

24 August 2017

Salmat responds to media speculation on sale of contact centre business

Salmat Limited (ASX:SLM) notes today's media speculation regarding a sale process for its contact centre business.

Salmat considers varying business approaches and proposals regarding potential asset sales, joint ventures and new business opportunities across all aspects of its business. It considers all such proposals based on their merits and potential to deliver superior growth in shareholder value.

Salmat has recently received expressions of interest in a number of its businesses, including the contact centre business. As such, Salmat announced in February 2017 that a strategic review of its businesses would be undertaken.

As a part of that strategic review, which is still ongoing, the Board has determined that Salmat's contact centre business is not currently for sale.

-ENDS-

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ABOUT SALMAT

Salmat is a leading Australian marketing services business. We partner with our clients to help them with the constant pressure of acquiring and servicing their customers, week-in, week-out. With media, digital and contact capabilities, we have the right solutions for our clients, enabling them to Reach, Convert and Serve more customers.

Founded in 1979, Salmat has evolved from a small letterbox distribution business to an ASX-listed company. With a talented team across four countries, we work with some of Australia's most recognised and trusted brands to manage billions of customer interactions every year.

Reach: We offer the broadest reach media (online & offline), with the ability to target individuals and up to 17 million people.

Convert: We deliver conversion across multiple channels, creating more opportunities for our clients' customers to buy.

Serve: We make every one of our clients' interactions count online and offline.