

13 February 2014

Salmat completes acquisition of 50% of MicroSourcing International

Salmat Limited (ASX:SLM) today announces that it has completed the acquisition of 50% of MicroSourcing International, a Philippines-based outsourced services provider.

The deal also includes a performance-based option to acquire the remaining 50% by mid-2016.

This transaction was previously announced to the market on 19 December 2013.

“We are very pleased to have successfully closed this deal, which complements Salmat’s growth strategy and expands both our contact centre capabilities and our reach into the Philippines,” said Chairman and interim CEO, Peter Mattick.

“We are now focussed on working together with the MicroSourcing team to continue delivering exceptional client service as we pursue synergies and cross-selling opportunities,” said Mr Mattick.

ENDS

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.

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

ABOUT MICROSOURCING INTERNATIONAL

MicroSourcing enables foreign companies to operate in the Philippines in an easy and effective way. The business specialises in a wide variety of disciplines and workflow processes and offers services through a number of service delivery models, each targeted towards a specific market segment. Service disciplines include:

Contact centre services: inbound and outbound call centre, customer support, telemarketing.

Back office and English services: data entry and data processing, HR and recruitment, finance and accounting, virtual assistance, medical encoding, copywriting and creative writing, proofing and editing, transcription, content moderation, game moderation and community moderation.

IT and Internet: web development, software development, mobile app and game development, search engine optimisation, search engine marketing, social media marketing, technical support.

Creative services: web design, graphic design, advertising design, print and prepress design, flash design and animation, 3D modelling, game design.

This range of services can be delivered via a number of different service delivery models, including project outsourcing, offshore staff leasing, virtual captives, joint ventures and build-operate-transfer agreement. For more information on MicroSourcing go to www.microsourcing.com

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