

## Shareholder Communication Strategy

The Board of Directors aims to ensure that the shareholders are informed of all major developments affecting the Company's state of affairs.

The Chairman, Chief Executive Officer, Chief Financial Officer or Company Secretary have been nominated as responsible for communications with shareholders and the ASX Corporate Governance Principle 6. This includes responsibility for ensuring compliance with the continuous disclosure requirements in the ASX listing rules and overseeing and co-ordinating information disclosure to the ASX, analysts, brokers, shareholders, the media and the public.

Information is communicated to shareholders as follows:

- The Notice of Annual General Meeting is distributed to all shareholders, while the Annual Report and half-yearly results are distributed to all shareholders who have requested a hard copy. The Annual Report includes relevant information about the operations and financial performance of the Company during the year, changes in the state of affairs of the Company and details of future developments in addition to other disclosures required by the Corporations Act 2001 and the Australian Stock Exchange Listing Rules.
- The Notice of Annual General Meeting and Annual Report along with Investor Presentations and Press releases can be found on the Company's website.
- Announcements (which include media releases) are made to the Australian Stock Exchange in respect of half-yearly and annual results and on other occasions under the continuous disclosure requirements when the Company becomes aware of information that might materially affect the price of its shares. There is a link from the company website to the Australian Stock Exchange through which shareholders can access these announcements.

Where information or presentation material has been prepared for external promotional and communication purposes, especially for analysts, institutional and media markets, such material will be released to the Australian Stock Exchange and included on the Company's website so as to avoid premature disclosure and/or the emergence of a false market.

The Board encourages full participation of shareholders at the Annual General Meeting. It is Company policy for the external auditor to be requested to attend the Annual General Meeting and be available to answer shareholder questions about the conduct of the audit and the preparation and content of the auditor's report. The Chairman of the meeting is to allow a reasonable opportunity for shareholders to ask questions of the auditor regarding the audit and auditor's report.

Shareholders are also able to direct any questions relating to the Company's securities to the share registry, Link Market Services Limited.

*InvoCare Shareholder Communication Strategy was reviewed in March 2010.*

