

Empowered Acquisition Overview

Investor Update - October 2007



Empowered's competitive edge

- **Empowered Communications has built one of Australia's largest independent online media networks**
- While most media networks are built by providing free content (e.g. news and entertainment), Empowered's strategy has been to build its membership base of over 400,000 Australians by rewarding them for their participation in online promotions
- All members provide express permission (Opt-in) to receive occasional marketing promotions and survey invitations by email and optionally, SMS
- Members earn points for their participation and these points can be redeemed for various rewards such as free SMS, mobile ring tones, gift vouchers or even charitable donations
- Empowered has been a proactive supporter of stronger privacy laws and made major submissions for the creation of the SPAM Act and the E-marketing Code of Practice
- The principle of permission (Opt-in) communications has been embraced by the media industry and as a result, Empowered has built strong ongoing relationships with nearly all the major media buyers in Australia, and through them, the leading brands that they represent
- Empowered has relationships with all of the major online media buyers in Australia and has executed over 850 distinct Internet and mobile advertising campaigns over the last 12 months
- This strong focus on member empowerment has led to an extremely responsive network of members built largely from word-of-mouth

Empowered's synergistic fit with CMO

- The mobile market has matured and CMO recognises that for continued growth it must focus on value-based marketing.
- Through in depth analysis of the existing mobile subscriber market, CMO has identified a number of high-value consumer segments with unsatisfied needs which it is now pursuing
- Empowered provides CMO with an extensive channel to market through the six internet sites it operates as advertising-sponsored online reward programs with over 400,000 unique Australian members
- Each site has a distinct value proposition, so Empowered are experts in segment-based value marketing.
- Empowered's experience and insight will be crucial in the development and execution of CMO's segment based strategy, as will the ability to leverage offers into the member base
- **Our strategy is to create individual mobile brands for each of the chosen consumer segments and deliver value beyond the traditional price / plan / support model of most of CMO's competitors**
- Empowered is an exceptionally strong research company, and this research capability will be instrumental in developing future mobile services and products to satisfy CMO's chosen segments
- Empowered provides a proven capability in-house for mobile and on-line advertising that CMO's competitors do not have today and will have to build or buy

Future outlook

- **The internet and the mobile phone will continue to converge** in the future as mobile phones become more sophisticated, but both will exist in their own right
- CMO believes that in the future the mobile phone will act as an extension of the internet - not a replacement. A key to making this happen will be to deliver real value to the participants and allow them to choose which device they use and when
- Technical capability to enable the seamless delivery of services via the internet and the mobile will be key to success and Empowered have a proven track record in this field
- We will leverage Empowered's developed proprietary Customer Relationship Management (CRM) technology to implement loyalty marketing and rewards initiatives
- Empowered's data mining capabilities will allow us to gain a greater understanding of our existing customers so that we can implement new marketing initiatives to improve customer retention