

Creatable Media Limited

INVESTOR PRESENTATION

Half year to 31 December 2004

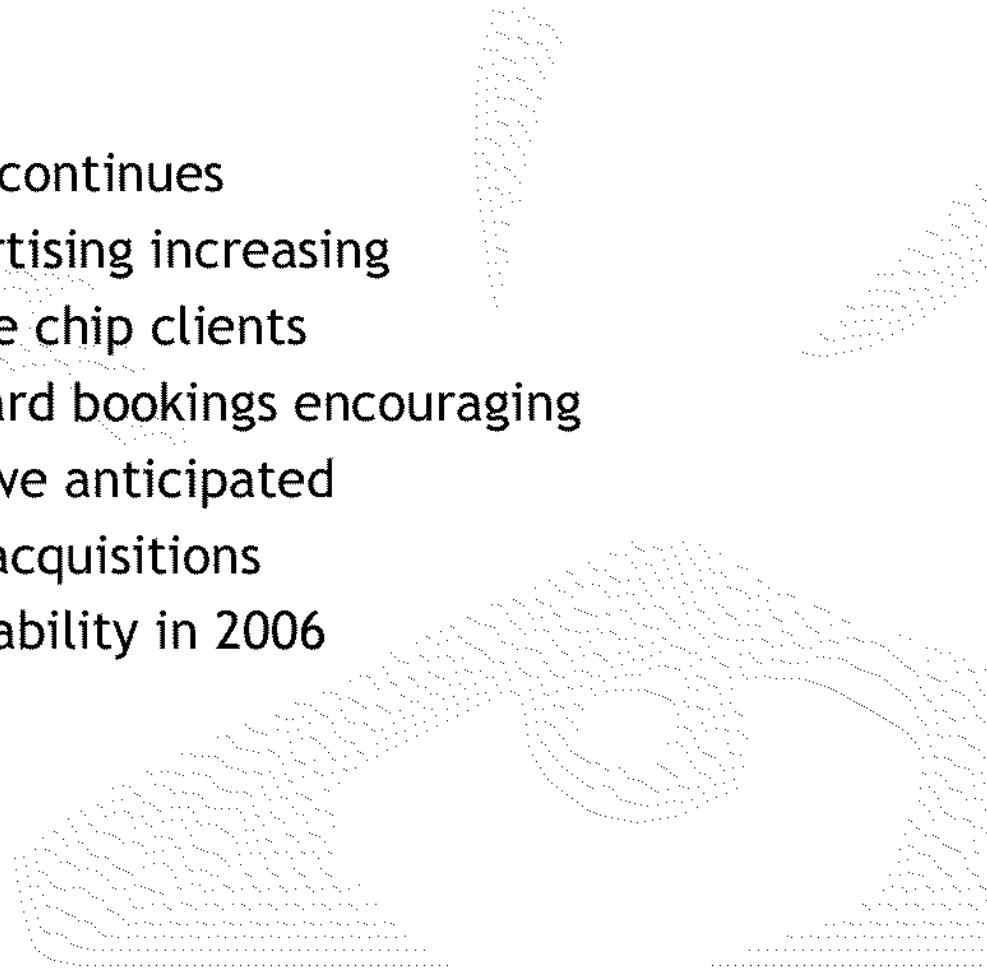
Scott Walters - CEO, Creatable Media

Peter Cope - Director, Ultimate Media



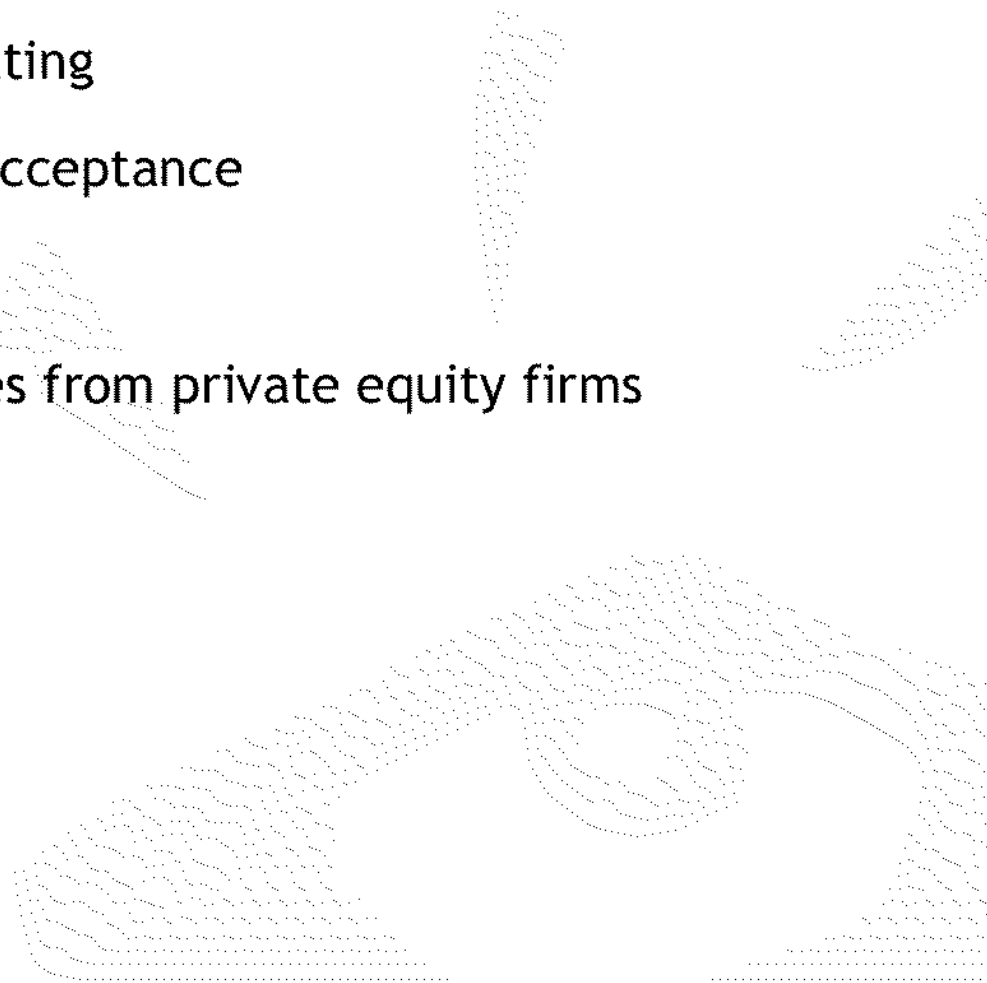
CREATABLE MEDIA LIMITED OVERVIEW

- New medium gaining acceptance
- Utilization lower
- Ultimate Media deal
- Growth in mall culture continues
- Point of purchase advertising increasing
- Continue to attract blue chip clients
- Jan/Feb slow but forward bookings encouraging
- US moving faster than we anticipated
- A number of potential acquisitions
- Working towards profitability in 2006



CREATABLE MEDIA LIMITED CEO'S OBSERVATIONS

- CLB in sweet spot of outdoor advertising
- Month to month frustrating
- Concept gaining solid acceptance
- Rent deals not optimal
- A number of approaches from private equity firms
- Cost base



FINANCIAL RESULTS

For The Half Year Ended 31 December 2004
HIGHLIGHTS

- Sales up 56% over the corresponding period for the previous year to \$1.23m.
- Sales up 62% over the six months to 30 June 2004
- December sales of \$406,000 and fill factor of 87% a record high.
- Sales from new clients represents 28% of total sales for the period.
- Total tables installed at December 2004 was 6,850 and is forecast to increase to 9,700 at June 2005.
- CLB Limited is now debt free.



