



MEDIA RELEASE

Link Places NRMA in the Driving Seat with Virtual Meeting Technology to Boost Member Engagement

20 November 2017: NRMA, Australia's largest member organisation, has utilised Link Group's virtual meeting technology, to allow NRMA members to 'virtually' attend an Annual General Meeting.

Link Group's Information, Digital & Data Services division provided the online platform for the 2017 NRMA AGM, which was held in Newcastle on the mid-north coast of New South Wales.

The NRMA is the first, and largest, member-based organisation in Australia to use Link's technology.

"We wanted to take the organisation to our Members, rather than asking them to come to us," said NRMA Company Secretary, Nick Mowat.

"This innovative technology allowed us to open up a convenient channel that enables members to attend our meeting from the comfort of their own home.

"More people are using technology as part of their everyday life, including business, so it is only logical that we should make better use of it for formal business activities, like AGMs."

Link Group's Information, Digital & Data Services Chief Executive Officer Paul Gardiner said that virtual meeting technology was an ideal solution for member-based organisations.

"We applaud NRMA for being a leader by introducing this technology to its members," said Mr Gardiner.

"More and more member-based organisations, including superannuation funds, are looking to use this technology for AGM's, seminars and general member updates.

This is opening channels of communications and enabling member participation rates at such events to increase, and represents what we believe will be the way of the future for member meetings."

Link's technology is available to organisations around the globe and provides a unique and interactive channel for members to participate in key meetings and events online. They can now engage with their respective organisations with ease, simply by using their mobile devices or personal computers.

Listed entities, Spark NZ, Xero and Link Group were the first organisations to use the virtual meeting technology in Australasia to facilitate online participation at annual general meetings for their shareholders.

Mr Gardiner said the use of this technology had now extended to member-based organisations.

“The NRMA is the first mutual in Australia to undertake a virtual AGM. It is fitting for an organisation leading the transport technology revolution to also lead this revolution in member engagement.

“Technology is providing the tools to allow deeper engagement between organisations and their members, and member-based organisations such as NRMA are helping to lead the way,” said Mr Gardiner.

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About Link Group (ASX: LNK)

Link Administration Holdings (Link Group) administers financial ownership data and drives user engagement through technology. Underpinned by our investment in technology, people and processes, we deliver comprehensive data and information solutions for companies, large asset owners and trustees across the globe. We are a market-leading provider of technology-enabled administration solutions, continually developing our offerings to expand with our clients' needs.

Our core business, which consists of fund administration and securities registration, is complemented by our expertise in digital solutions and data analytics. Our clients represent all industries and include some of Australia's largest superannuation funds and the world's largest corporations.

For more information, please visit: www.linkgroup.com

About NRMA

The NRMA is Australia's largest Member organisation, providing a range of transport and tourism products and services for our Members and the community, including roadside assistance, car servicing, car rental, accommodation, and an array of services and benefits to keep people moving, like the NRMA app with fuel and parking information.

For more information, please visit: www.mynrma.com.au