

Media Release

15 October 2009

Serco and mdv to transform transport information services in NSW

Serco Australia, the international service company, today announced that it has signed a contract with NSW Transport and Infrastructure to transform the way NSW residents access transport information.

The contract will commence on 1 July 2010 with the transition process commencing immediately to ensure the seamless provision of high quality services.

Serco has developed an exclusive partnership with mdv, a global market leader in the development of transport technology solutions, to provide transport journey planning information services in NSW through a customer service centre and website.

Serco Australia Chief Executive, David Campbell said the new contract will provide NSW residents with easier access to better transport information and improvements in customer service.

"We are delighted with the government's decision. Serco combines commercial know-how with a deep public service ethos to deliver mission critical services on behalf of governments across the globe," David Campbell said.

"Innovation can pose a challenge for some but in the case of Serco and mdv, new ways of thinking and operating are a fundamental core competency and are seen as going hand-in-hand with service excellence and a customer centric approach.

"Serco and mdv will be required to meet the highest standards of service – focusing on quality, accuracy of information, timeliness, and availability. We will adopt the government's 'first call resolution' philosophy, which ensures customers get all the information they need in just one phone call to 131500."

While some customers are happy with more traditional phone services, others may prefer mobile phone or improved web services and social media channels that are quickly becoming standard methods of communication. Serco and mdv's solution is about providing choice and quality service.

Serco is the provider of choice for Australian governments when it comes to service excellence in journey planning and transport information services. We are already providing journey planning and transport information services in Brisbane, Perth, Dubai and the United Kingdom. mdv is providing systems across Europe, the United Kingdom, Dubai, USA and Australia. Our customers have the dual benefits of global scale and local autonomy. One of our strengths is that we live locally, think locally, act locally, and are supported globally.

"As one of the world's leading providers of service and technology in transport, Serco and mdv are very proud to be working in partnership with the NSW government to make a positive difference to people's journeys and quality of life," David Campbell said.

Media Release (continued)

About Serco

Serco is a FTSE 100 international service company, which combines commercial know-how with a deep public service ethos. We improve services by managing people, processes, technology and assets more effectively. Our strategic advice comes from hands-on experience. We advise policy makers, design innovative solutions, integrate systems and – most of all – deliver front-line services that make a positive difference to customers and communities.

Serco has been delivering mission critical public services for more than 40 years. We support governments, agencies and companies in 35 countries who seek a trusted partner with a solid track record of providing assured service excellence. Globally our employees deliver operational, management and consulting expertise in defence, science, technology, justice, immigration, transport, health, education, aviation and business process outsourcing.

Our 6,000 people in the Asia Pacific business operate in Australia and Hong Kong. Our customers have the dual benefits of global scale and local autonomy. One of our strengths is that we live locally, think locally, act locally, and are supported globally.

In Asia Pacific, Serco supports the Australian Defence Force through the provision of garrison and port services, rehabilitates offenders in our prisons, helps to make the roads safer in Victoria through our traffic camera services operation, provides travellers in Perth and Brisbane with timely and helpful public transport advice, keeps Melbourne's parks and gardens green, operates tunnels in Hong Kong helping 76.8 million commuters each year and provides an unparalleled, award winning rail tourism experience on the Ghan, Indian Pacific and Overland.

More information can be found at www.serco-ap.com.au

About mdv

mdv (Mentz Datenverarbeitung GmbH) has been providing solutions for traffic planning, traffic information and individual transport for over 30 years. mdv is based in Munich Germany with a specialist team of over 90 employees across four offices in Germany, and subsidiary companies in Zurich, Vienna and Melbourne.

In the last ten years, mdv's Journey Planner system has become the acknowledged market leader in its field through installations across continental Europe, United Kingdom, Dubai, USA, Africa and Australia. The system is based on mdv's data management platform DIVA and supports international industry standards including IFOPT, TransModel and VDV.

mdv was recognised for its journey planner services during the London Transport Awards in March 2009 and in 2008 was winner of Best Innovative Product or Service at the ITS Awards in San Francisco.

More information can be found at www.mentzdvd.com

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