



Helsingborg, Sweden, December 18, 2007



Australia's SEMA Group chooses ReadSoft for automating processes

SEMA Group is Australia's leading Direct Marketing services company. This privately owned company provides consultants and IT resources to its clients across Australia. SEMA has recently implemented ReadSoft DOCUMENTS for Invoices to handle the outsourced processing of 20 million remittance advices per annum. The deal is worth over 150,000 Euro to ReadSoft, bringing SEMA's total investment with ReadSoft to over 1 million Euro.

SEMA Group's core business capabilities provide integrated execution and fulfillment: from back-office data capture, data management and IT systems integration, campaign and response IT, through to call centre-enhancement, direct mail fulfillment & return mail handling.

The company, a Service Bureau Partner of ReadSoft has been using ReadSoft DOCUMENTS for Forms in a number of its offices. When a key customer, one of Australia's four major banks, wanted to outsource the capture of the data from various format remittance advices, another solution was needed. So SEMA again turned to ReadSoft.

Lee Bourke, SEMA's Director of Business Transformation Services, says "Since we are providing these outsourced solutions at very competitive unit rates we wanted and needed an automated solution. Our experience with ReadSoft DOCUMENTS for Forms triggered us to look into a solution from ReadSoft. As a Service Bureau Partner, it seemed a natural step to scale up our ReadSoft infrastructure to handle the automation of this application. This is why we now have further invested in ReadSoft DOCUMENTS for Invoices."

SEMA specializes in assisting organizations gain control over information resources and transform information into profitable outcomes. With a team of highly skilled consultants and more than 150 IT professionals SEMA has a remarkable record of stability and growth having achieved substantial growth in both profit and size each year for over twenty years. SEMA commenced as a family business and remains so today 27 years later. The original owners and directors of SEMA remain its proprietors, also making the company 100% Australian owned.

ReadSoft DOCUMENTS for Invoices

More than ten years of experience with electronic invoice processing has produced the most powerful, and by far the most popular (2,000 clients), system on the market. ReadSoft DOCUMENTS for Invoices is a highly profitable investment for just about any business. Fully implemented, electronic invoice processing lowers costs by 25-50%. Meanwhile, the invoicing process speeds up and employees can devote more time to tasks that take advantage of their individual skills. ReadSoft DOCUMENTS for Invoices captures, reads and classifies all incoming formats, whether paper or electronic. The solution, which is customised for simple linkage to leading international enterprise systems, is certified for both SAP and Oracle.

----- For additional information, contact -----

ReadSoft AB

Jan Andersson, CEO, ReadSoft
Phone: +46 708 – 37 66 00
Jonna Opitz, Vic President, Corporate Communications
Phone: +46 733 – 37 86 68
jonna.opitz@readsoft.com

Find out more about ReadSoft at www.readsoft.com

ReadSoft is a world-leading supplier of software for document automation. The company develops and markets a complete software platform for document automation under the name of ReadSoft DOCUMENTS. The vision is to release businesses around the world from handling documents manually. Since starting in 1991, ReadSoft has grown to a worldwide Group with offices in 15 countries in Europe, North America, South America and Australia, as well as a large number of local and global partners. The head office is in Helsingborg, Sweden, which – along with Stockholm – also houses the Group's main research and development unit. The ReadSoft share is traded on the Nordic Stock Exchange Small Cap list.