FINANCIAL RESULTS

For The Half Year Ended 31 December 2004

HIGHLIGHTS

- Net loss for the period was \$1.94m.

Sales	\$1.23m
Interest Received	\$0.13m
Other Income	\$0.02m
Total Income	\$1.38m

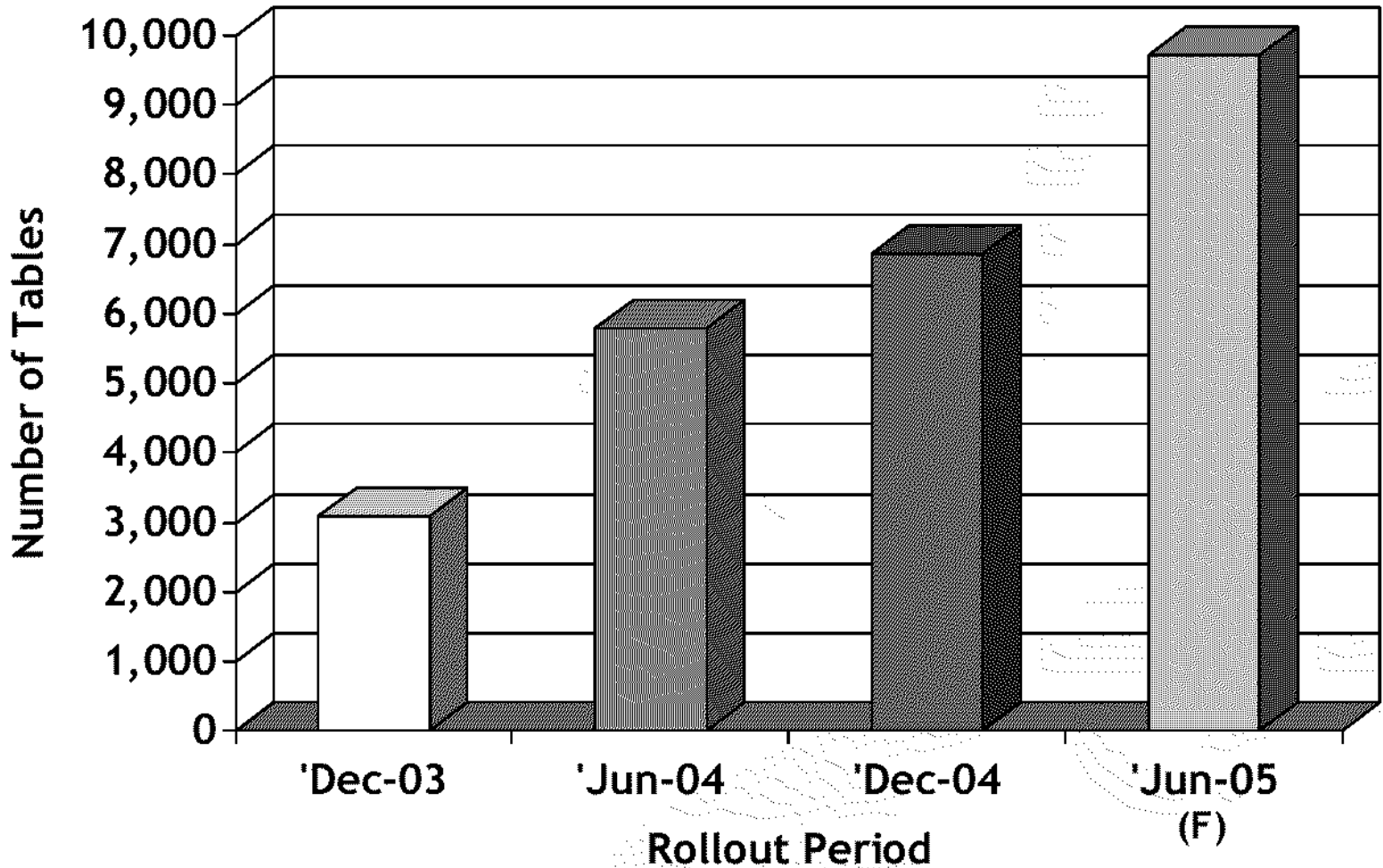
Shopping Centre Rent	\$1.16m
Commissions Paid	\$0.17m
Other	\$0.12m
Total Cost of Sales	\$1.45m

