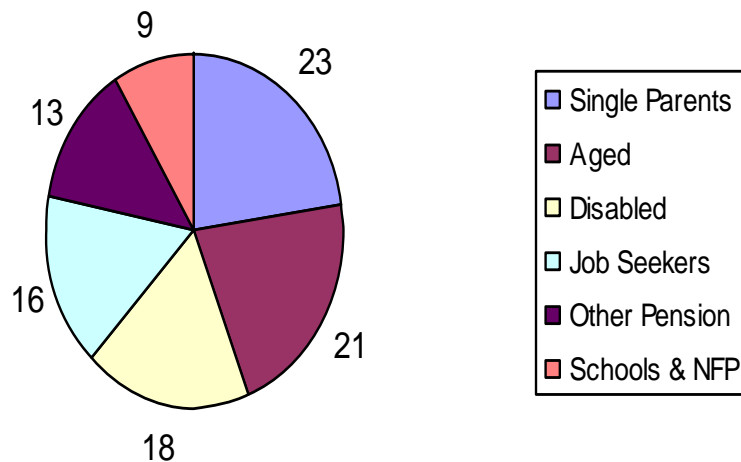


Social Impact

SOCIAL IMPACT - CUSTOMERS

Individuals by Customer Type (%)



Single parents help their kids keep up with school work & get the most from their education

Seniors keep in touch with family and friends, edit & send photos and research their hobbies

Disabled pensioners reduce their isolation and become more connected to society

Job Seekers gain PC skills to become more job ready and in many cases ultimately get employed

Schools & not for profits are able to increase their IT capacity at significantly lower cost, leaving more to spend on other priority areas

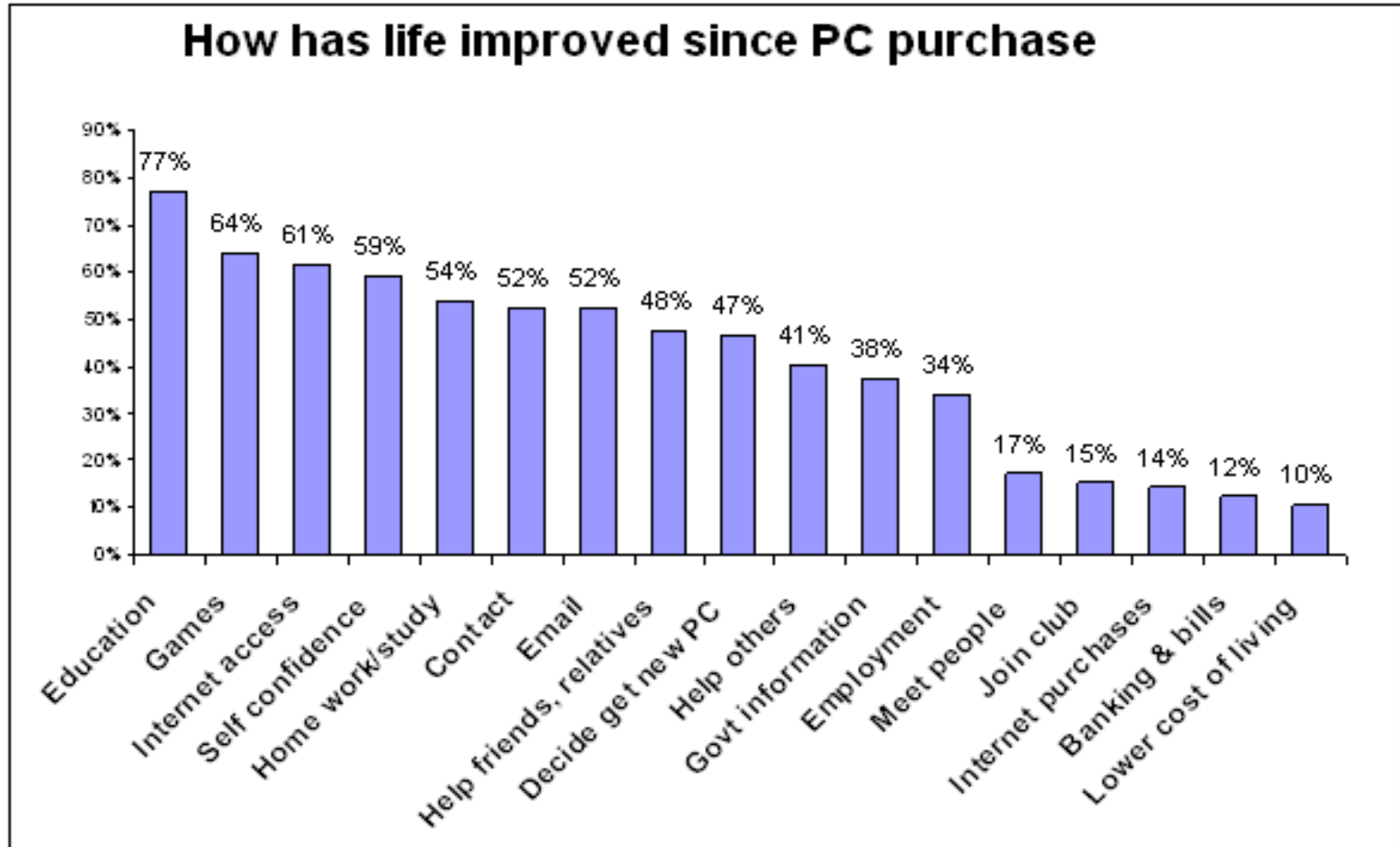
Low income households have limited PC and internet access

