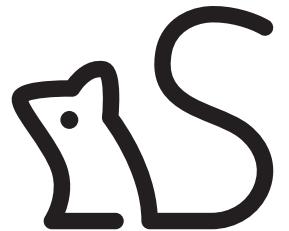


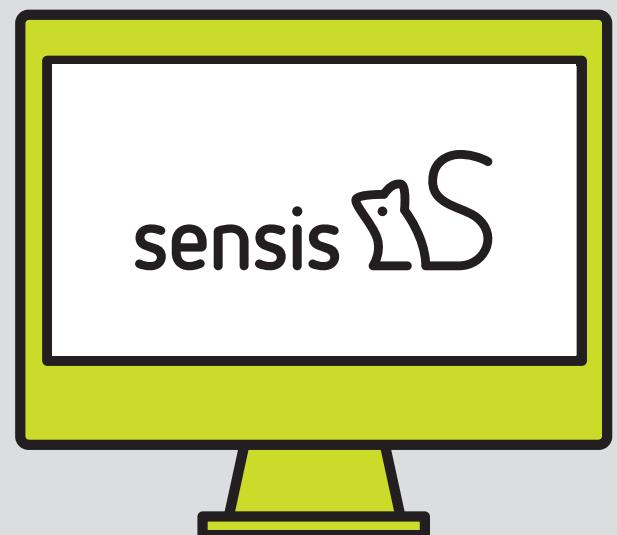
Sensis Digital Transformation

John Allan
Chief Executive Officer
Sensis

sensis



- 1 Sensis today
- 2 Digital disruption
- 3 Our approach to digital transformation
- 4 Transformation lessons



Sensis Vision: Australia's leading marketing services company

- \$1.204B sales revenue in FY13
- 2000+ employees
- Recently purchased by US firm Platinum Equity



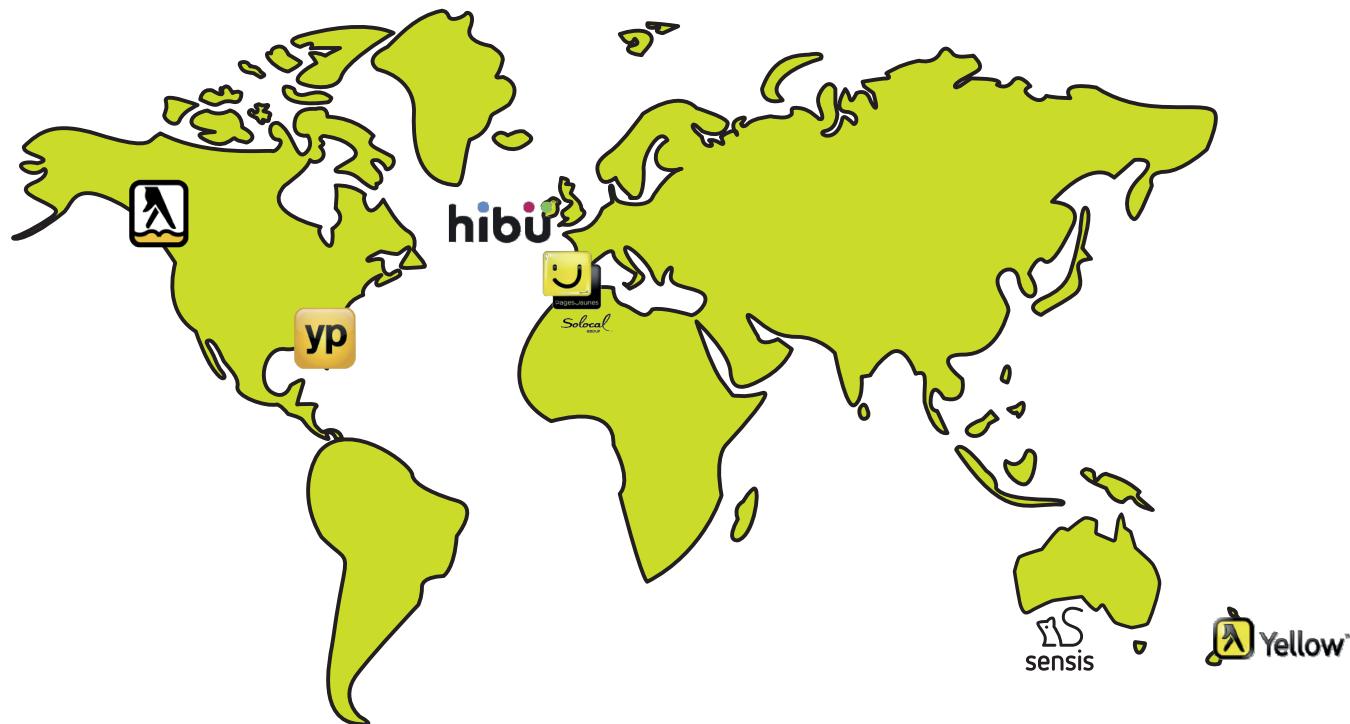
Australia's first
telephone directory
June 1880

