



2 April 2012

## **EMPIRICS ANNOUNCEMENT**

We are delighted to announce that Empirics has recently joined the Link Group (Link).

Empirics are a leading provider of end-to-end customer management solutions. The acquisition of Empirics by Link provides immediate benefits for all clients including immediate access to Empirics' market-leading data integration and analytics solution created specifically for the Australian superannuation industry. The full solution can be deployed at any fund in just 12 weeks, providing marketers, operations and other areas with a complete single view of members and employers, including over 400 elements of intelligence tailored specifically for their own fund, providing alerts on members likely to defect, identifying pension prospects, providing instant profiles of members, showing the effect of SMSFs and a host of other business critical insights, reports and triggers.

The acquisition of Empirics reinforces the Link's commitment to supplying best-of-breed services and state-of-the-art technical capabilities to its clients.

Empirics will shortly relocate to the Melbourne offices of the Link Group, at Level 1, 333 Collins St, Melbourne. For further information please contact Darrell Ludowyke, CEO of Empirics at [dludowyke@empirics.com.au](mailto:dludowyke@empirics.com.au) or 0421 156 502.

### **About Link Group**

Link is a leading trusted third-party financial record keeper servicing over 6,300 clients, 30 million shareholders and 4.1 million members. The company is a no. 1 or no. 2 ranked provider in three core businesses: Pension and Superannuation, Share Registry and Investor Relations.

Link are innovators in Pension and Superannuation administration and have introduced streamlined systems for trustees, employers and members, and take a proactive role in helping Australians grow their retirement savings.

Over the past four years Link has successfully completed an investment program of over \$150 million in People, Premises and Technology and has created Link's proprietary, industry leading platform, 'aaspire.' This 'tried and tested' solution currently provides essential applications and infrastructure for the ongoing provision of a superior service to members.

Link is committed to continuous re-investment to ensure its product, infrastructure and service delivery remain market leading.

## **About Empirics**

Empirics is a leading provider of end-to-end customer management solutions including market-leading data integration, analytics and dashboard solutions for the Australian superannuation, retail, services and other industries.

In addition, Empirics has developed products that streamline the process of super fund mergers, adding intelligence and insight to the merger process by bringing visibility and detailed quantification of the differences in member and employer data, demographics and current behaviours between the two merging funds.

Empirics is also a leader in the field of personalised cross media communications, providing automated customer communication programs, loyalty programs, personalised websites and other platforms that work to attract, engage and measurably grow the value of customers, in both B2C and B2B.