Employment Costs	\$1.00m
Other	\$0.60m
Total Operating Expenses	\$1.60m

Finance Costs	\$0.11m
Depreciation	\$0.16m
Net Loss after Tax	\$1.94m



CREATABLE MEDIA LIMITED TABLE ROLLOUT AUSTRALIA AND NEW ZEALAND

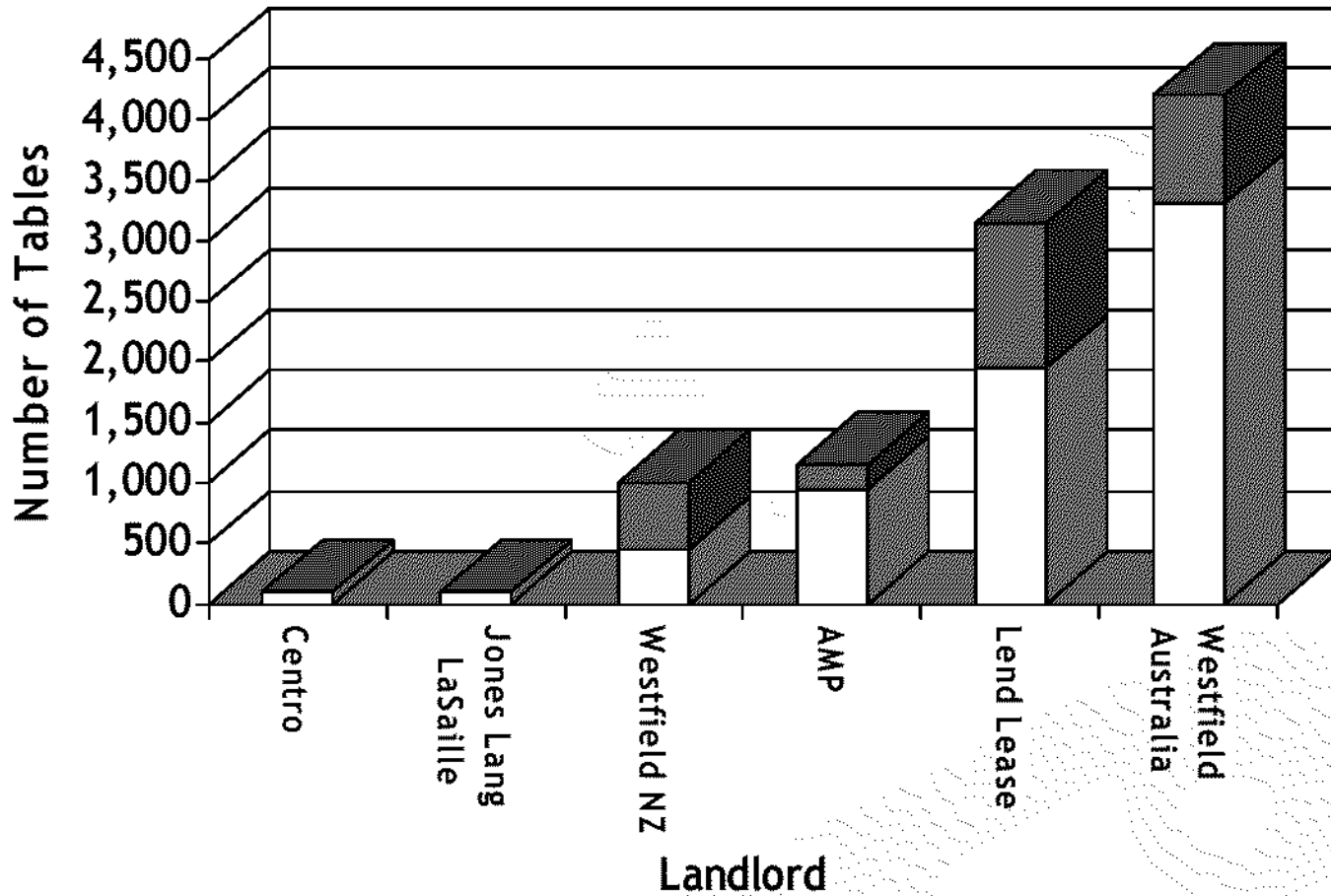


* Every additional table installed increases our rent

Key: F = Forecast



CREATABLE MEDIA LIMITED FORECAST TABLES BY LANDLORD AT 30 JUNE 2005 (Total 9,700)



