

# Objective Acquisition of Limehouse

## Customer FAQ

The following is intended for information purposes and to answer some of the questions that our customer community may have regarding Objective's acquisition of Limehouse Software.

### 1. Who is Objective?

Objective Corporation (ASX: OCL) develops, markets, tailors and supports its own Enterprise Content Management (ECM) software solutions. Working with large, information intensive organisations including government departments and top 1000 corporations, Objective Corporation has established itself as one of the leaders in the ECM market. Its solutions are open and integrate with existing applications and infrastructure, delivering clear outcomes and a measurable return on the client's investment. For further information about Objective, visit [www.objective.com](http://www.objective.com).

### 2. Who is Limehouse Software?

Founded in 2003, Limehouse Software is a market leader for collaborative content creation, publishing, and stakeholder consultation solutions. The Limehouse solution is used by more than 250 customers worldwide, including approximately 200 customers in the United Kingdom local government sector and approximately 35 customers in North America. Limehouse also has customers in the utilities, professional services and health sectors.

### 3. What are the details of the transaction between Objective and Limehouse?

A copy of Objective's declaration of the acquisition to the Australia Securities Exchange (ASX) is attached and is also available at [www.objective.com/limehouse](http://www.objective.com/limehouse).

### 4. Why did Objective acquire Limehouse Software?

Objective is an Australian based ECM provider with a globally expanding footprint which currently spans 12 offices in eight countries. Objective's growth strategy of combining strong organic growth with strategic acquisitions is founded on a geographic and vertical market leadership model. Globally, Objective's core competency and vertical market of choice is the Public Sector, at all levels.

Limehouse has a leadership position in the United Kingdom local government market and as such provides Objective with an exceptional opportunity to achieve its strategic goal in this and other geographies.

The expanded footprint delivered by this acquisition builds on Objective's extensive domain expertise in providing Public Sector content, process and collaboration management solutions by leveraging Limehouse's deep domain expertise in collaborative content creation, publishing and stakeholder consultation, specifically in the United Kingdom local government market.

Objective has a leadership position in the Asia Pacific market. The Limehouse solution is very applicable to this market and will be offered by Objective in Asia Pacific in the near term.

The acquisition of Limehouse by Objective will assist both organisations in achieving their aspirations for growth. The combined Objective and Limehouse solution offerings will bring increased value to both existing and prospective customers.

The acquisition is clearly strategic to Objective. Limehouse employees, customers, and technology are all important to Objective's future.

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Our clear intention is to leverage Objective's substantial industry and management experience to take Limehouse to the next level.

Equally, Objective intends to deliver future applications, such as Objective Committees, via the cloud. Clearly, Objective can leverage Limehouse's success with this model.

### 5. How will the acquisition affect current Limehouse customers?

Objective recognises the success Limehouse has had in delivering valuable solutions to its customers. The Limehouse solution is a strategic asset and Objective is committed to maintaining and investing in the benefits that customers receive from their Limehouse solution.

Both Objective and Limehouse are founded in the belief that maintaining direct relationships with customers is critical to our success. Objective is firmly committed to these relationships into the future.

For the next 90 days there will be no changes made to the Limehouse business. The first 90 days of Objective ownership will be used to consult with Limehouse customers and employees to develop a business integration plan that will create maximum value for all stakeholders, with minimal disruption.

### 6. What will happen to the Limehouse solution?

As stated above, the Limehouse solution is a strategic asset for Objective, as is the continuing satisfaction of our customers. With this in mind, Objective is committed to Limehouse and will continue to support and invest in new capability in the Limehouse solution and leverage both the Objective and Limehouse development efforts to the benefit of all customers.

Our current priority is on improving the performance of the combined businesses to ensure the highest levels of customer satisfaction are achieved. Once the business operations have merged, a detailed review of the product roadmaps will be performed. Our investment in the solution roadmap will continue to be a collaborative process with our customers and we look forward to working with our customer community to ensure the roadmap meets their aspirations.

### 7. How does this acquisition affect Limehouse employees?

Objective's motives for this acquisition are growth focused. We expect to see growth in all areas of our business so there is no expectation of employee redundancies.

There will be no changes to the Limehouse corporate structure until a thorough consultative planning process has been completed, a minimum of 90 days. During this time Giles Welch, CEO, Limehouse Software will report to Tony Walls, CEO, Objective Corporation. Over time we expect Limehouse employees to gain access to greater resources offered by Objective's larger corporate capacity.

### 8. Who do I contact if I have any questions?

Please feel free to contact your Limehouse or Objective Account Manager if you have any questions about the acquisition.