Sensis products and services

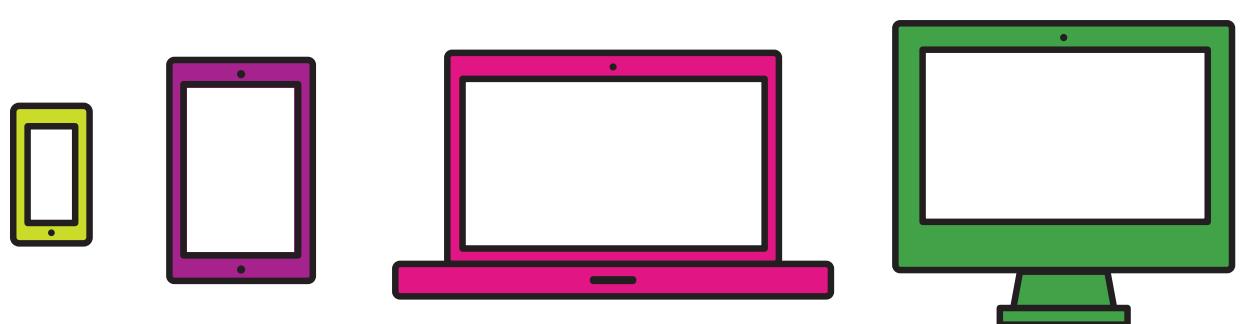


Australia's leading marketing services company

Like Sensis, all directory companies across the globe are transitioning to digital



- Offline to online migration
- Online search market is growing
- Mobile web increasing rapidly
- Smart phones & tablets offer opportunities



- Digital disruption is rapid in our sector
- Challenged traditional revenues
- Businesses, like Sensis, must reinvent



- The common theme here is digital
- Decline in print revenue is global reality
- Customers migrating advertising to online



Print to continue for foreseeable future

Print weekly readership:

Yellow Pages		White Pages	
4.5m	Australians	3.5m	Australians
1.7m	Metro	1.2m	Metro
2.8m	Regional	2.3m	Regional

But digital will define our future success
and here's why...