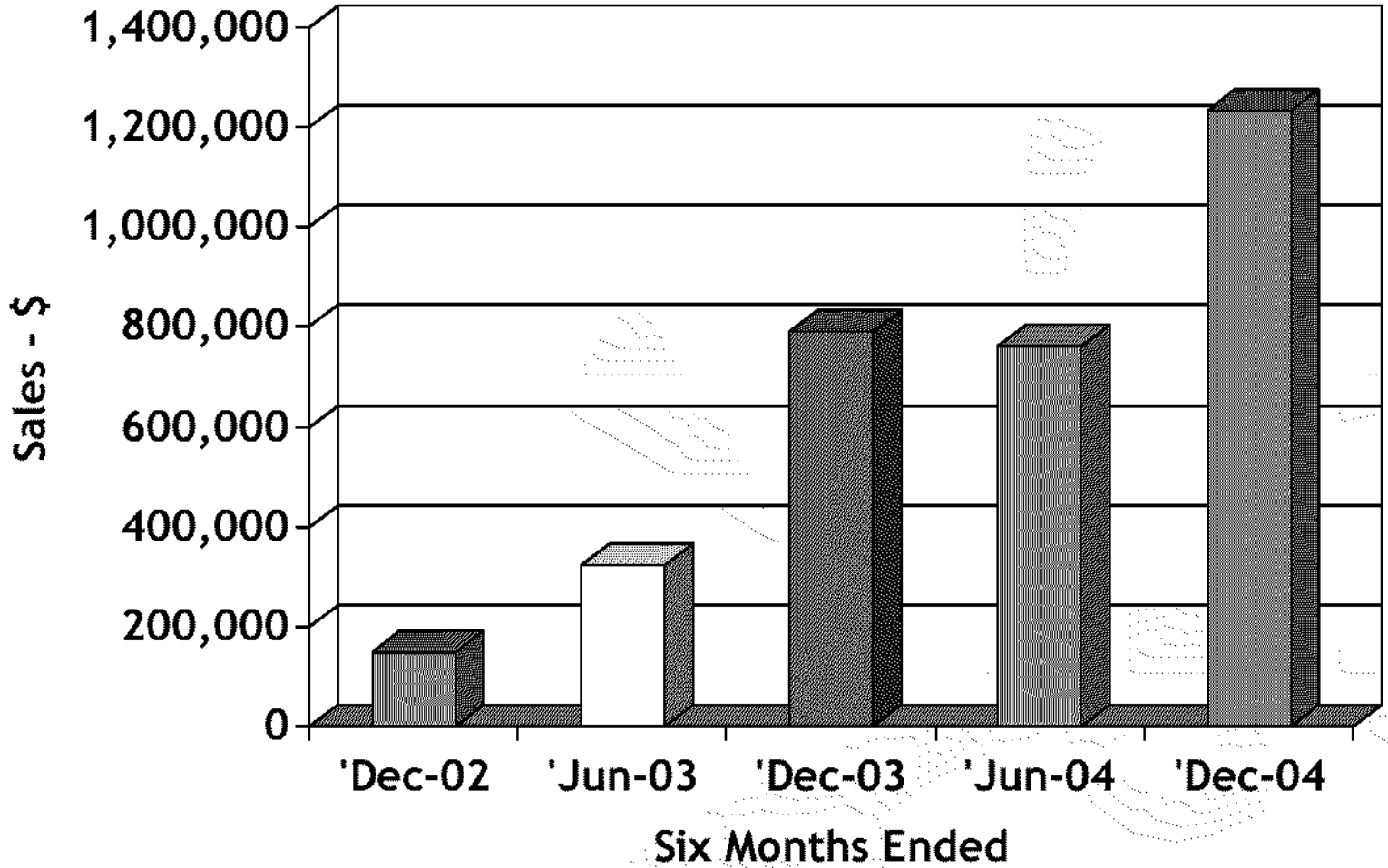
Current Tables at 31-Dec-04



Additional Tables to be installed from 1-Jan-05 to 30-Jun-05



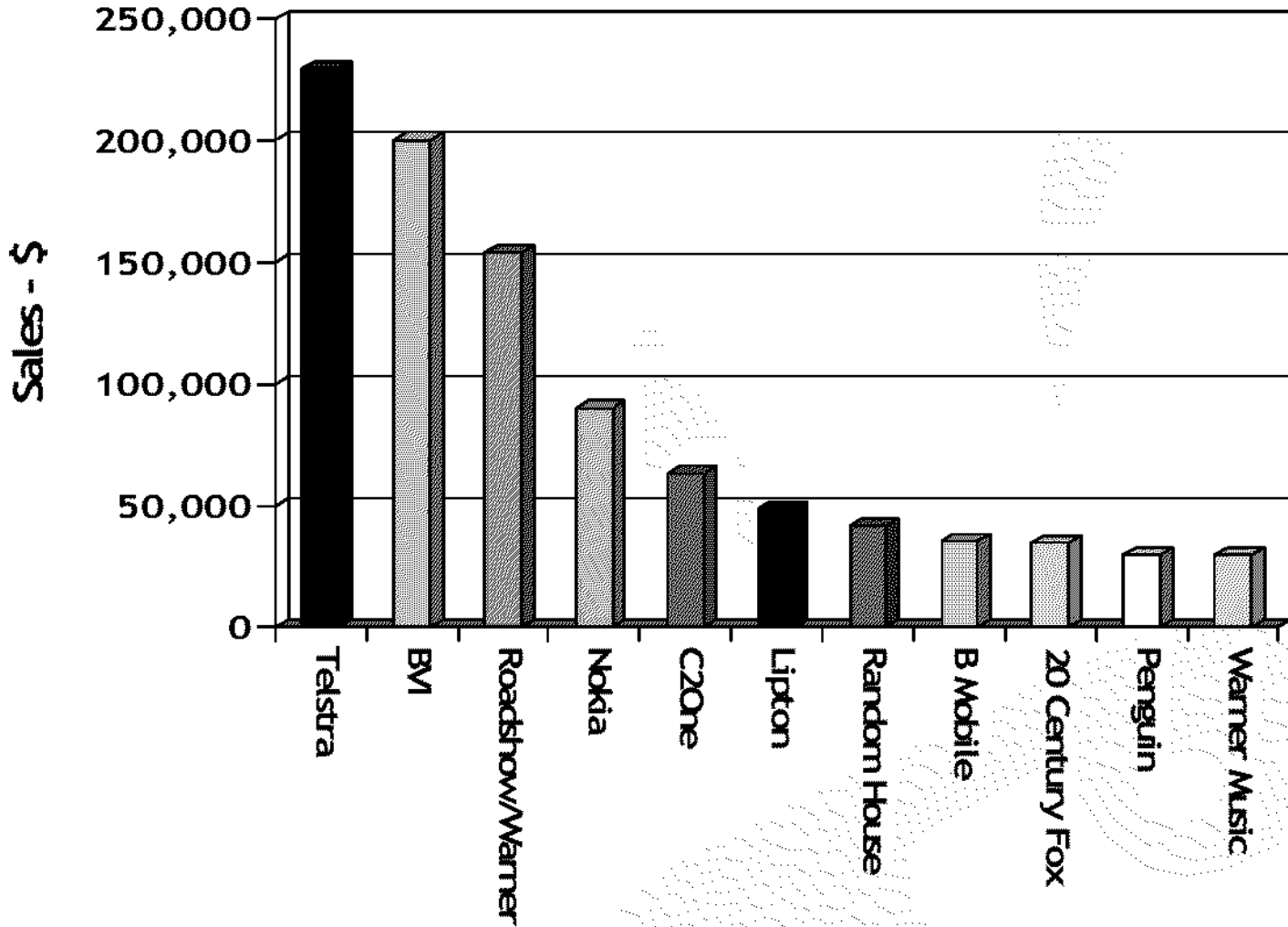
CREATABLE MEDIA LIMITED SALES



* Ultimate Media takes us to the next level



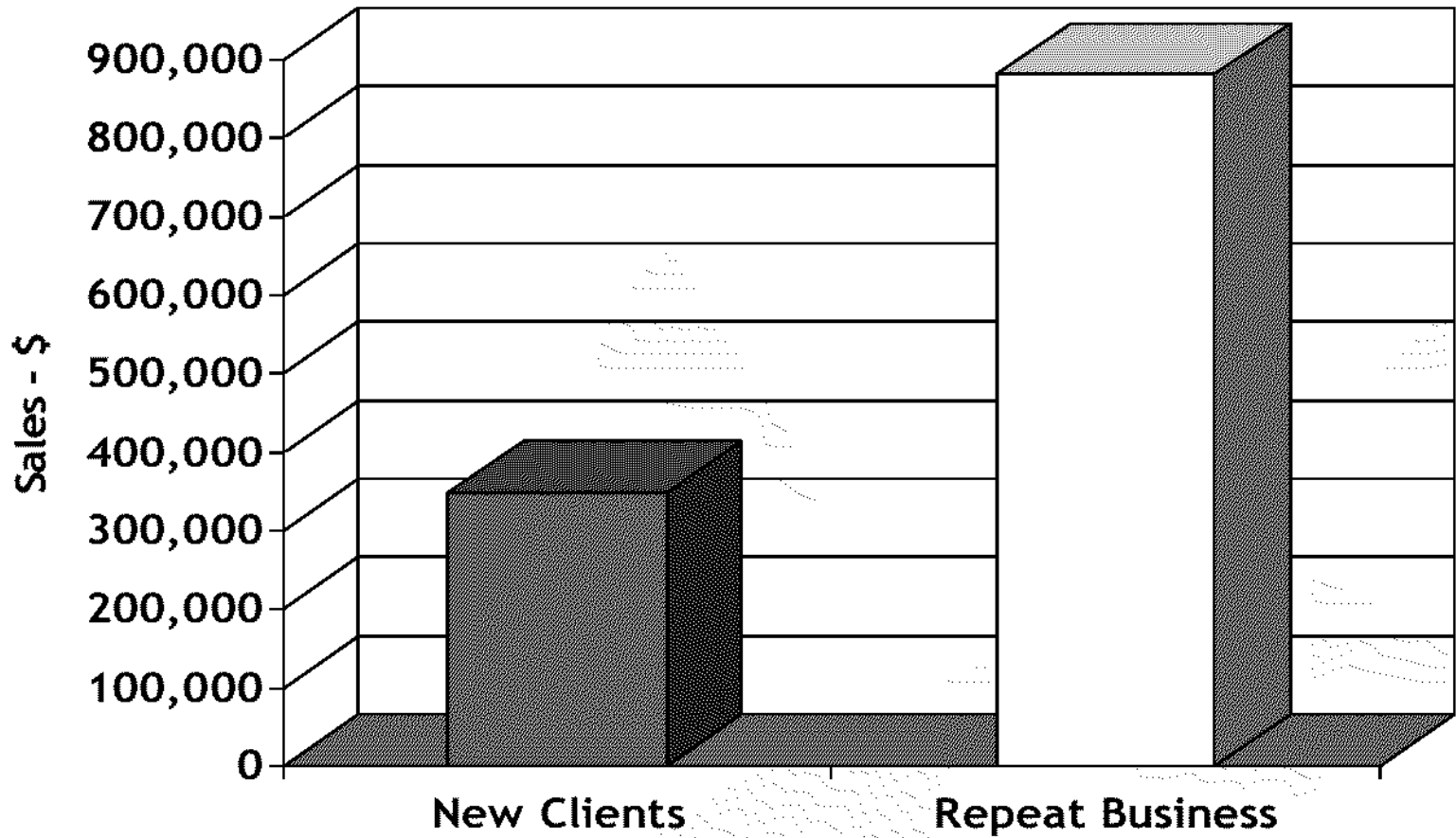
CREATABLE MEDIA LIMITED TOP 10 TOTAL CLIENTS JUL-DEC '04



Top 10 Clients



CREATABLE MEDIA LIMITED NEW vs REPEAT BUSINESS JUL-DEC '04



CREATABLE MEDIA LIMITED TOP 10 REPEAT BUSINESS CLIENTS JUL-DEC '04

August 2004	June 2004
Telstra	Random House
BVI	B Mobile
Roadshow/Warner	Penguin
Nokia	Warner Music
C2One	Greater Union
Lipton	Qantas
B Mobile	Jetstar
20 Century Fox	GE
Muso's Corner	
Westfield	



CREATABLE MEDIA LIMITED OUTDOOR SPEND BREAKDOWN

	2003 - \$m	2004 - \$m	%	% Change
Large Format	104.5	114	34	+9
Street Furniture	91.7	107.8	33	+17
Transit	72.7	80.0	25	+11
Posters	27.6	24.7	8	-11
Total	296.6	327.3	100	+10

	2004 - \$m		2003 - \$m
* Telstra	7.1	Telstra	6.4
* Vodafone Communications	5.3	NSW Roads & Traffic	5.5
Optus	5.0	Vodafone	4.0
* Nestle Australia	4.8	United International Pictures	3.8
Virgin Blue Airlines	4.1	Virgin Blue Airlines	3.5
* United International Pictures	3.8	Nestle Australia	3.0
Kimberley-Clark Aust	3.4	Carlton & United Beverages	3.0
PepsiCo Australia	3.3	Kimberley-Clark Aust	2.7
Carlton & United Beverages	3.2	Cadbury Confectionery	2.5
NSW Roads & Traffic Authority	3.0	20 th Century Fox Film Distributors	2.4

