
ASX Announcement

Date: 18 October 2004

Objective featured in BRW Fast 100 for third time

Objective Corporation (ASX:OCL), leading developer and supplier of Enterprise Content Management software solutions, today announced it had been included in BRW magazine's Fast 100, the third time it had been included in the list.

BRW measured and ranked Australia's fastest growing companies according to average annual revenue growth in the three years to June 30, 2004.

Objective was ranked at position 63 this year, with 51% average annual revenue growth over the past three years. In 2002 Objective ranked 21 with 111% growth and it ranked 20 in 2001 with 87% growth.

Mr Tony Walls, CEO Asia Pacific, Objective Corporation, said: "Being featured in the Fast 100 on multiple occasions underscores the effectiveness of our growth strategy.

Objective is recognised as one of the biggest exporters in this year's Fast 100.

"The 2004 financial year saw international sales revenue exceed domestic sales for the first time, representing 61% of the total revenue of \$27 million," said Mr Walls.

"As we continue to implement our growth strategy of targeting new geographies and new vertical markets, we expect this trend to continue.

"For our customers there are a number of benefits of such growth. Firstly, expanding our international footprint means extending our ability to support and assist our customers from local bases, wherever local may be. Secondly it enables us to increase our investment in research and development driving continual advancement of our industry-leading technology," said Mr Walls.

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Objective Corporation

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, where its solutions have been consistent winners against international competition. Its solutions are open and integrate with existing applications and infrastructure, delivering clear outcomes and a measurable return on the client's investment.

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