Digital is ubiquitous

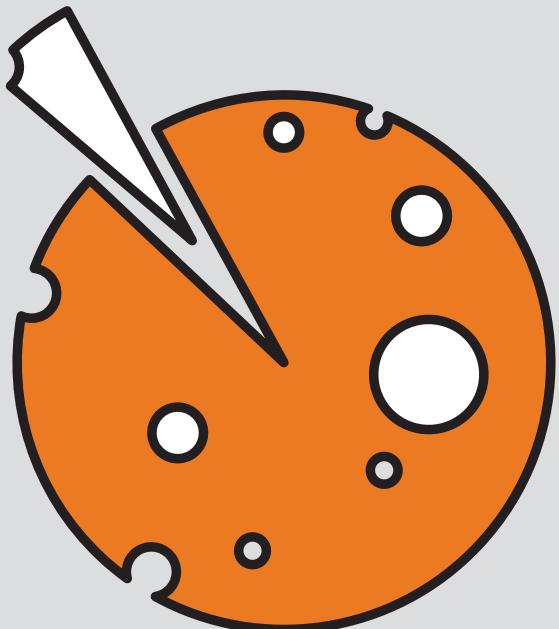


90% of under-29s
access internet
using mobile



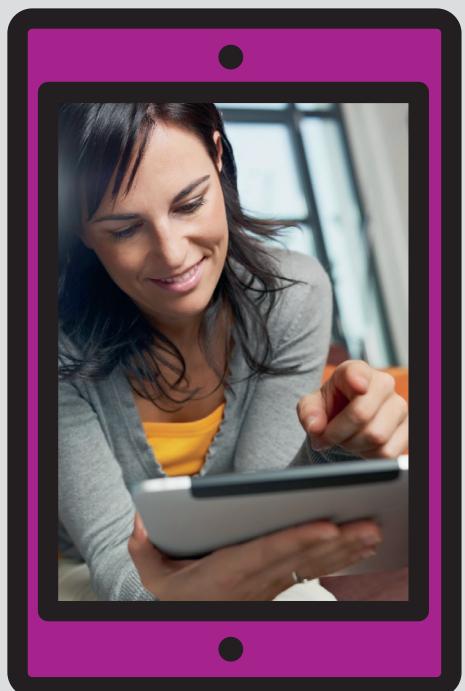
Source: 2013 Sensis e-Business Report

**96% of Australians
are online**



Source: 2013 Sensis e-Business Report

**44% of Australians
own a tablet**

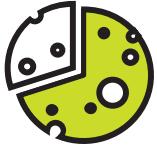
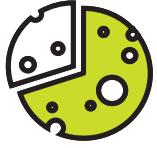
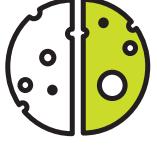


Source: 2013 Sensis e-Business Report

A new generation: the digital natives

Source: 2013 Sensis e-Business Report



-  **74%** purchased goods & services online
-  **69%** use social
-  **71%** of smartphone users access social on a smartphone
-  **52%** of smartphone users access internet more than 5 times a day on their phones

Companies need to adapt to the post digital world



The 'digital natives' are our future advertisers and customers

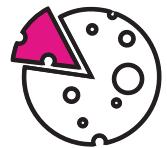


Technology disrupts 'business as usual' activities

Cannot afford to fail big and slow anymore

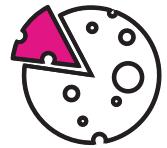
Services businesses have found it difficult to innovate





86%

believe innovation is the main driver to create a more competitive economy



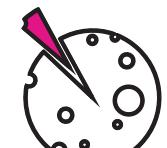
84%

think that innovation is the best way to create jobs



91%

believe technology will be the biggest transforming trend for business



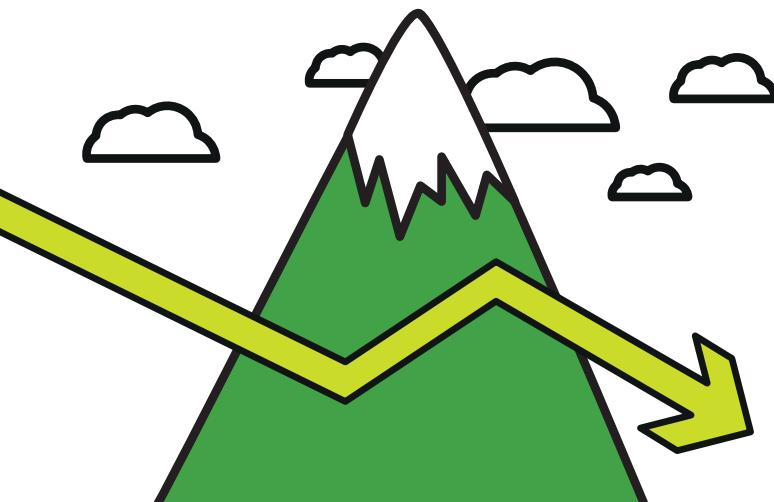
93%

believe innovation via organic means will drive greater proportion of revenue growth

