

# Sensis' Commitment to China

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# Sensis:

## Helping you find, buy and sell

Shareholders (shareholder value):  
• Mid single digit revenue growth

Buyers (usage):  
• Engaging experience  
• Relevant content  
• Preferred channels



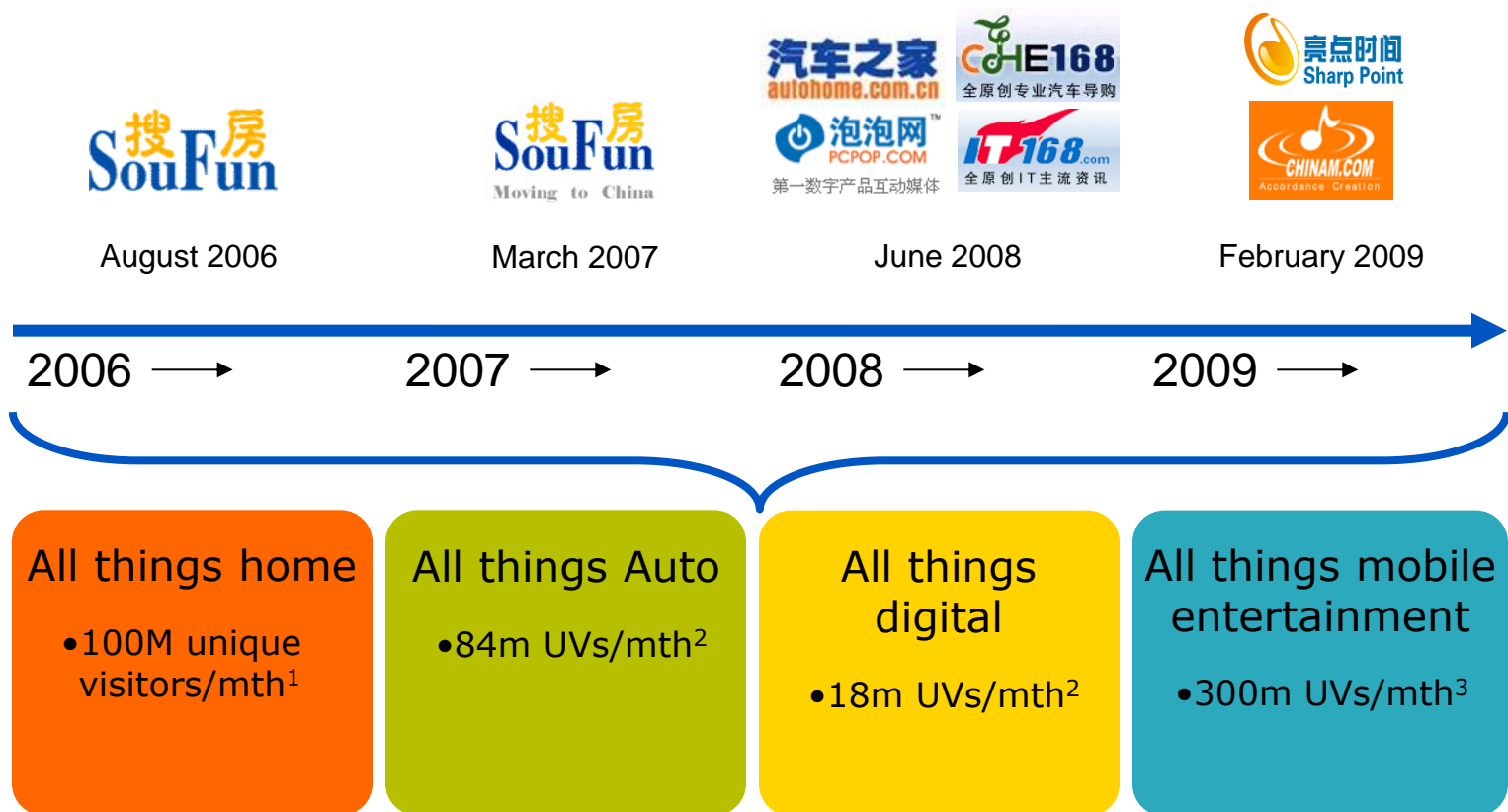
Sellers (advertiser ROI):  
• Relevant solutions  
• End to end experience  
• Compelling value

**Extend competitive advantage**

Transformation • Sustainability • People • Content  
Brands • Partnerships • Technology



# Growing commitment to Chinese buyers and sellers



1: Soufun; 2: iResearch; 3:



