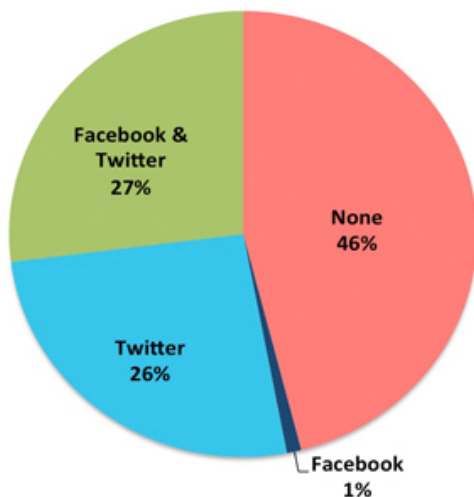


How the ASX100 are Using Social Media

Top 10 ASX100 Companies Using Facebook & Twitter

TOP 10 ASX100 COMPANIES USING SOCIAL MEDIA	FACEBOOK FANS	FACEBOOK FANS 'TALKING ABOUT THIS'	TWITTER FOLLOWERS	TWEET FREQUENCY
1. COMMONWEALTH BANK OF AUSTRALIA	397,979	16,615	19,291	2-5 per day
2. QANTAS AIRWAYS LTD	341,470	14,422	113,354	2-5 per day
3. TELSTRA CORPORATION LTD	85,877	4,672	46,557	5+ per day
4. WESTFIELD GROUP	421,876	2,793	2,279	2-5 per day
5. MYER HOLDINGS LTD	183,540	5,320	12,963	5+ per day
6. NATIONAL AUSTRALIA BANK LTD	95,040	1,014	15,731	2-5 per day
7. WESTPAC BANKING CORPORATION	50,000	2,084	14,198	5+ per day
8. AUSTRALIA AND NEW ZEALAND BANKING GROUP LTD	22,825	2,010	6,644	2-5 per day
9. SYDAIRPORT FORUS	43,437	6,427	680	2-5 per day
10. SEEK LTD	28,706	2,780	1,877	2-5 per day

Statistics as at 15 April 2013



Social Networks Used by ASX100 Companies

- 54% of companies listed within the ASX100 are utilising at least one form of social media
- 27% have both Facebook & Twitter. And those companies whom are using Facebook are also on Twitter
- 1% are using Facebook only
- Banks & Retail are the most active sectors on both Facebook & Twitter, posting daily

facebook



In the **Retail Sector**, JB Hi-Fi has the highest number of Fans with **464,458** Facebook Fans, but the least amount of Twitter Followers (8,957). They are active daily on both platforms.

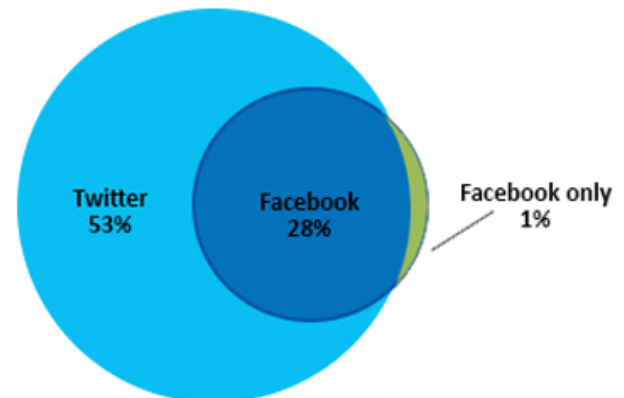
Interestingly, **JB Hi-Fi** comments are disabled on Facebook - which means that users cannot ask questions openly on its Facebook Page. This indicates the business is not using Facebook as a Customer Service tool or is not investing in monitoring the platform. **Harvey Norman** also has comments disabled on its Facebook Page.

How the ASX100 are Using Social Media

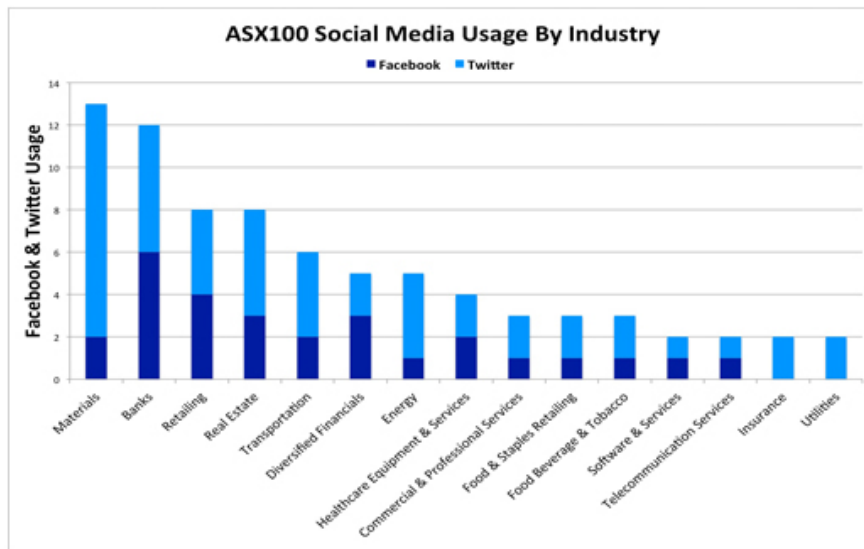
SnapShot: ASX100 Companies Using Facebook & Twitter

Retail Industry Highlights:

- **100% of Retailers** have more than **180,000 Facebook Fans**
- However only **Myer & David Jones** allow Fans to post comments on their Facebook Pages
- All others are one-way communication only



ASX100 Social Media Usage by Industry



Key Industry Highlights

- Coca Cola, Woolworths, JB Hi-fi & Telstra have +340,000 Fans but none had responded to any of the last 10 posts on their respective Facebook Timelines
- 4 out of 6 Banks have +20,000 Facebook Fans
- Out of those companies who are active on Facebook (28), 75% post on Facebook at least once per day. While Coca Cola Amatil Australia has the highest number of Facebook Fans, they only post on average once per week
- AGL Energy Ltd, Suncorp Group, Ramsay Healthcare & Worley Parsons all have dedicated Twitter or Facebook accounts for recruitment, but not for their larger brand / business
- ASX Limited has a Facebook Page setup called 'ASX Education' (882 Fans). However content has not been shared since 30 March 2012. Additionally, Fans are not able to comment or ask questions on this Page

ABOUT WEB PROFITS

Founded in 2006, Web Profits is a full service online marketing company focused on innovation. Web Profits explores and delivers the most advanced online marketing products and services for goal oriented businesses. The critical point of differentiation for Web Profits is Conversion Rate Optimisation, meaning they optimise the online channel and all its mediums to drive sales.

Web Profits works with a diverse range of companies and government including UNICEF, Youi, Meriton and Fairfax Media. It is a performance based company driving online results with the track record to prove it. For more information visit www.webprofits.com.au or www.webprofits.com.au/facebook