



**Commonwealth** Bank

## **Media Release**

### **COMMSEC SWITCHES ON SMS SHARE PRICE AND TIME ALERTS**

**Sydney, 17 October 2001:** No need to call repeatedly for stock prices, you can now receive real-time share price information via an SMS message or e-mail.

CommSec, Australia's largest retail broker, today launched a new Alerts service which delivers live stock prices via a text message to the mobile phones or computers of registered clients. There is no charge to become a registered client.

The service is available to clients via all mobile networks. According to Telstra OnAir Business Solutions General Manager, Doug Reid, Telstra is right behind the new service, which he says "complements Telstra's belief that a mobile should be more than just a telephone for consumers and business".

Optus SMS Gateway has also been chosen to deliver the service, which Chris Hancock, Managing Director, Optus Business says "has been specially created for corporate and government organisations like CommSec".

"It provides a stable and powerful platform and is carrier-grade. We are pleased to be working with CommSec to extend SMS functionality to a huge user base," Mr Hancock added.

CommSec is the only broker to offer an Alerts service that enables people to receive Price and/or Time Alerts. Price Alerts are sent when a stock or index hits a pre-set trigger price. Time Alerts allow users to receive Alerts with prices for up to six stocks/indices. The Alert is sent at a specific time each day as determined by the user.

"The advantage of Alerts is that you don't have to keep a constant eye on the market. Most Australian share investors work during market hours so they don't have time to be vigilantly monitoring stock prices," says CommSec Director Paul Rickard.

This service offers them a relatively unobtrusive way to stay in touch. And with SMS alerts, in particular, you can be out of the office and still know what's happening."

Each Price or Time Alert is sent to an e-mail or mobile phone number. Clients can easily update their e-mail address or mobile phone number at any time on CommSec's web site.

An SMS message costs 22 cents. An e-mail is just 11 cents. These are nominal charges considering that the cost of a local call to find out a stock price would be around 15 cents.

This is the first scalable Alerts service in Australia and it follows a tradition of innovation for CommSec, which was the first Australian broker to offer investors affordable access to the Australian share market, the first to offer online broking and the first to make international shares available to all Australians.

The CommSec Alerts service provides prices on any ASX-listed securities, including fully paid ordinary shares, warrants, indices and company options.

**ENDS**

## **About CommSec Alerts**

CommSec Alerts service enables clients to receive stock prices by either e-mail or SMS message, giving them flexible access to real time market information without the need to request it. Subscribing to the service will mean that clients can keep abreast of what's happening in the market without having to remain constantly vigilant.

Alerts are quick and easy to set up at the CommSec web site and can be received in two formats:

- Price Alerts
- Time Alerts

Both Time and Price alerts utilise live share prices and messages are sent by e-mail or SMS without delay.

Time alerts are sent out every ASX-trading day unless disabled or deleted by the user.

Price alerts are sent when the stock price reaches either the high or low price trigger. Once a Price Alert is sent, both the high and the low Price triggers are disabled.

If a user deletes the destination e-mail address or mobile telephone number any Alerts channelled to that destination will be automatically disabled.

### **Access to the service**

Registered CommSec clients can use the service by going to a 'Customise Site' page at the existing CommSec web site. There is no charge to become a registered CommSec client.

Clients must have a Direct Debit agreement in place before they are able to use CommSec Alerts, but can view a demonstration at the site, which also links to a direct debit form if they want to set up this facility.

### **Alerts credits**

The service operates using a system of credits. One hundred credits at a cost of \$22 are automatically purchased when a client subscribes to the service at the CommSec site. This alert credit balance is gradually drawn down to pay for Alert messages as they are sent. Once the balance is down to 10 the client is automatically debited another \$22 and 100 credit points are added to the balance.

Clients can view their Alerts credit balance and their credit usage any time at the credit usage page on the site.

## **About CommSec**

Commonwealth Securities (CommSec™) began trading in 1995. The Australian market quickly accepted the new concept of a non-advisory, low-cost telephone stockbroking service.

CommSec emerged in response not only to an increase in share ownership but also the availability of technology for efficient processing of orders and settlement of stocks. The barriers to entry into share ownership were also lowered, with the passing on of savings from scale economies to clients in the form of lower brokerage rates.

Demand for CommSec's style of stockbroking business clearly existed among the so-called 'Mums & Dads' investors who were sceptical of the value offered by traditional brokers. That demand still exists today in an expanded market where CommSec continues to offer a simple, accessible and affordable broking service to all Australian investors.

Over the last year, CommSec has significantly upgraded the depth of market and company research available so clients can now:

- View 'Buy' 'Hold' and 'Sell' analysts' consensus forecasts.
- Analyse key financial and performance data over a 10-year period for your favourite companies.
- View enhanced real-time company announcements on all 1400 + ASX companies (unlike some text announcements this also includes full annual reports, text, graphics, charts and presentations prepared by the company).
- Track the movement of major shareholders with a tool that shows you who recently bought or sold a particular stock.
- Search for company information using your own personalised criteria.
- Read abstracts taken from articles appearing in Australia's leading daily newspapers today and over the last 30 days.

CommSec also offers a range of other investments including:

- International Shares;
- Managed Funds (up to 100% rebate on entry fees);
- Superannuation Funds (up to 100% rebate on entry fees);
- Margin Lending; and
- Access to New Share Issues

CommSec is Australia's leading broker with 668,900 clients, conducting over 8% of all ASX trades each day.

**ENDS**