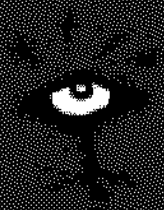
* Four of top six clients of Creatable

Source: Nielsen AdEx/OAAA as advertised in The Australian, 24 February 2005

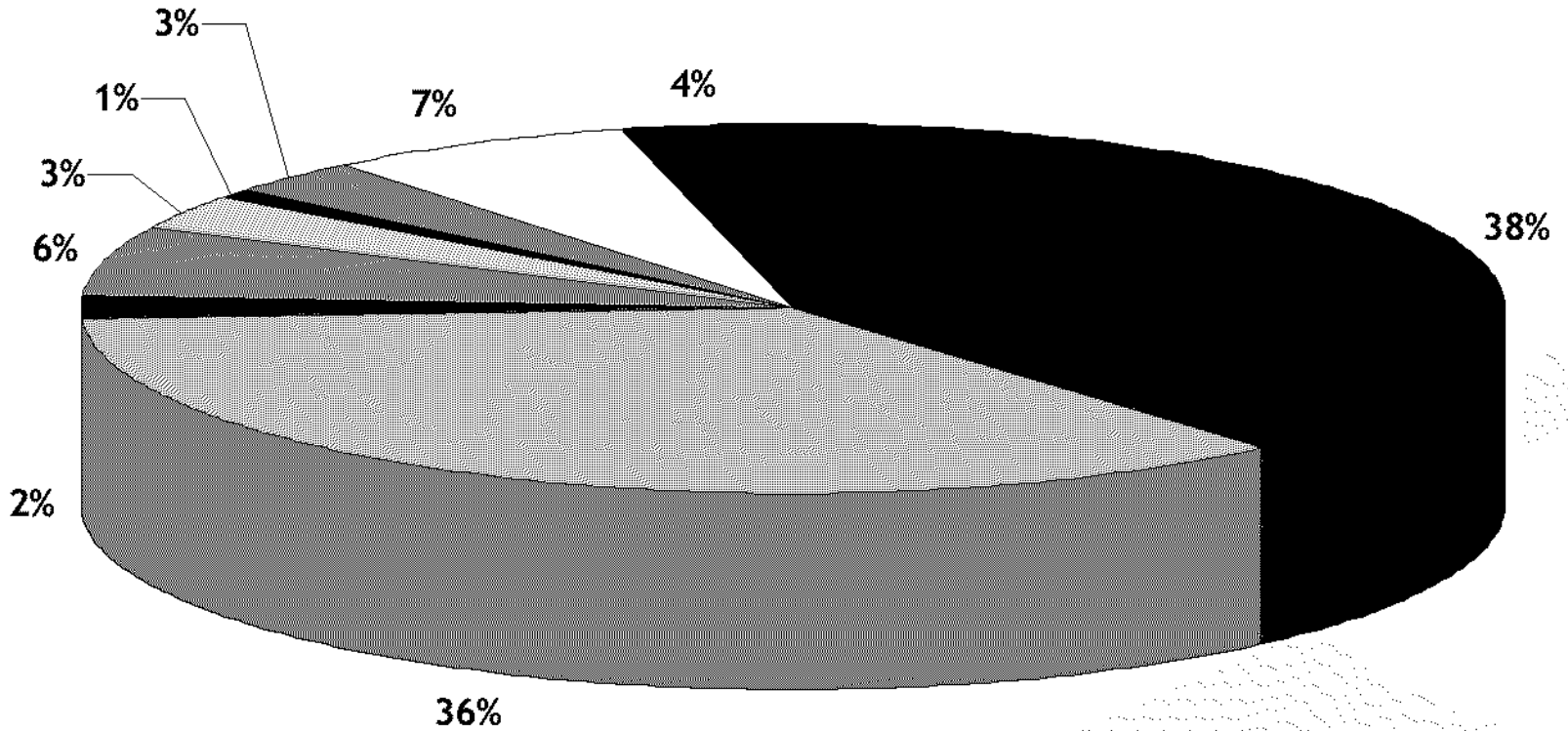


CREATABLE MEDIA LIMITED INDUSTRY STATISTICS

- 2004 outdoor advertising spend up 10% to \$327m
- Outdoor represents 3.5% of total advertising spend
- Advertising spend forecast to grow 11% in 2005
- Outdoor to grow 12% in 2005
- Outdoor marketing group believe it possible to grow from 3.5% to 6% by 2010



CREATABLE MEDIA LIMITED CATEGORY RANKING JUL-DEC '04



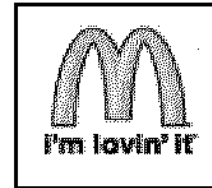
- | | | |
|-----------------|------------------|-----------|
| ■ Entertainment | ■ Telco & Phones | ■ Retail |
| ■ Publishing | ■ Travel | ■ Finance |
| ■ Services | ■ Ring Tone | ■ FMCG |



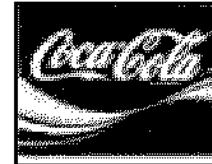
CREATABLE MEDIA LIMITED

NEW CLIENTS FOR JAN-JUN '05

- McDonalds - NZ



- Coca-Cola



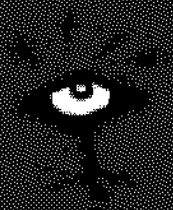
- Paramount Home Entertainment



- Virgin Money



- OPSM



Ultimate Media Group “Advertising With Certainty”

- Executive Directors managed the establishment of Australia’s two largest out of home media companies - Buspak and Adshel. Also Neil Mount appointed CEO of Australian Radio Network
- Since it’s commencement in 2000, Ultimate have pioneered “targeted indoor” out of home media
- Now have exclusive long term media contracts with:
 - All major Australian and New Zealand universities and colleges
 - 300 leading fitness and aquatic centres (>50% all members)
 - 600 bars, hotels and night clubs
 - Major taxi operators
- 70% annual growth with all media platforms profitable



Ultimate Media & Creatable Media

- Creatable utilises the same up close and personal, unavoidable and engaging formats that provide certainty of message delivery
- Creatable will be promoted by Ultimate as the best targeted indoor medium for certainty of engaging shoppers
- Creatable is complementary reaching an audience not covered by other Ultimate channels
- Shares the same Ultimate A3 portrait formats
 - Provides efficiency for a client's production and creative investments
- Enhanced Creatable sales outcome
 - More media decision maker presentation opportunities
 - Improved credibility
 - Efficiency of joint sales & marketing



Creatable Media USA

- Established in 2004 as a 100%-owned subsidiary of Creatable Media Limited
- Office has been established in Los Angeles
 - Craig Lazarus relocated in early 2005 to the US as the CEO of CM USA
- A 10-year contract has been executed with Westfield Corporation Inc. (USA) which has an 11% market share in the US
 - Creatable Media has exclusive rights to install its tables in over 47 Westfield USA shopping centres
- Creatable Media is in advanced stages of discussions with three other major US shopping centre owners with whom the Company expects to sign formal agreements by mid-2005



