

**MEDIA RELEASE**  
**Melbourne, Australia**  
**For Immediate Release**  
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## Matthew Critchley appointed Non-Executive Chairman

Impact Data Pty Ltd, a leading global provider of digital marketing and business system software products, today announced the appointment of Matthew Critchley to the Board as Non-Executive Chairman.

Matthew becomes the company's first Non-Executive Board Member as Impact Data seeks to consolidate on the performances of the previous financial year and set new strategic goals. Lachlan Opray, co-founder and Executive Director said "We are very excited to have someone with Matthew's commercial experience working with our management team and helping us improve our company strategy as Chairman."

Matthew who has been advising Impact Data's board since September 2009 brings extensive experience to the role having served in numerous executive positions, most significantly as Chief Operating Officer of MYOB Limited from 2001 to 2008. During his time with MYOB, Matthew was responsible for the global day-to-day operations of the company in seven countries managing a staff base of over 1,200 employees and growing revenue from A\$70m to in excess of A\$200 million per annum. Prior to MYOB, Matthew was Group President – Asia Pacific for HB Fuller Co from 1993 - 2001, a multinational specialty chemicals company with revenue exceeding US\$114m and a staff base of over 400 directly in the Asia Pacific region.

Matthew also serves as a Non-Executive Director of MBD Energy Pty Ltd and is Non-Executive Chairman of Asian Business Software Solutions Pty Ltd, a MYOB South East Asian regional licensee based in Singapore.

Matthew commences his new role effective immediately.

For further information:

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### About Impact Data

Impact Data is the world leader in providing results focused data driven communication tools including digital direct marketing applications and a comprehensive range of business system products such as automated rostering and benchmark reporting tools. Our core *smart* marketing range of products assist our clients to communicate with their customers via e-mail, SMS, MMS, the web, traditional direct mail and more. Impact Data's client base includes Coles, ALH Group, Nike, Medibank Private, Billabong and Boost Juice. Impact Data currently operates in Australia and the United Kingdom.