

What do we do?

We deliver efficient, high quality administration and customer contact services that support and add value to our clients' operations.

By transforming the way services are delivered, increasing quality and driving down operating costs, we help our clients to meet their customers' needs and remain at the forefront of their marketplace.

We support clients across both the private and public sectors in the UK and Ireland, where the market for our services is buoyant and growing.

What do we do?

Providing essential services to our clients

We operate in and lead the market commonly known as the business process outsourcing (BPO) or professional support services market. Our core business is to provide efficient back office administration and front line customer services on behalf of our clients. This leaves them to focus on the core business drivers and strategies that position them as leaders in their markets.

we deliver these services	to these markets	through these divisions
→ Business process outsourcing (BPO)	→ Central government	→ Integrated Services
→ Customer services	→ Local government	→ Professional Services
→ Administration and support	→ Education	→ HR Solutions & Property Consultancy
→ Human resources	→ Transport	→ ICT & Advisory Services
→ Information and communications technology (ICT)	→ Health	→ Financial Services
→ Property consultancy	→ Life & pensions	→ Life & Pensions
→ Finance and treasury	→ Insurance	→ Insurance & Specialist Services
→ Consultancy	→ Financial services	
🔗 pages 58-61	→ Other private sector	🔗 pages 44-49
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For further details 🔗 www.capita.co.uk

What do we do?

Delivering real value to our clients

We help organisations across the public and private sectors to transform their services, operate more efficiently and meet their customers' changing needs. The examples below will give you a flavour of what we do.

DSG international

The leading European specialist retailer of consumer electronics transferred the running of its customer contact centre and technical support services to Capita. We have measurably improved the quality of services delivered, resulting in increased customer satisfaction and reduced costs of business.

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Birmingham City Council

The largest local government authority in Europe has established a long term partnership with Capita. Together we are creating a world class ICT framework and supporting the ambitious transformation of services for the people of Birmingham.

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The Children's Mutual

The children's saving specialist asked Capita to build and administer a new, cost effective service delivery platform for its new Child Trust Fund (CTF) product. By delivering a state of the art IT and administration platform in just 10 months, we met the launch deadline and established a highly efficient platform capable of supporting this CTF and other future charge capped products.

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What do we do?

Leading across a range of growing markets

We are the UK's market leader in providing BPO services.

Our unrivalled infrastructure and capability provide us with a **strong competitive edge across our markets** and enable us to present strong propositions to clients.

Competitor rankings UK BPO market*	Market share
1. Capita	21%
2. Vertex	8%
3. EDS	7%
4. Accenture	7%

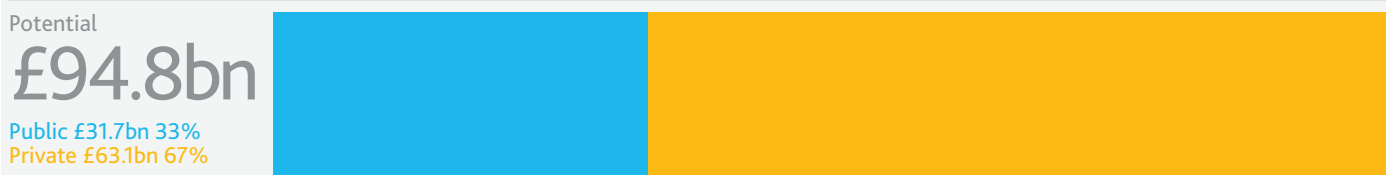
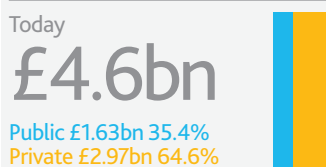
We focus on the UK and Ireland where there are significant opportunities for growth. A recent independent survey estimated the **market's potential at £94.8bn**, split 2:1 between private and public sectors respectively. In 2006, the total market for BPO was estimated at £4.6bn and is forecast to grow at 9.5% a year until 2010.*

We currently operate in 9 distinct markets where the drivers for seeking outsourced solutions and professional support services are strong.

We constantly **expand our offering in existing markets and broaden into complementary new market segments**. In 2006 our private/public sector split was 48%/52% (2005: 47%/53%). Over time, we expect to move closer to the overall market's 2:1 ratio but we will continue to pursue the most attractive opportunities irrespective of their market sector.

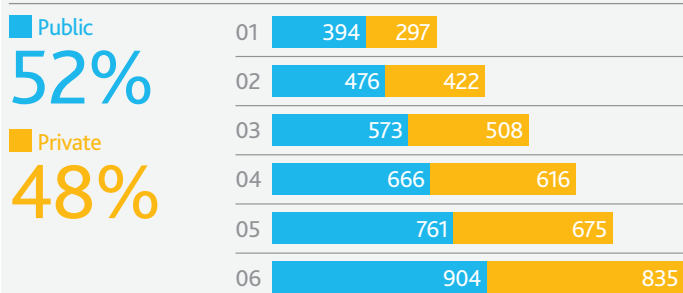
The majority of our markets contain a stable set of responsible competitors providing a healthy marketplace in which to bid. **New entrants to our markets face significant barriers to entry** as it takes time and scale to establish a strong presence.

Total UK BPO market p.a.* (£m)



Capita's public/private split by revenue (£m)

5 year compound growth: 18% public, 23% private



*Source: Ovum 2006