

Backgrounder

Overview

Relay Station is a message broadcasting provider for government, local authorities, emergency services, call centres, banks, enterprises, SMEs, charities, professional organizations and sports clubs. The company's voice, message, fax and email products and services are the hub of customers' internal and external communications be it in sales, credit control, administration or other disciplines. Relay Station's mass broadcasting technology is also used by large, multi-site enterprises for business continuity in the event of floods, fires or other emergencies.

Relay Station's voice and message broadcasting products are used to communicate with hundreds of thousands of customers, employees and the general public each hour. Customers have found Relay Station's web-based services easy to use, fast and cost effective. The company also operates inbound communications and message handling programmes, enabling authorised users to manage, control and tailor the format and content of their communications.

Vision

Relay Station seeks to be a best-practice communications provider at all times, delivering value and business advantage to its customers ethically. The company believes its service offerings are differentiated by:

- **Customisation and application focus** on message communications and broadcasts. From the outset, Relay Station's vision was to create a robust, response-led, multi-format messaging platform enabling customers to choose the best solution to maximise their outreach.
- **Ease of commissioning and use.** Relay Station is a communications-as-a-service (CaaS) provider enabling users to begin engaging with large numbers of customers,

the public and employees within minutes in a way that appears to be a personalised message.

- **Cost-effective and ethical communications:** Relay Station seeks to provide more cost-effective solutions for high level, response communications than traditional expensive or ineffective methods. Specifically:
 - Direct mail is environmentally wasteful, expensive and subject to strikes
 - Government has both the desire and duty in certain operations and emergency scenarios to contact large numbers of stakeholders with little notice – historically this has been very time-consuming and resource-demanding
 - Direct contact to the public is properly controlled: Relay Station has always respected the provisions of the data protection act and individuals' privacy

Values

Relay Station seeks to operate with the following values with staff, customers, suppliers, government and the public:

Professionalism Engaging with relevant accuracy, knowledge, integrity and consistency

Easy to Deal With Seeking to be proactive, straightforward and responsive

Innovation Using research and technology to generate real value for clients

Ethical operation Observing secure standards of proper statutory and moral activity

Corporate Address & Contacts

Minton House,
Minton Distribution Park
Amesbury, Wiltshire
SP4 7RT

Company Registration No.: 05974401

Telephone 0845 430 8934

Email sales@relaystation.co.uk

Website www.relaystation.co.uk

Corporate Ownership & Management

Relay Station Limited is a private company and was formed specifically to acquire the business of Relay Station in October 2006. The Company is owned by the new management, a small number of individual stakeholders, and UK financial institutions St Helen's Private Equity and General Capital Plc.

The Relay Station management team comprises:

Jonathan Hill	Non-executive director representing the interests of General Capital Plc on the board. He has extensive City of London finance experience having built General Capital from inception to AIM flotation.
Martin Peck	Director. A chartered accountant and an experienced corporate financier and investor focusing on business and outsourcing services and technology. Previously, he worked in the City with outsourcers Capita and Serco and he led the financing and management buyout of Relay Station in 2006.
Sharon Maslyn	Director. A sales and marketing professional, she previously held senior sales management roles with Pitney Bowes and Verizon and formed part of the buyout team of Relay Station and leads the company's sales and commercial operations. Fellow of the Institute of Sales and Marketing Management.
Joe Allnutt	Senior Technical Manager. He leads the research and technology teams and is an expert on sound and telephony systems design. He was previously a team leader and systems designer with military defence contractor QinetiQ.

Applications and Communications-as-a-Service (CaaS)

Relay Station's messaging platform has been consistently developed and upgraded since 2000. Today, it integrates the best telephony hardware available with Relay Station's unique software. Users access the platform via a simple-to-use web interface. The platform is hosted at secure carrier tier-1 grade co-location facilities. Key features of Relay Station's IP:

- **Scalability, flexibility & accountability:** enabling easy and flexible expansion from hundreds to hundreds of thousands of message contacts per hour. Customers pay for use and support only. Specific broadcasts and campaigns can be executed within minutes and a full audit and contact report is immediately available. The technology has been designed to maximise mobile campaign response rates.
- **Multi-message format:** Voice, SMS/MMS, fax and email. User contacts databases can be simply formatted for each individual for a number of parameters using the platform's intuitive data miner tool – for example, volume and speed of contact,

message formatting and recipient location.

- **Commissioning and customer database integration:** Relay Station's system is provided as a communications service via a web interface ... no customer installation or software is required. Contact information is securely exported from existing data or linked dynamically via an API or web service. Many customers task Relay Station with the provision of a fully managed bureau service for communication campaigns spanning message recordings, message loading, live volume management, inbound response and data mining.
- **Innovation and application development:** The platform is constantly developed to incorporate new mass broadcasting technologies such as VOIP. Future enhancements will include mobile ticketing, the next generation of two-way messaging, and an improved inbound interactive response system for specific private and public sector applications. Examples:
 - Nationwide interactive sales and marketing campaigns
 - Customer contact – product application processing and logistics
 - Credit control
 - Business continuity and emergency public health alerts

Customers

Relay Station's growing customer-base includes Alertbox, Animal Health, Aston Villa FC, Citroen, Ford Retail, Gemini Property, Knight BMW Group, London Wasps, Manchester City FC, Ocean Finance, Philips Credit, Saracens Rugby Club, Stratstone, Wigan Warriors and many more.

Media Contact

Relay Station welcomes media enquiries and will strive to make management and customers available to you wherever possible for comment and insight. In the first instance, please contact Hugh Paterson on **+44 (0)845 430 8934**, or by email hugh.paterson@relaystation.co.uk.

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