

Friday, 13 December 2013

Salmat appoints new Director

Salmat Limited (ASX:SLM) today announced that Mr Mark Webster has today joined the Salmat Board as an independent, non-executive director as announced at the Annual General Meeting.

Mark is presently Managing Director of the thoroughbred sales group, William Inglis and Son Limited. Mark's had extensive, hands-on experience in extending traditional businesses into the online environment, both in the media industry and in his current role, where he's introduced technology such as internet bidding, e-commerce, Inglis TV and a range of internet and mobile services to assist customers to transact on line. Mark has also established the Inglis Digital division, which operates bloodstock.com.au and horsezone.com.au both now market leaders. Many of these innovations are world firsts for the equine industry.

Mark also has a strong media and digital background, having previously worked for News Limited for eight years, including managing the online classified business in its early days and heading up the online News Interactive division, taking news.com.au to the number one position. Mark has also served as director on a number of boards over the past ten years, including realestate.com.au and Nationwide News Limited.

Salmat Chairman, Peter Mattick said he was extremely pleased that Mr Webster had accepted the invitation to join the Salmat Board. Mark will be an asset to the Salmat Board and expect that his broad digital experience will bring some valuable insights to Salmat's current growth strategy.

ENDS

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ABOUT SALMAT

Salmat is focussed on driving Return on Communication for our clients through applicable and effective media channels and on delivering outcomes that improve marketing effectiveness, are highly measurable, engaging and build loyalty and lasting relationships with consumers.

Market Leaders

Salmat has two market leading divisions:

Consumer Marketing Solutions (CMS) division consists of the Salmat Digital, Targeted Media Solutions and Lasoo businesses. CMS delivers relevant, targeted and integrated communications across all digital and traditional channels. Salmat's solutions enable clients to interact and engage with their customers through interactive email, online content management, search optimisation, data insights and analytics, loyalty management, e-commerce, SMS, letterbox advertising and catalogue distribution, as well as Influence, omnichannel marketing solution, and Australia's premier online pre-shopping site, Lasoo.com.

Customer Engagement Solutions (CES) helps Australia and New Zealand's most trusted brands generate revenue, exit cost, and improve their customer experience. Salmat designs and delivers multi-channel contact centre services and technology solutions, field sales services and learning and development solutions. Salmat CES specialises in maximising customer lifetime value using inbound and outbound voice, email, web chat, social media, mobile, SMS and field sales. Salmat provides sophisticated speech technology and automation solutions including natural language speech recognition, voice biometrics and Reach, enterprise class contact centre technology solutions hosted in the cloud.

Salmat is focussed on the growth and sustainability of our clients by designing and delivering highly engaging relationships with their customers.

For more information on Salmat go to www.salmat.com

For further information, please contact:

*Peter Mattick
Chairman and interim Chief Executive Officer
+612 9928 6500*