Lagging behind developing countries
in commercialising innovations

45% of online retail in Australia goes
to overseas competitors

The most innovative companies are set
to grow at 62%



Digital innovation and the Sensis transformation

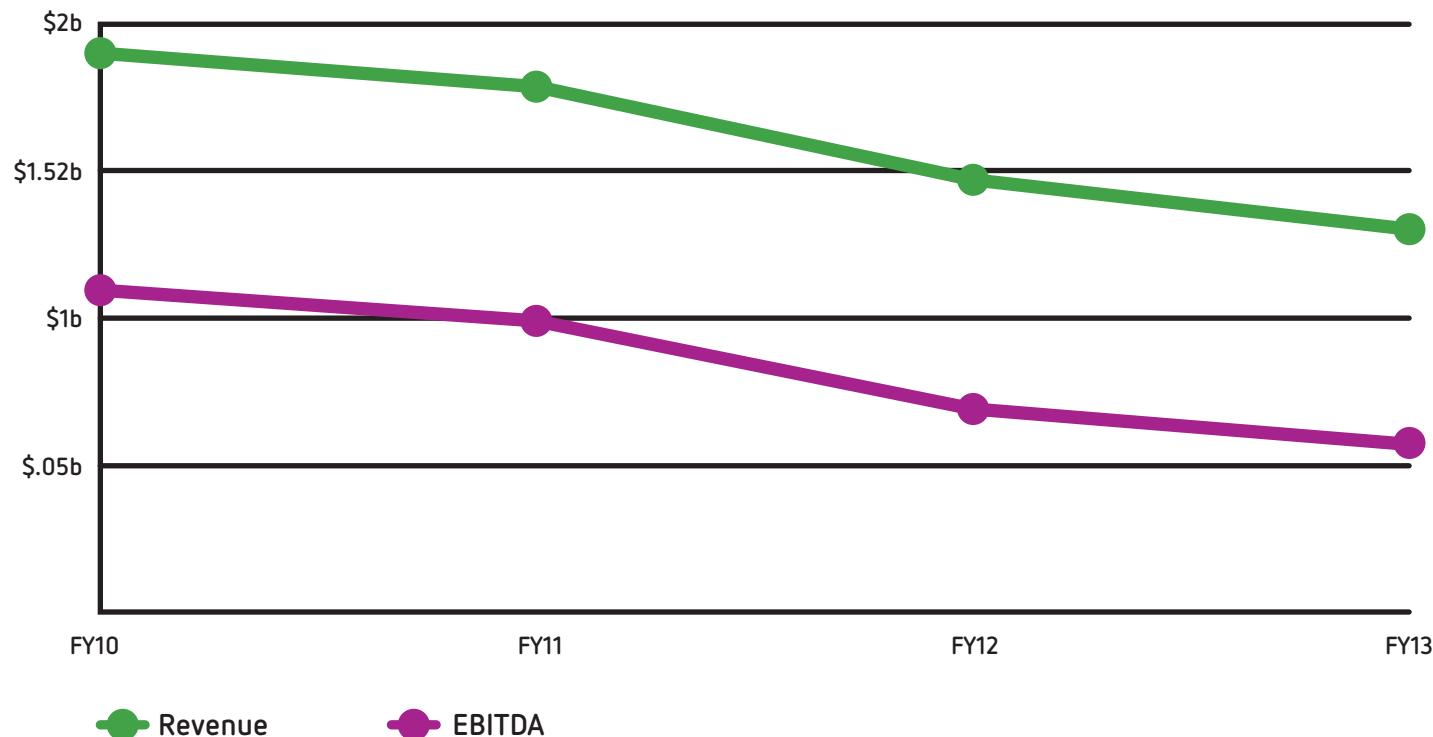
Whole of company
transformation driven by our
customers' changing needs



