

15 January 2014

Chief Financial Officer transition

Salmat Limited (ASX:SLM) announced today that Chad Barton, Chief Financial Officer of the Group, will leave the company at the end of February following completion of half year and market reporting requirements.

Chairman and Interim CEO, Peter Mattick, said: "On behalf of the Board, I would like to thank Chad for his significant contribution to the business. Chad joined Salmat as CFO in 2009 and has achieved a great deal as the financial leader of Salmat's transformational change to our multi-channel digital technology future."

"Of particular note was Chad's leadership and negotiation in the successful divestment of the BPO business. This divestment reshaped the balance sheet of Salmat, allowing for significant dividends to shareholders as well as capital to reinvest in our transformation."

"We appreciate that Chad has continued as CFO following the BPO divestment, strategy development and CEO appointment, allowing for an orderly leadership transition with myself and the incoming CEO, Craig Dower."

The company will initiate a search for a replacement CFO.

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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 measureable, 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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