- 16% where household income is < \$25k
- 21% where household income is >\$25k but <\$50k

→ Research shows that computer literacy is critical to ensure that low income households are not trapped in a lifetime of disadvantage



SOCIAL IMPACT (Customer Survey)



SOCIAL IMPACT - EVERY CUSTOMER HAS A STORY

- ***“It’s great to be able to keep in touch with my family, now they are not so far away”***
 - ▶ Roy: a senior living alone in Australia can exchange emails and photos with his UK family
- ***“My daughter in Year 10 is doing Photography and Ceramics – presentation makes up a significant part of the marks so she’s getting real value out of it.”***
 - ▶ Theresa: an indigenous single mother with 5 children who purchased a PC through our Purchase Plan to assist her children with their schooling
- ***“Thanks to WorkVentures I am not only getting skills and earning money, but I am getting confidence that I can do things”***
 - ▶ David: a disability pensioner who was able to secure part time work from home once he had a PC with internet access
- ***“The major benefit of owning a PC is the availability and readiness of it for my children to do their school projects. I also notice the kids reading and finding out more about things now that they have a computer at home.”***
 - ▶ Maria, a widow from south west Sydney with 3 school age children who no longer has to spend time and money getting to a library to help her kids complete their school projects
- ***“He loves his PC, it is the one way he is on a level playing field with everyone else.”***
 - ▶ Robyn, a supporting parent with a disabled son who has a passion for IT



SOCIAL IMPACT - EVERY CUSTOMER HAS A STORY

- ***“Using refurbished PCs we were able to do the whole network for less than the cost of buying new PCs alone” (Wayne Lange - Project Manager)***
 - ▶ Salvation Army Towards Independence project: PC tools, resources and counselling are provided to clients in support accommodation units as they transition from living on the street
- ***“We could buy more PCs to better support our clients without compromising on quality and reliability; and at the same time leave more budget available to fund other areas of our growth” (Tonia Marsh – IT & Facilities Manager)***
 - ▶ Marrickville Training Company: a NFP working to alleviate poverty and illiteracy by providing skills training and employment purchased PCs for training labs, job search rooms and new sites
- ***“Tapping into quality refurbished PCs has assisted us as a young and growing school, allowing us to increase IT capacity in a way that still allows us to develop all areas” (John Kroon – Business Manager)***
 - ▶ Charlton Christian College: PCs for primary students and students with learning difficulties helps to build IT capability and student learning outcomes
- ***“This is a great service. I replaced 35 PCs instead of 8. We were able to buy more PCs to support our students. I will be back for another 35 next year.”***
 - ▶ Peter Lord, Principal at Richmond West Primary School