We have a burning platform



Sensis Revenue & EBITDA



Source: Revenue split last 10 years 2013

Australia's leading marketing services company



Value

Competitive products and services



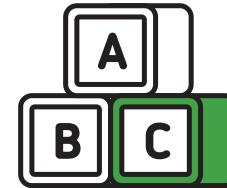
ROI

A good marketing investment



Trust

Right thing for their business

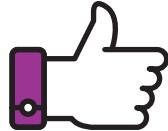


Easy

No fuss, get it right consistently

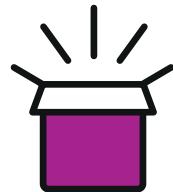
Our customers' success is Sensis' success

Building our right to win



Customer experience

- Customer day
- Net promoter score
- Customer blueprint
- Sales & service model



Product & marketing innovation

- Design thinking
- Innovation Group
- Agile
- Mash-up days
- Content marketing



Simplification

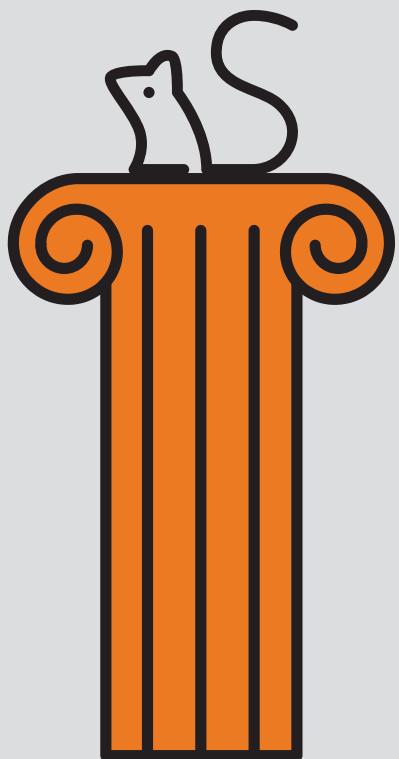
- Digital first
- Self-Service (24/7)
- e-channel
- Partners