CREATABLE MEDIA USA

Directors & Management

Greg Bundy

(Chairman) Greg has 2 decades of experience in investment banking, stockbroking and funds management. Until recently, he was Vice Chairman of Merrill Lynch Asia Pacific. He brings a wealth of experience in many aspects of the Australian and US capital markets

Craig Lazarus

(Chief Executive Officer) Co-founder. Craig qualified as a chartered accountant. He worked as a senior consultant in the business services division of Arthur Andersen prior to establishing Creatable Media

Poom Chantha

(Chief Operations Officer) Poom is an experienced executive in the shopping mall business having spent 18 years with Westfield, most recently as Director of Brand Alliance

Kim Brewer

(Sales Manager) Kim has over 10 years of media planning and buying experience in technology, consumer publishing and rich media advertising environments. Most recently, Kim was a Sales Director for CoolSign Media Networks, based in Los Angeles, CA



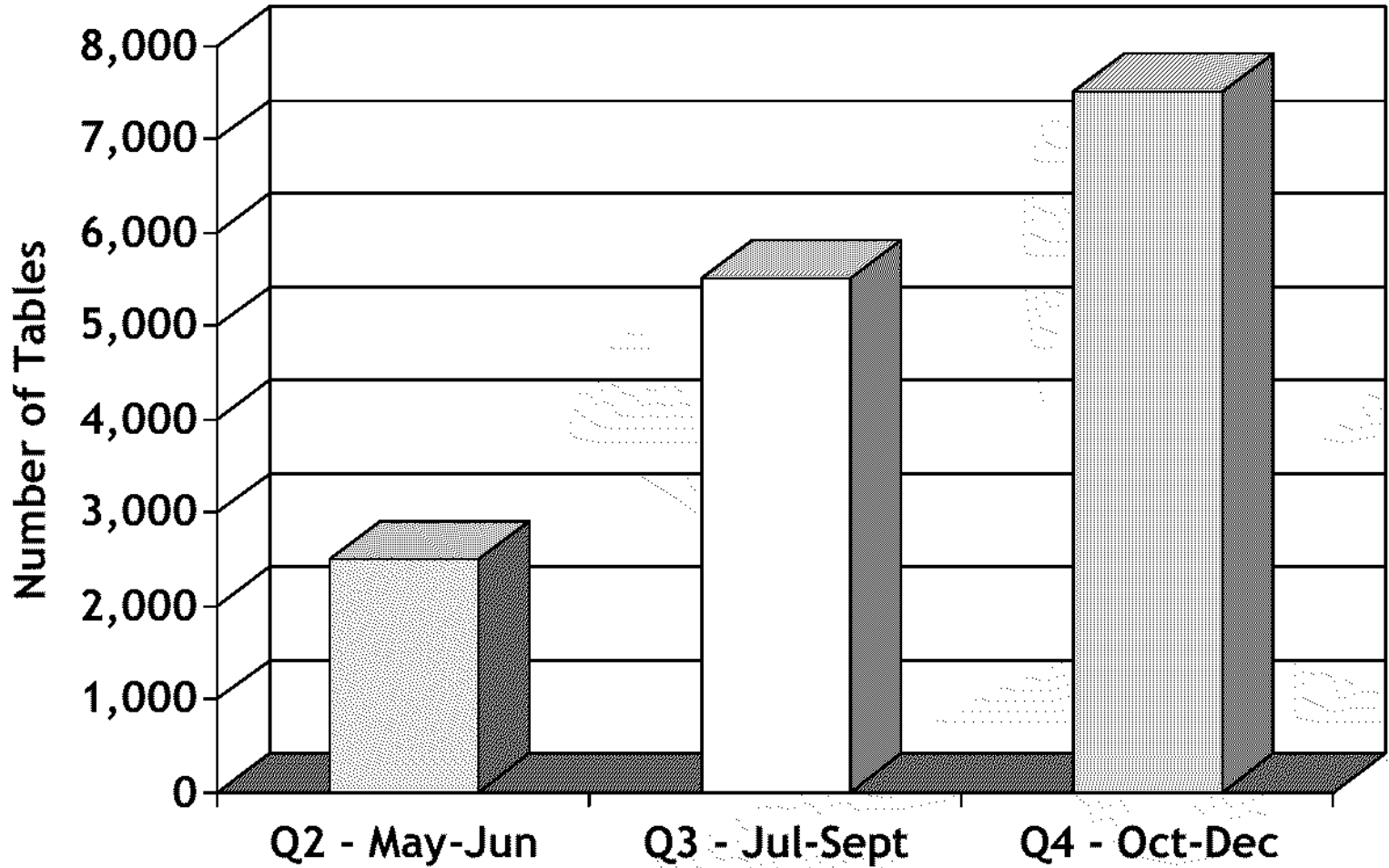
CREATABLE MEDIA USA US Market

- US\$178 billion was spent on advertising in 2003
- US\$5.1 billion was spent on Out-Of-Home advertising in 2003, greater than 20 times the expenditure in the Australian market
- In 2003 shopping centre sales amounted to US\$1.98 trillion
- No other mediums similar to Creatable Media's TAPs exist in the US
- Creatable Media intends to be the first-mover in the tabletop advertising space within the US

