



# ASX Announcement

15 October 2007

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Company Announcements Office  
Australian Stock Exchange  
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## **Mailing to Australian shareholders**

The following item (An easy way to buy and sell AMP shares) has been sent to Australian shareholders with their 2007 interim dividend statement.



## An easy way to buy or sell AMP shares

AMP is committed to making it easier for shareholders to manage their shareholding. Through E\*TRADE Australia, Australian shareholders can now have a cost effective, easy and secure way of buying and selling their AMP shares.

Two ways to access this service:

1. If you want to sell your AMP shares, you can use the E\*TRADE Visitor Trade service for a one off GST-inclusive fee of \$33+. You will need your issuer sponsored shareholding statement and a valid email address to sell your shares this way.

**OR**

2. If you want to sell or buy AMP shares, you can set up an E\*TRADE account for free. When you set up this account you will receive up to \$550 free brokerage+ to use when buying or selling shares.

Full details about this service are available at the AMP shareholder website at [www.amp.com.au/shareholdercentre](http://www.amp.com.au/shareholdercentre). Follow the prompts to the My Shareholding page.

### October 2007

+ Terms and conditions apply. You will need to access E\*TRADE via the AMP website to receive this special shareholder benefit, current at this time. The E\*TRADE Australia service is provided by ETRADE Australia Securities Ltd (trading as "E\*TRADE Australia") (ACN 078 174 973, AFSL No. 238277), a Participant of the ASX Limited Group. You should consider your own investment objectives, financial situation and particular needs before acting upon any information provided on this flyer. E\*TRADE Australia does not provide investment advice to online retail clients. © 2003 E\*TRADE Financial Corporation and E\*TRADE Australia. All rights reserved.

**E\*TRADE**  
AUSTRALIA

Update your details  
anytime of the day  
or night...

### Telephone

Using our interactive telephone system you can change your bank details, provide your tax file number, check your dividend payments and the number of shares you hold. Have your Shareholder Reference Number (SRN) or Holder Identification Number (HIN) at hand and call 1300 654 442.

### Online

[www.amp.com.au/shareholdercentre](http://www.amp.com.au/shareholdercentre)

You will need your SRN or HIN to access your information. If you need help, call the AMP Share Registry on 1300 654 442.

AMP Limited ABN 49 079 354 519

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Manage your AMP shareholding online at  
[www.amp.com.au/shareholdercentre](http://www.amp.com.au/shareholdercentre)

**Manage your shareholding online** – such as changing your address and bank details.

**In a hurry?** All the latest AMP news and reports in one convenient place.

**Want to see the value of your AMP shares?** Our online calculator will tell you in a flash.

**See the AMP share price** on both the Australian and New Zealand stock exchanges.

**See when your dividends are being paid** – you can elect to receive an email reminder using our interactive calendar.

The screenshot shows the AMP Shareholder Centre website. The header includes the AMP logo, navigation links (Home, About AMP, Quick find), and a search bar. The main content area is titled 'Shareholder centre' and features several interactive elements: a 'Manage your shareholding online' button with a 'Launch' link, an 'Update your details' section, a '2007 half year results' section with a bar chart, and a '2007 calendar' section. There are also sections for 'AMP ordinary shares' with market data and 'Shareholder benefits' with a 'Latest news' link. The footer contains links for 'Financial Services Guide', 'Privacy', 'Terms & conditions', 'Site Map', and 'Optimal viewing'.