

## MARKET ANNOUNCEMENT

<b>Date:</b>	14 March 2012
<b>To:</b>	Australian Securities Exchange
<b>Subject:</b>	Launch of Digital Post Australia

Computershare Limited (**ASX:CPU**) has today launched, along with its partners, Digital Post Australia. Computershare holds a 40% interest in the joint venture. Details of the new digital postal service can be found in the attached press release to be issued by Digital Post Australia.

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**About Computershare Limited (CPU)**

Computershare (ASX:CPU) is a global market leader in transfer agency and share registration, employee equity plans, proxy solicitation and stakeholder communications. We also specialise in corporate trust, mortgage, bankruptcy, class action, utility and tax voucher administration, and a range of other diversified financial and governance services.

Founded in 1978, Computershare is renowned for its expertise in high integrity data management, high volume transaction processing and reconciliations, payments and stakeholder engagement. Many of the world's leading organisations use us to help streamline and maximise the value of relationships with their investors, employees, creditors and customers.

Computershare is represented in all major financial markets and has over 12,000 employees worldwide.

For more information, visit [www.computershare.com](http://www.computershare.com)

MARKET ANNOUNCEMENT

## Australians to get their first digital postbox in 2012

*Digital Post Australia announces that all Australians will soon be able to receive postal mail online*

Sydney, Australia – 14 March 2012 – **Computershare** Limited (ASX: CPU), **SALMAT** Limited (ASX: SLM) and **Zumbox Software, Inc.**, today announced that they have formed a joint venture to launch Australia's first digital postal service – **Digital Post Australia**.

Digital Post Australia is the ultimate communication delivery service that will provide a free secure online digital postbox for every Australian. The joint venture combines trusted mail and communication service providers, Computershare and Salmat, who together serve the banking, insurance, utilities, telecommunications, government and share registry industries reaching all Australian homes. The partnership includes Zumbox, with its proven digital postal mail technology platform to offer an unrivalled ability to deliver this ground-breaking new service. As a utility service, Digital Post Australia is available to all communications service providers in Australia.

Digital postal mail makes physical mail available securely and digitally in one central location online. The system acts as a personal assistant, notifying users when payments are due and organising documents in a single secure digital vault where they can be stored, tagged and searched for. Digital Post Australia's unique product offering will allow individuals to collate their essential communications online through a single highly secure channel, reducing the need for multiple logins and passwords.

Independent research indicates that over 50 per cent of Australians find the idea of digital postal service – that offers a more consumer-friendly way to receive, store and organise important mail like bills, notices and statements – appealing<sup>1</sup>. Additionally, knowing this service is highly secure and free made it even more attractive to consumers.

Security and privacy are key features of the Digital Post Australia service. The digital postal mail platform is a closed system, restricted to verified mailers and individually verified consumers linked to a physical mailing address. This means that companies using the service can be confident in the secure delivery of their communications to the right person and users can be assured that only they can access content contained in their digital postbox. These strict privacy and security controls not only ensure that all communication is delivered securely to the correct recipient, but also eliminate susceptibility to spam, fraud and phishing.

“Digital Post Australia will transform the way we receive and organise all our essential communications,” said David Hynes, Chairman of Digital Post Australia. “We are taking one of the oldest forms of communication and making it more relevant to today's marketplace. The Australian consumer is ready for the next generation of mail delivery and the benefits it will bring will be significant and widespread for both consumers and business.”

Digital Post Australia will boost efficiency, speed of delivery and convenience with compatibility across major mobile platforms including iPhone, iPad and Android devices. Service providers will have a highly secure and cost-effective customer channel that delivers per-piece cost savings between 50 and 70 per cent. In addition to these savings, Australian businesses will be able to build deeper relationships with their customers through a highly flexible and direct communications channel.

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<sup>1</sup> 'Digital Postal Mail Quantitative Research', December 2011, research conducted by GfK bluemoon



Stuart Crosby, CEO of Computershare said: “We are excited to be providing a new channel for clients to communicate to customers. With the click of a button, people can receive their mail online no matter where they are, bypassing the physical post box. Once online, customers can easily access other online tools, leveraging the technologies Computershare and our clients have invested in.”

Grant Harrod, CEO of Salmat commented: “We see digital postal mail as a great extension of our multi-channel communication strategy and in particular our focus on digital communications. This investment in our BPO Division will complement the extensive communication services already undertaken by that business, including electronic delivery of essential mail. Our partnership with Computershare and Zumbox provides unrivalled reach to bring this innovative new service to market.”

John Payne, CEO of Zumbox added: “Australia is a compelling market for this type of digital service – sophisticated, widespread and digitally savvy. We offer the leading technology platform in the digital postal world and are delighted to be part of this groundbreaking joint venture.”

Digital postal mail, which has proven to be successful in other markets including the U.S., will be made available to Australian households by Digital Post Australia later this year.

For more information about Digital Post Australia, go to [www.digitalpost.com.au](http://www.digitalpost.com.au)

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## **About Digital Post Australia**

Digital Post Australia is the first digital postal service provider in Australia. Pioneering the evolution of mail delivery, Digital Post Australia will provide every Australian household with a digital postbox. We offer a unique new way to connect service providers - who issue bills and statements including utilities, financial and government organisations - with households via the Internet. It is an easy, secure and more convenient alternative to traditional postal mail. Digital Post Australia is the result of a joint venture between customer communications companies Computershare and Salmat with technology provider Zumbox. More information about us is available at [www.digitalpost.com.au](http://www.digitalpost.com.au)

## **About the shareholders:**

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### **Salmat Limited**

Salmat (ASX: SLM) is Australia's leading marketing and communications company that delivers innovative multichannel communications solutions.

For more than 30 years, Salmat has been at the cutting edge of innovation, constantly evolving to help businesses better communicate with their customers in an ever-increasing competitive environment. They are market leaders in business process outsourcing, contact centres, letterbox distribution and digital communications.

With extensive capabilities across online, mobile, voice and mail, Salmat delivers a truly integrated multichannel communication experience that drives customer acquisition, retention and growth.

For more information about the Salmat Group, please visit [www.salmat.com.au](http://www.salmat.com.au)

### **Zumbox Limited**

Located in Los Angeles, California, Zumbox provides the world's first platform for digital postal mail. The Zumbox Platform connects large transactional, financial and government mailers to consumer households for the delivery and archiving of essential postal mail via the Internet. Zumbox has operated its Digital Postal Mail system ([www.digitalpostmail.com](http://www.digitalpostmail.com)) in the United States since early 2010, where it partners with large mail service and technology providers including DST Output, KUBRA, Transcentra, Computershare, Crawford Technologies, Ricoh and others with reach to 118 million American homes. For every street address in a country, the Digital Postal Mail Platform offers a corresponding digital mailbox, enabling mail and other content to be delivered and stored digitally. Zumbox represents a more cost-effective, convenient and environmentally responsible way to deliver postal mail. Zumbox is a closed system of known, verified mailers and recipients, which provides bank-level security, complying with PCI, HIPAA and BITS security standards. Zumbox Software is the licensing arm of Zumbox, Inc.