Access to the enormous US market provides significant opportunity



CREATABLE MEDIA USA TABLES ROLLOUT - CALENDER YEAR 2005

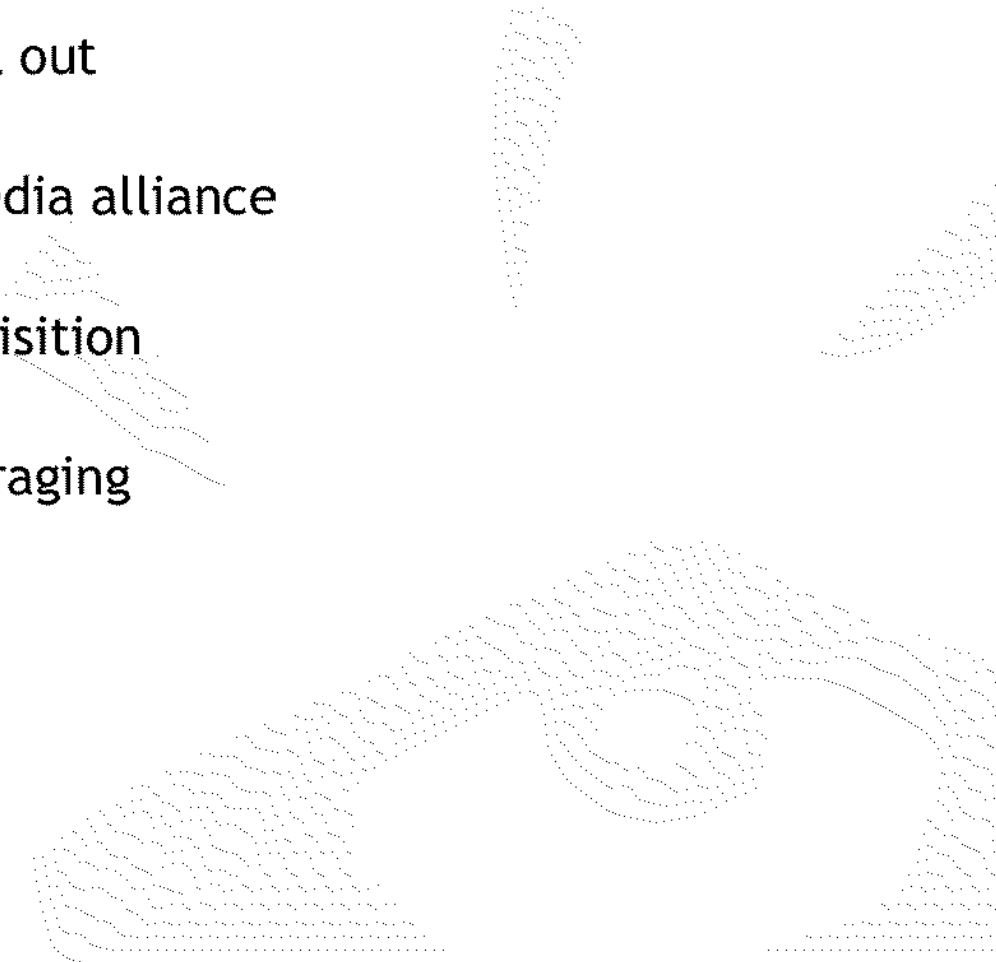


* Funding for US expansion due for completion - Q2/05



CREATABLE MEDIA LIMITED 2005 OUTLOOK

- Further 2,850 tables to be rolled out
- First US centres to roll out
- Impact of Ultimate Media alliance
- Potential further acquisition
- Forward orders encouraging



CREATABLE MEDIA LIMITED 2006 OUTLOOK

- Working toward profitability
- Further 3,000 - 4,000 tables to be deployed
- Deeper and broader penetration into agencies
- US profitable
- Other acquisitions





creatable media

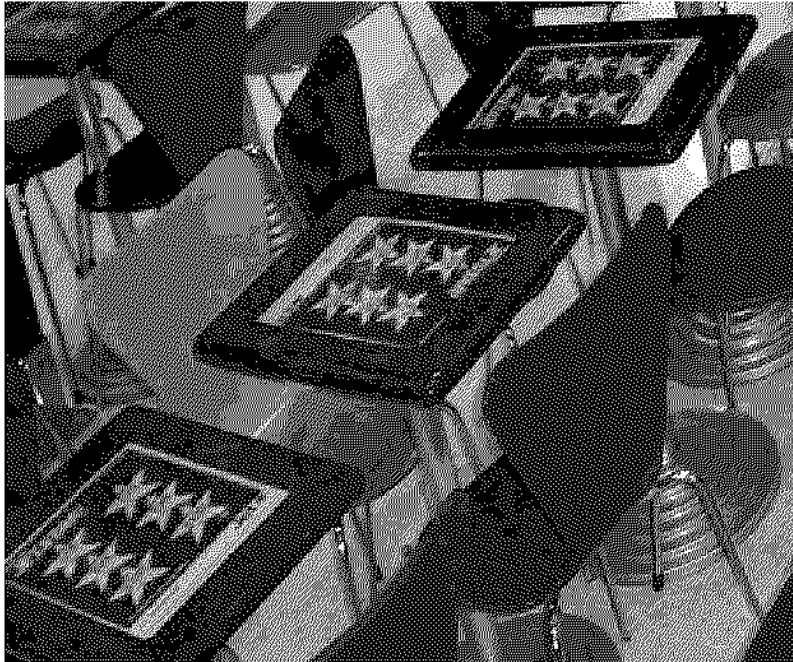
Table Top Advertising Specialists

APPENDIX



CREATABLE MEDIA LIMITED TRAVEL

JETSTAR



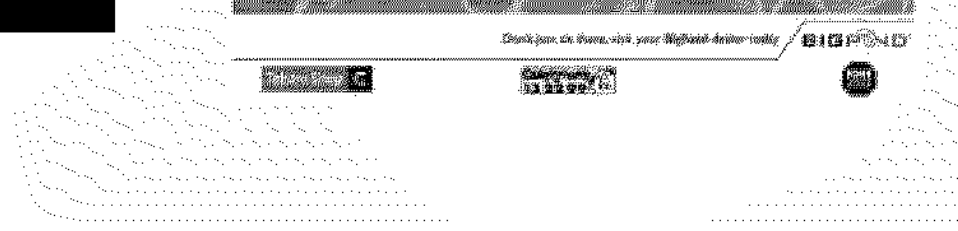
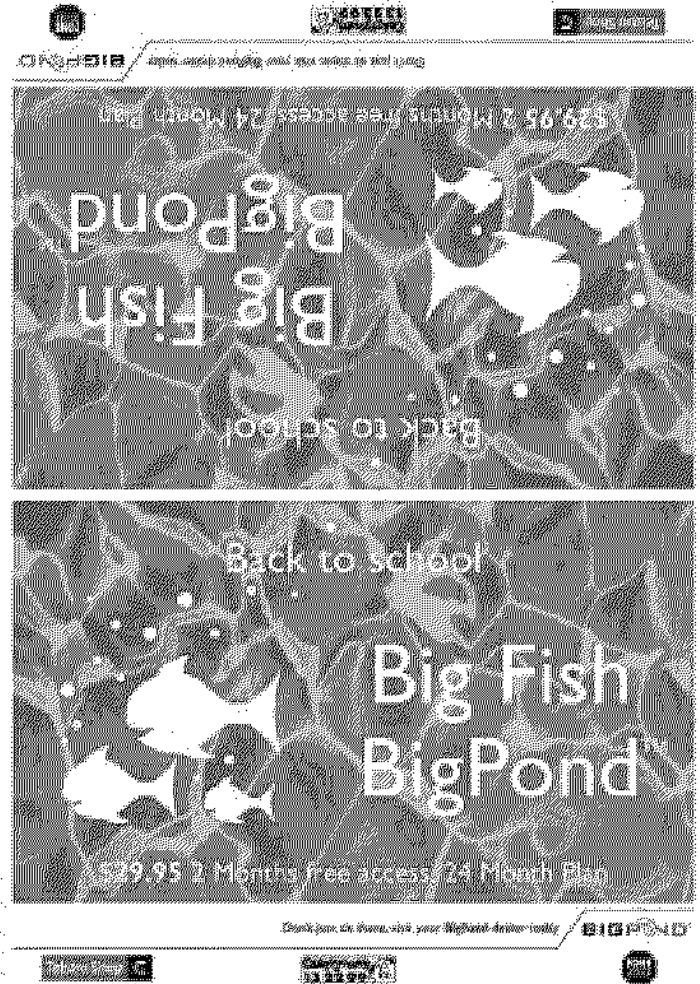
QANTAS