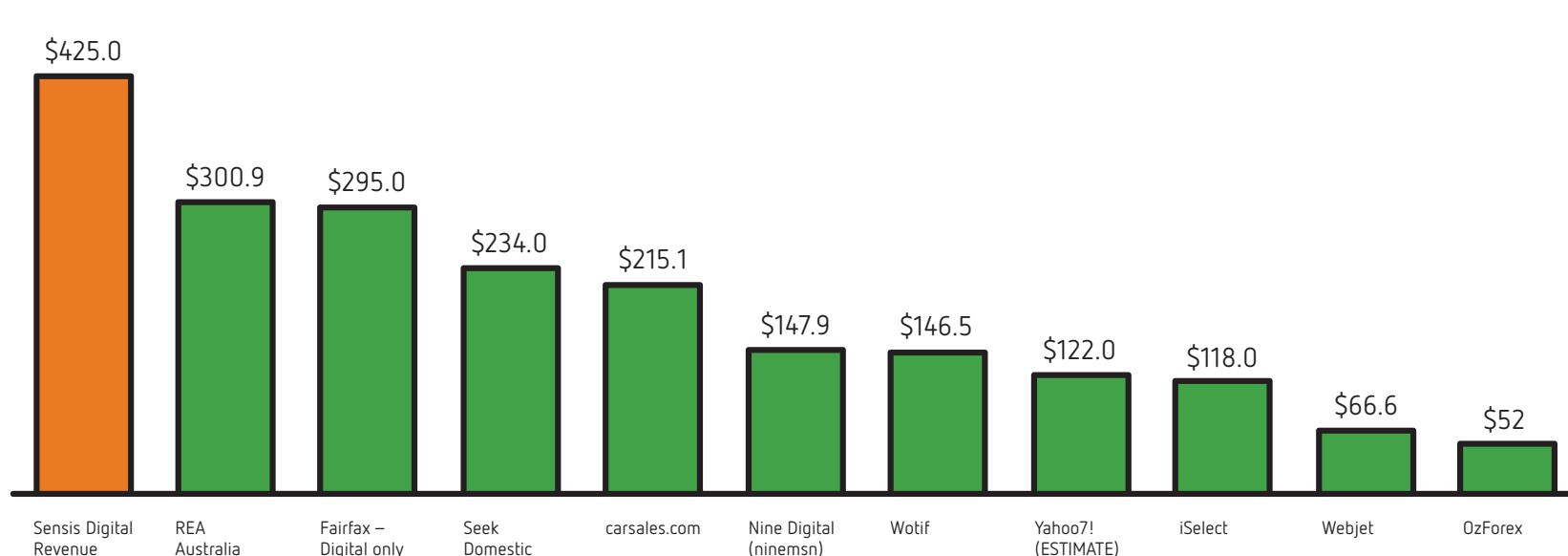
Company & people

- Vision
- Strategy
- People
- Work environment
- Business intelligence

We are making
progress



Australia FY13 Digital Media Revenue (\$A m)



Source: publicly available information FY13

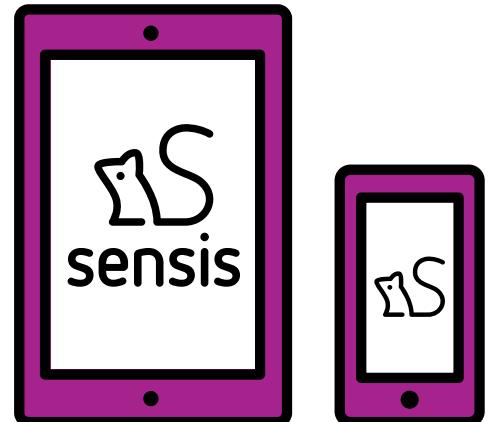
Australians have embraced Sensis digital...



Over one third of all digital traffic to Sensis is via smartphones or tablets

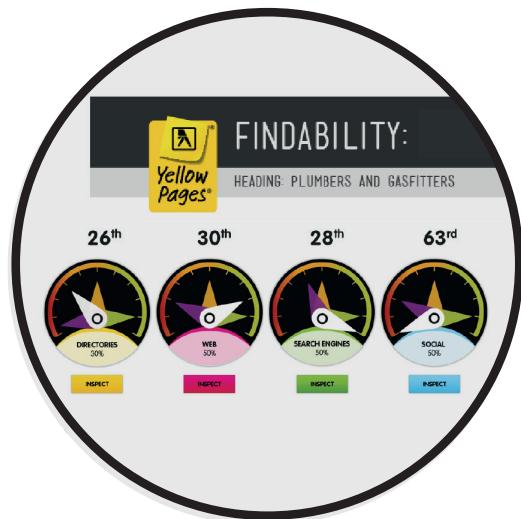
Mobile access to YP increased:

- iPhone usage up 44% to 20m users
- iPad usage up 122% to 7m users
- Android usage up 52% to 9.7m users



Source: 2013 Digital Media Research – Frost & Sullivan

New opportunities are emerging through
digital innovation



The transformation hasn't always been easy



- 1 Communicate, communicate, communicate
- 2 Be prepared to challenge the systems, processes and people that run your business
- 3 Ensure leadership are aligned and willing to embrace the future
- 4 Create an environment where you can fail fast and cheaply
- 5 When investing in true innovation, don't ask how much are we going to make. Ask how much are we willing to invest



Digital transformation is driving
our change agenda

We believe Sensis can transform
successfully

Products like Yellow Pages will
be something

Australians continue to rely on

Our customers will be the judge
of our success



Thank you

