

15 January 2014

Salmat appoints new Chief Executive Officer

Salmat Limited (ASX:SLM) today announced that the Board has appointed Mr Craig Dower as Salmat's new Chief Executive Officer.

Mr Dower will commence with Salmat on 14 April 2014 and will work alongside the Chairman, Mr Peter Mattick during his induction and familiarisation with the company.

After this time, Mr Mattick will again step back from the day-to-day management of the Salmat business, but will remain as Chairman of the company.

The crossover period has been designed to facilitate a detailed and thorough handover to Mr Dower to ensure the continued smooth running and uninterrupted growth of the business.

"The Board looks with anticipation at the continued development of the strategy as outlined to the market in July last year. Our recent acquisitions of the Netstarter and Microsourcing companies exemplify the application of this strategy to the benefit of the company and its customers. This is an exciting time for the business and we are confident that Craig Dower is the right person to lead Salmat through its next stage of development," they said.

The move follows a comprehensive executive search undertaken by the Salmat Board.

"The Board is extremely pleased with this outcome. We will retain the founders' comprehensive understanding of the business, while supplementing this knowledge with new ideas from Craig," they said. "Craig is a proven CEO with an impressive track record with key skills in the application of technology. We believe that he will deliver great results for Salmat's customers, shareholders and its team."

Peter Mattick, Salmat's Chairman, said "We are thrilled to have an executive of Craig's calibre and experience join the Salmat team. Craig's strong background in leading companies through growth and change will be very valuable as we continue our evolution around leveraging technology platforms to provide high-value services to our customers. Craig brings a wide range of skills developed across multiple industries which are highly complementary to how we service our customers. His deep understanding of technology as a business enabler and his emphasis on people and leadership development will play an important part in the continued success of our customers and the growth and development of our people, capabilities and business."

"Mr Dower will join Salmat after seven years with global IT consultancy Avanade; a provider of business technology solutions and managed services functions. Craig was responsible as President Asia Pacific and China for all aspects of the business across the region for the past four years."



"I'm excited to be joining the Salmat team at such a significant phase," said Mr Dower.

"Following its major divestment, Salmat is ready to move into it's next stage of growth implementing it's strategic plan. I'm honoured to have the opportunity to lead this growth and continue Salmat's long history of success," he said.

Further details of Mr Dower's experience and contract terms follow below.

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Biography – Craig Dower

For the past seven years, Craig Dower has held senior executive positions with Avanade, (a consulting and integration focused joint venture between Accenture and Microsoft) across the Asia Pacific region. Currently based in Singapore, Craig was most recently President of Asia Pacific and China (APAC), after joining in 2007 as the Australian Managing Director. Craig has served on Avanade's global Executive Committee and Operating Committee, and represented Avanade on Accenture's APAC leadership team. During his time with Avanade, Craig led the business through a significant (three fold) growth period, establishing APAC as the fastest growing region within Avanade.

Prior to Avanade, Craig held senior executive positions with the Coles Group, EDS, Lucent and Mallesons Stephen Jaques, as well as two private equity-owned technology companies. Craig has been in the ICT industry for almost 30 years, starting in systems engineering and moving through project management, sales and marketing, and then operational and executive leadership roles, in Australia and across Asia-Pacific. Craig has also served as a director on several boards, in both executive and non-executive capacities. Craig has successfully led both small and large-scale businesses through periods of significant change, usually encompassing development and deployment of significant ICT investments.

Craig is a Fellow of the Institute of Company Directors, A Fellow of the Australian Institute of Management and a Member of the Australian Computer Society.

Contract terms

The key terms of Mr Dower's contract are as follows:

1. The term is evergreen with tenure subject to six months' notice for both parties.
2. Remuneration: Commencing remuneration package is \$2,080,000 comprising fixed 38.5% and at risk 61.5% of total. Both fixed and at risk components are subject to annual review.

3. The at risk component comprises an annual cash payment which is dependent upon achieving performance targets set by the Remuneration and Compensation Committee which is approximately 23% of commencing package. The long term incentive is in the form of performance rights which are earned based on service and performance hurdles which comprise around 38.5% of commencing package. The performance hurdles are currently based on a mixture of relative total shareholder return measures, cumulative earnings per share and achievement of the key strategic goals of the company over a three year period;
4. The Company can choose to make payment in lieu of notice to Mr Dower, which would not exceed the average base salary plus STIs paid to him in the 12 months before termination.
5. Mr Dower will receive a sign on incentive of performance rights to the value of \$500,000 to compensate for incentives foregone with his previous employer. The performance rights are forfeited if Mr Dower leaves before completing 12 months' service.
6. The terms of his contract are otherwise in accord with Salmat staff employment conditions.

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ABOUT SALMAT

Salmat is focussed on driving the success of our customers through effective communications that deliver outcomes to 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

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