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## ASX ANNOUNCEMENT

### **PMP Divests Pacific Micromarketing Business**

PMP Limited announced today that the company has sold its market services analytics business, Pacific Micromarketing, to Experian's businesses in Australia and New Zealand for US\$6.5M.

Pacific Micromarketing's employees are being transferred with the sale. PMP will continue using Pacific Micromarketing services following the sale to support its products and services.

PMP's CEO, Mr Peter George, said today that Pacific Micromarketing was sold as it was considered non-core to PMP's future. "Consistent with our recent advice to the market that PMP would in future concentrate on its core businesses of Print, Distribution and Digital, we will review and if necessary divest those businesses that do not fit with our strategic direction. Pacific Micromarketing is a strong and vibrant business but is not considered core to PMP. The business will find a better fit with Experian and I am sure it will prosper under the new ownership," Mr George said. "I want to thank all the employees of Pacific Micromarketing for their past contributions to PMP and to wish them well for the future."

Established 15 years ago, Pacific Micromarketing surveys, records, classifies, segments and analyses customer databases for commercial customers. It operates in Australia and New Zealand and is based in Melbourne.

Experian is a global leader in the provision of information, analytical and marketing services. It is headquartered in Dublin and has operations in 44 countries with operational headquarters in the UK, US, and Brazil.

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