

From: [REDACTED]
Sent: Friday, 13 May 2011 12:46 PM
To: [REDACTED]
Subject: Staff Message From Jack Matthews, CEO Metropolitan Media

Colleagues

The Metro division is going through a significant period of change. A highly visible element of that change is the investment in journalism and the refocusing of resources from some production and process-related tasks onto creative and quality journalism and content creation. It's important to reiterate that this re-allocation from production activities to creative ones will be across the entire business. Much of our current focus is on development sustainable plans to meet that strategic objective.

There cannot be any question as to the importance of establishing a strong, growing Metro business. That is an objective on which we cannot compromise.

As I have previously acknowledged, I recognise that there is a great deal of uncertainty across the Metro group, and I accept that we need to move as quickly as possible to communicate our plans and actions.

One of the most significant areas of activity has been in identifying key people to lead the different areas of Metro and to develop organisational structures to support our plans. Today I would like to announce a number of key appointments.

Ed Harrison, currently Commercial Director at Fairfax Digital, has been appointed Commercial Director, Metro Media reporting to me. Reporting to Ed will be all agency and major client sales teams as well as Trade Marketing across the group. Direct sales will continue to report to the Melbourne and Sydney Publishers. Ed will be communicating more detail around this organisation structure, starting immediately.

David Hoath, currently Sales & Marketing Director at Melbourne Publishing, has been appointed Chief Operating Officer for Melbourne Publishing, reporting to Don Churchill. The COO role will be responsible for most operational matters, including direct sales, across both The Age and FCN Victoria.

David Skelton, currently Business & Operations Director at Melbourne Publishing, has been appointed Director of Business Planning and Operations across the Metro Division. This position will report to the yet to be named Metro CFO. David will be responsible for working with management to identify savings, synergies and processes to fully leverage the integration of the component parts of Metro.

Glen Burge, formerly Editor of the AFR, has been appointed Director of Editorial Planning and Process, also reporting to the CFO. A significant aspect of the Metro strategy will be to deliver greater editorial effectiveness by sharing content where appropriate and ensuring that we have a clear process around editorial integration across platforms. Glen will work with editorial management to help achieve this. Glen will also be actively involved with the development of the new Content Management System that underpins our content sharing strategy. Glen led the

process at FRG to install a new CMS which has delivered significant efficiencies and cross platform integration.

Finally, Darren Burden, currently Director News & Platforms at Fairfax Digital, has been appointed GM News for Digital Publishing reporting to Jane Huxley. The digital Editor-in-Chief position previously held by Mike Van Niekerk has been eliminated as part of our move toward increased integration across platforms. The four online masthead editors will report to Darren.

Further announcements and appointments will be forthcoming. In the meantime, please stay focused on driving the best results possible as we work through these plans.

Jack

Jack Matthews

CEO Metro Media

Fairfax Media

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