Two significant changes:  
Urbanisation  
Growing middle class



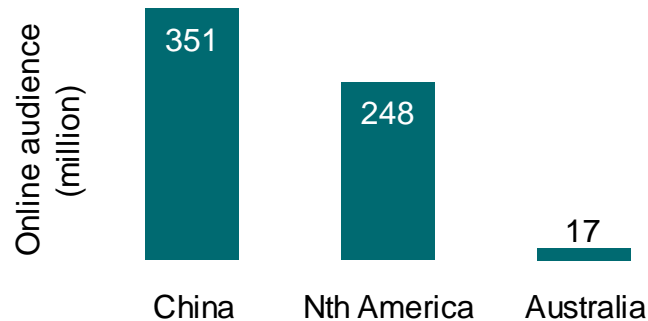




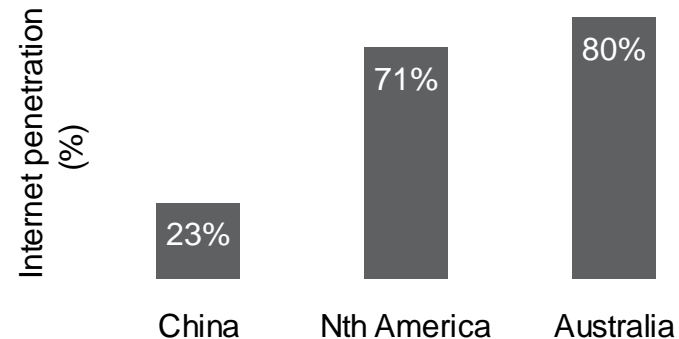
A young middle class  
with a growing appetite for consumption

# Digital plays an important role in China

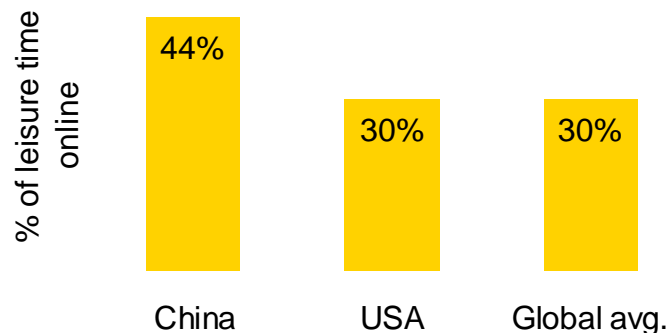
## Largest Online Audience (1)



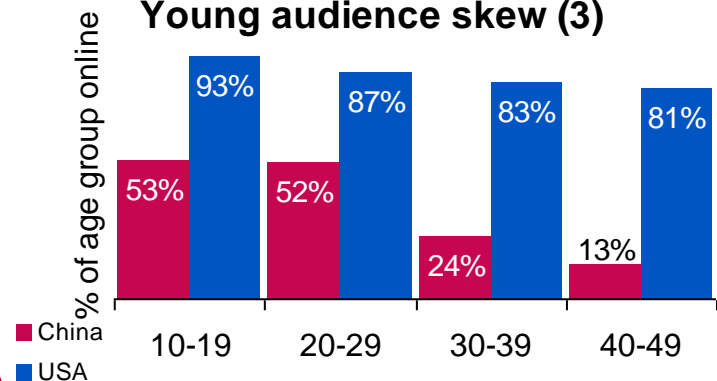
## But low penetration (1)



## High usage (2)



## Young audience skew (3)



1: Internetworldstats.com, DCCI . "Chinese Internet Sector: Long term positive but short term cautious"; 2: TNS "Digital World, Digital Life" as cited in press release, December 19, 2008; 3: Sensis analysis of data from CNNIC, UBS, as cited by Jinjin Wang, UBS Investor Research, 20/4/2009. "Chinese Internet Sector: Long term positive but short term cautious";



# Nemo Li

- 28 years old
- Financial Manager
- Single
- Lives in Beijing
- Parents live in Henan province
- Brother at university in Hunan province



Internet: 3 hours work, 2 hours home



TV: 1 hour



Sony PSP: 1.5 hours



Mobile phone



Apple iPod touch







## Information

- Baidu
- Google



## News

- Sina
- Tianya
- Newsmth
- Sina Sports



## Shop

- Taobao
- PCPOP
- Soufun



## Connect

- MSN Messenger
- Email



## Manage

- MS Office
- Youdao
- 91手机助手





# A Highly Engaged User Base

Searches by auto model and name are most popular



Users register for an auto club to share experiences and organise activities through the club

# A three-phase strategy





# Close co-operation with Sensis Australia



# What we have learnt

- Invest to be #1 or #2
- Go local
- Connect at all levels of the organisation
- Enter with the right attitude:
  - How can I support China's growth?
  - NOT...
  - How can China support my growth?

