

*For Immediate Release*

## **SINGPOST EXPANDS DIGITAL SERVICES BUSINESS**

**Singapore, 20 January 2012** – Singapore Post Limited (“**SingPost**”) today announced that it is acquiring Novation Solutions Limited (“**Novation**”) for US\$9.8M (approximately S\$12.7M) through its wholly-owned subsidiary DataPost Pte Ltd. (“**DataPost**”)

Novation is a full-service security printing, document management and transaction mail provider in Hong Kong. Its core services are document printing, which includes security and commercial printing and print-related services, comprising variable-data print (VDP) and electronic direct marketing services. Besides Hong Kong, Novation is also present in China.

Said Dr Wolfgang Baier, Group Chief Executive Officer of SingPost: “In transforming SingPost, we have identified digital services as one of our five key business pillars. This acquisition is in line with our strategy to grow our digital and hybrid mail business locally and in the region.”

He added: “With this acquisition, we will leverage our combined expertise for expansion into document management and digital printing. Novation will provide us with a platform for entry into VDP, insurance documents printing and other related services namely security printing and document digitisation in China and to expand our footprint in Hong Kong.”

Over the years, SingPost has been expanding its digital and hybrid mail business in the region. In 2011, it acquired the remaining 30% stake in DataPost from the latter’s other shareholder, making DataPost its wholly-owned subsidiary. The same year, it acquired a 20.82% stake in Efficient, a Malaysian company which has its core business in Business Process Outsourcing.

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**About Singapore Post Limited**  
(Reg. No. 199201623M)

Singapore Post Limited (SingPost) is a leading provider of mail, logistics and retail solutions in Singapore and the Asia Pacific region. It is the designated Public Postal Licensee (PPL) for Singapore providing domestic and international postal services as well as end-to-end mail solutions such as data printing, letter-shopping, delivery and mailroom management. As a logistics provider, SingPost offers domestic and international door-to-door delivery services, including express delivery (*Speedpost*) along with warehousing, fulfilment and distribution services. SingPost owns one of the largest retail distribution networks in Singapore with its extensive tri-channel network of over 60 post offices, 300-odd Self-service Automated Machines (SAM) and the online shopping and shipping portal *vPOST*. SingPost was listed on the Main Board of the SGX-ST on 13 May 2003. The company has won many awards and accolades. It is the only postal company in the world to have won the Express Mail Service (EMS) Cooperative Certification Gold Level Award by the Universal Postal Union for its *Speedpost* Worldwide Courier Service for 10 consecutive years since 2001. It was also named runners-up in the "Most Transparent Company Award 2010" for the fifth consecutive year in the SIAS Investors' Choice Awards.

**About DataPost Pte Ltd**

DataPost was set up in 1994 to tap the data printing and mailing (hybrid mail) business in Singapore. Today, DataPost provides businesses a cost-effective, end-to-end service covering data formatting, confidential data printing, letter-shopping, enveloping and digital archiving to major customers such as banks, insurance companies, government agencies and telcos. DataPost is present in 5 markets namely Malaysia, Hong Kong, Thailand, the Philippines and Singapore.

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