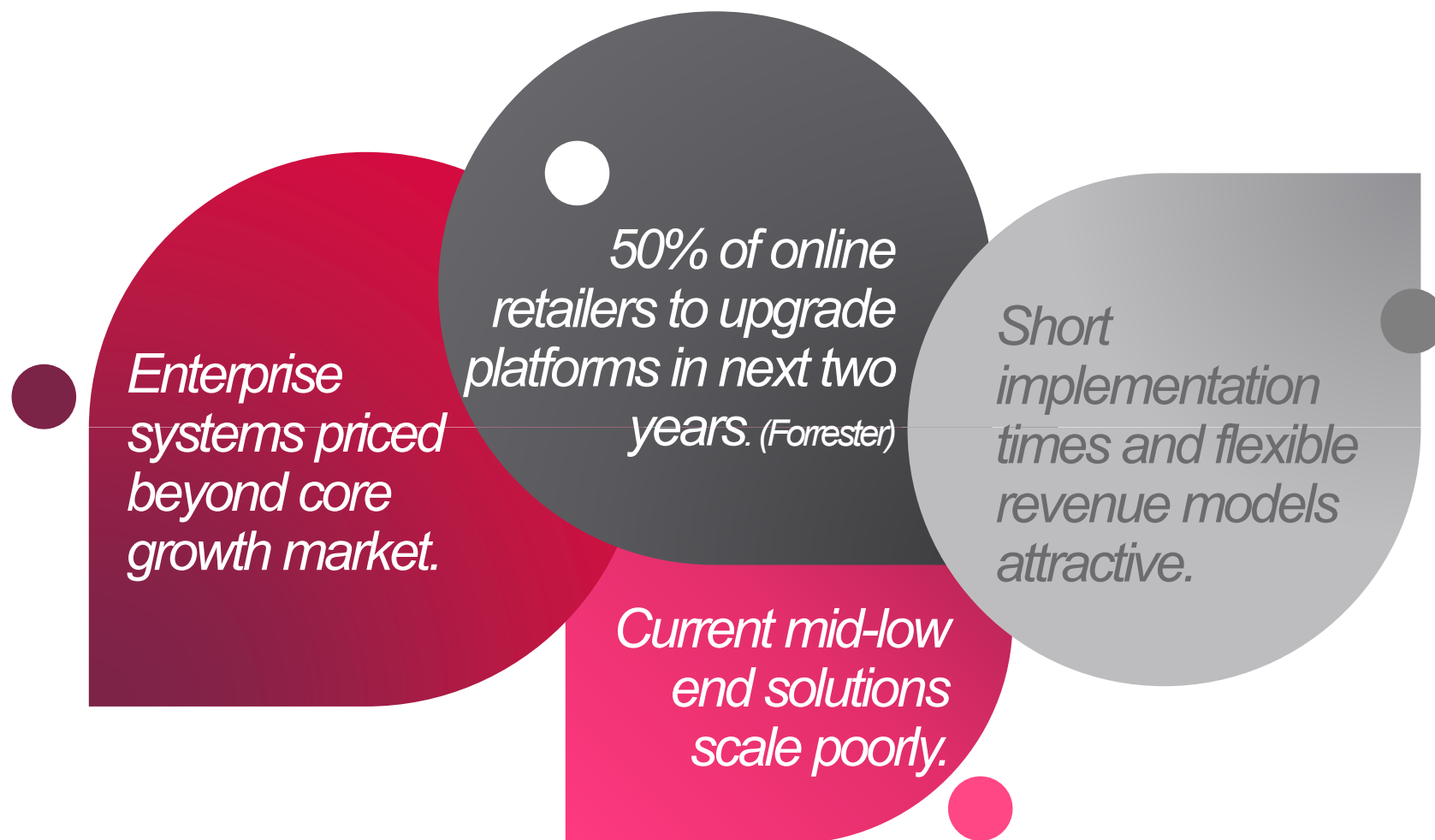




eCommerce



eCommerce opportunity



Salmat's eCommerce solution

Option 1: Licensed



more control



customisation



upgrade pathway
control



build In-house
expertise

Option 2: Hosted



no tech
management



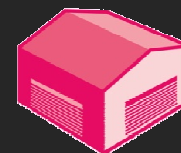
lower up-front
costs



greater speed to
market



upgrade pathway
certainty



easy access &
data mgmt



Lower hidden
costs

Mobile and social



Mobile #1 on the agenda

- “Mobile is our primary focus for our platform this year”
Bret Taylor, facebook CTO
- “We think mobile is going to be the end-all and be-all of how we are going to communicate with the customer”
Martine Reardon, Macy’s EVP Marketing
- “All the company's strategic initiatives this year involve mobile devices.” *Eric Schmidt Google CEO*
- “It looks like more than half of all shoppers will soon be using their mobile phones for retail purposes”. “Any retailer not actively working to develop, measure and refine its mobile experience is leaving money on the table for competitors.”
Kevin Ertell, ForeSee Results VP-retail strategy