CREATABLE MEDIA LIMITED TELECOMMUNICATIONS

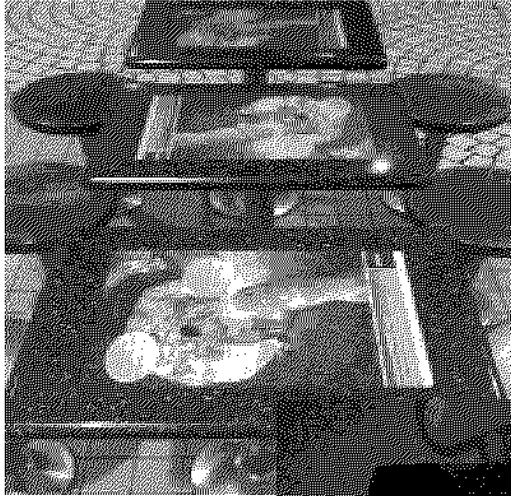
BIG POND

TELSTRA



CREATABLE MEDIA LIMITED TELECOMMUNICATIONS

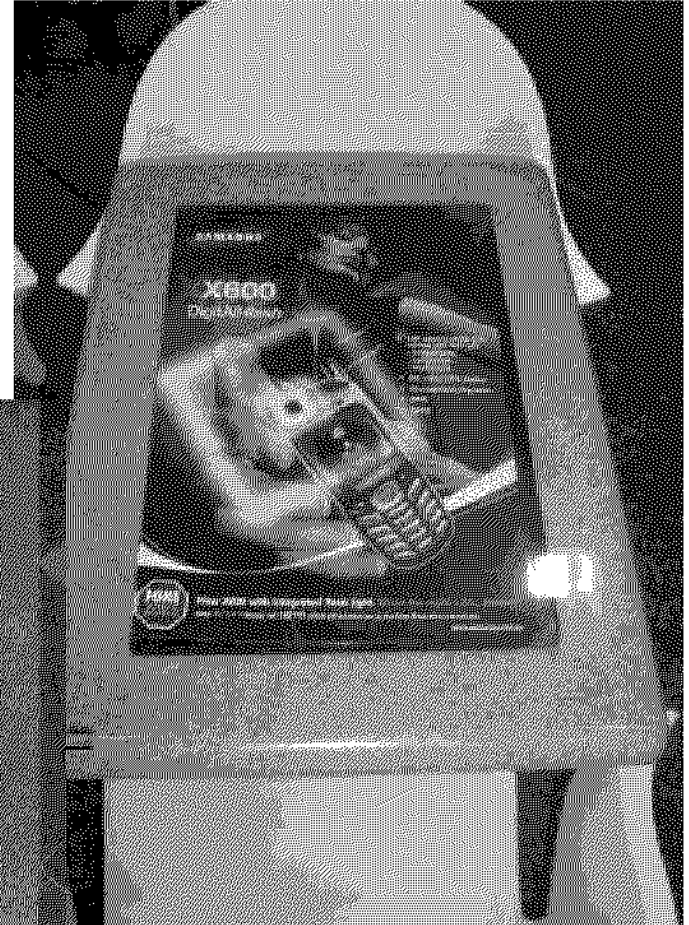
TELSTRA - SMS



C2ONE

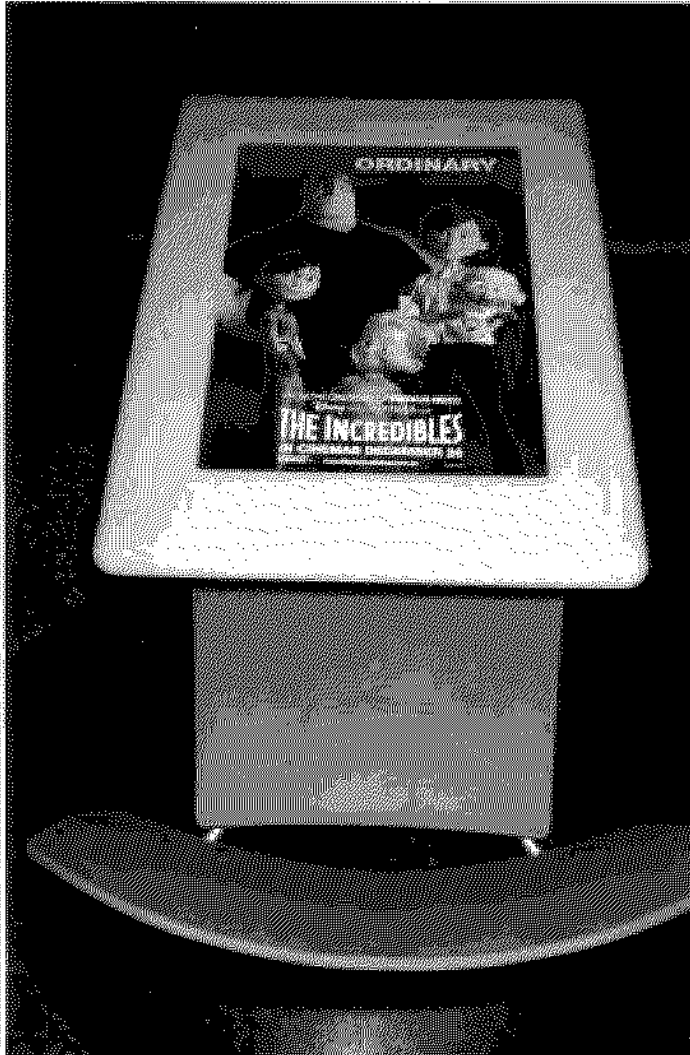


SAMSUNG



CREATABLE MEDIA LIMITED ENTERTAINMENT

THE INCREDIBLES



KING ARTHUR



CREATABLE MEDIA LIMITED ENTERTAINMENT

GARFIELD - THE MOVIE



SCOOBY DOO

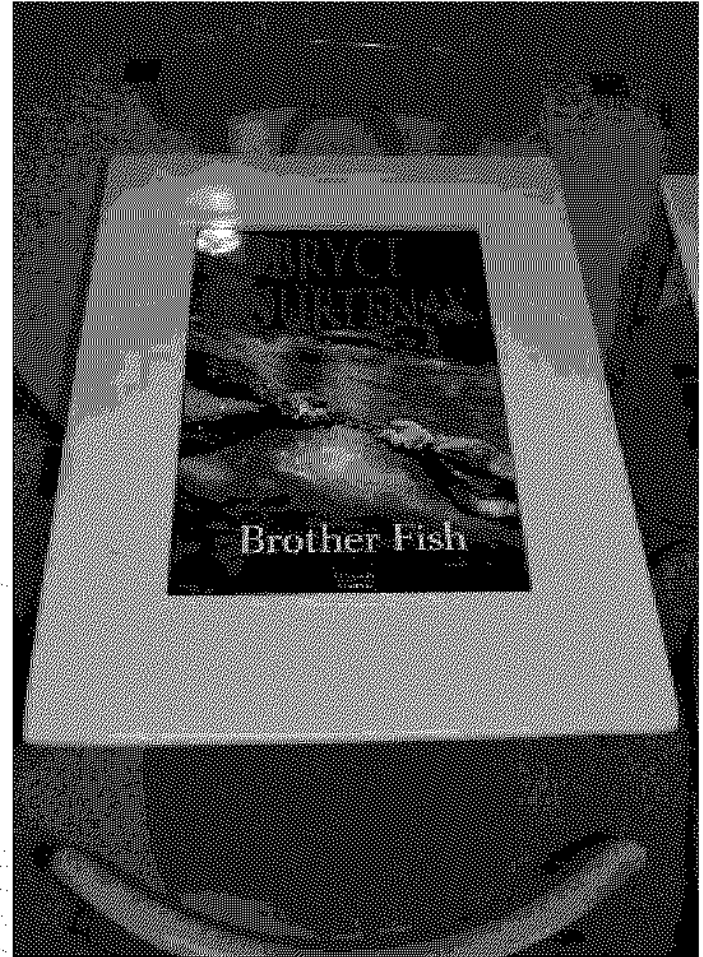


CREATABLE MEDIA LIMITED

RINGTONES - NOKIA



PUBLISHING - PENGUIN



CREATABLE MEDIA LIMITED RETAIL

ATHLETE'S FOOT



BIG W





CREATABLE MEDIA LIMITED

RETAIL - WESTFIELD



FMCG - LIPTON ICE TEA