Social media converging with retail and mobile



Salmat's digital strategy

Grant Harrod

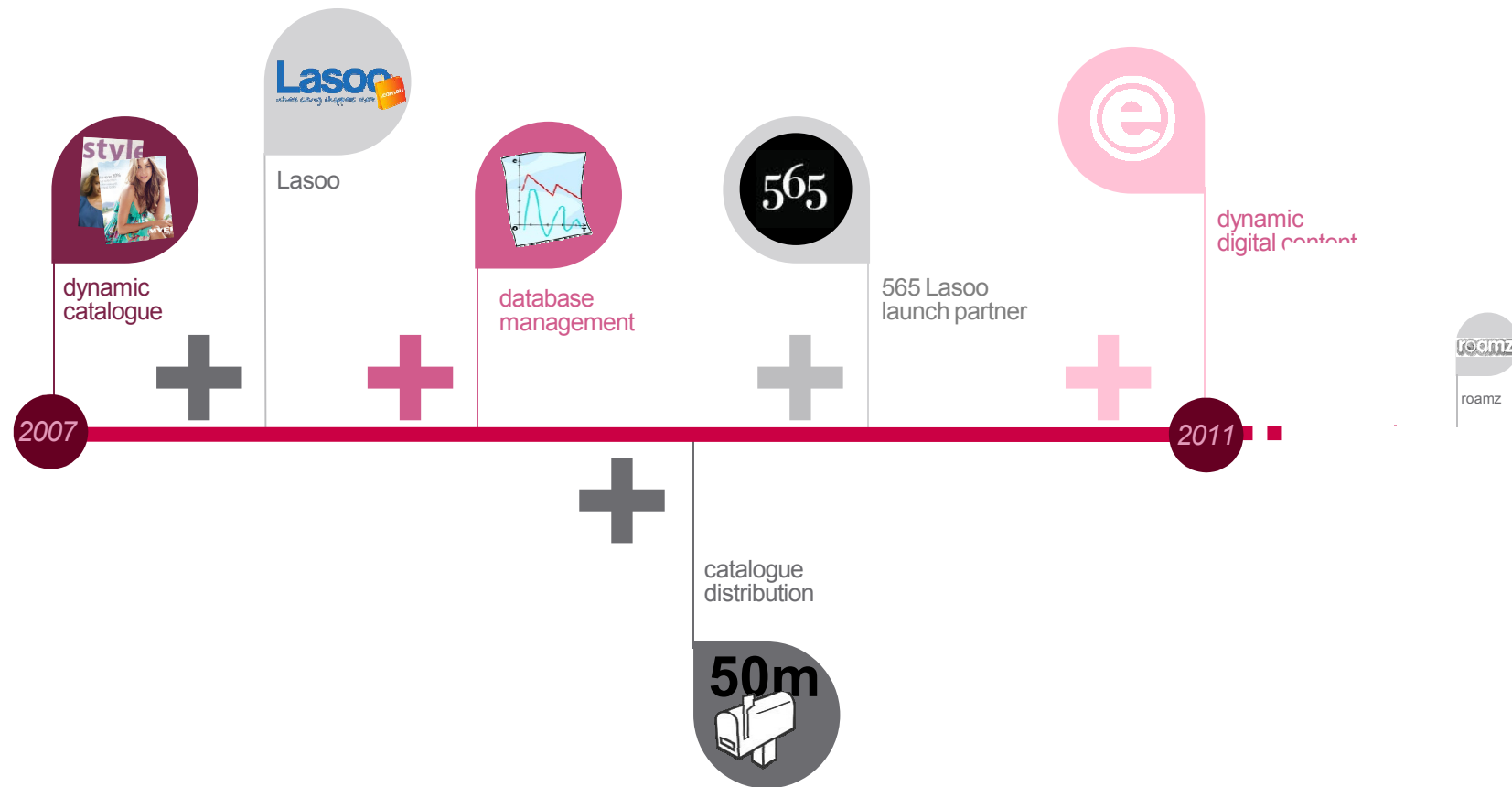


“...to capture the growth potential of online retail marketers will have to have a multichannel strategy that works for consumers whose style of shopping is to hop among bricks-and-mortar, web retail, and mobile points of purchase.”



Sucharita Mulpuru
Vice President, Forrester Research 2010

A leading department store



Disclaimer

Company announcements and presentations can contain forward-looking statements. Words such as “believe”, “anticipate”, “plan”, “expect”, “intend”, “target”, “estimate”, “project”, “predict”, “forecast”, “guideline”, “should”, “aim” and similar expressions are intended to identify forward-looking statements but are not the exclusive means of identifying such statements.

Forward-looking statements involve inherent risks and uncertainties. We caution you that a number of important factors could cause actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in such forward-looking statements. These factors include but are not limited to: competition and product pricing in the markets in which we operate; general economic and market conditions; compliance with, and possible changes in, environmental and health and safety laws; dependence on cyclical markets; the supply and cost of materials; exposure to environmental or other legal proceedings; and risks of conducting business internationally. We caution you that the foregoing list of factors is not exclusive and that other risks and uncertainties may cause actual results to differ materially from those contained in forward-looking statements. Forward-looking statements speak only as of the date they are made.