

ASX Announcement

28 March 2018

ASW ACQUIRES CONTROLLING INTEREST IN PRIVATE COMPANY PLATFORM PTY LTD

Innovative shareholder registry management company, Advanced Share Registry Ltd (“ASW”) is pleased to announce it has signed a binding agreement with Private Company Platform Pty Ltd (“PCP”) to acquire a 51% shareholding in PCP.

ASW Chairman, Simon Cato, noted that “PCP has designed a profiling platform aimed at enabling non-ASX companies to get better prepared for their eventual listing or other corporate event and manage all aspects of shareholder engagement in a streamlined manner as the company grows and seeks to step to the ASX or remain on the PCP platform long-term”.

Mr. Jeffrey Broun, Managing Director of PCP, added that “ASW have the systems and registry support capability to underpin our platform as we progress to an official launch later this year. We have worked on the various components for some time and we are confident we have the right model to help companies be better profiled and attract a following. We have designed an innovative system that enables potential investors to first become Followers of a platform company. Followers can monitor a company’s progress before listing and will be better informed about the company ahead of its IPO / corporate event one often characterised by a rapid expansion to the shareholder base.

Whilst the initial cash investment by ASW is of modest size, ASW will also fund PCP by way of loans and commit its staff resources and systems architecture to build a solid foundation for the PCP platform to attract companies.

Further information on PCP can be viewed at www.privatecompanyplatform.com and Mr. Broun can be contacted on jeff@privatecompanyplatform.com.

About ASW: ASW, with offices in Perth and Sydney, celebrates its 10th year this year as a listed company. The registry was founded in 1994. Since listing it has always been profitable and paid dividends twice yearly. ASW proactively assesses the environment it operates in and opportunities such as PCP can assist ASW to reach out to a broader audience of companies and opportunities.

About PCP: PCP has reviewed successful platforms operating around the world that assist companies to get better prepared for their corporate event – i.e. a capital raising, IPO, succession plan or simply managing a large audience of shareholders. Apart from companies seeking an ASX listing in the next year or two, PCP’s efforts will also focus on structured succession planning outcomes. Succession planning, where well established profitable businesses need to be transitioned from the baby boomer founders to (often) the management team, backed by direct private equity investors is an area PCP plans to make a more efficient process. PCP should also appeal to post Crowd Sourced Funding (CSF) companies looking to the “next step” platform support.

ASX Code: ASW

Capital Structure:

Shares: 42.746m

Options: nil

Share price: \$0.73

Market capitalisation: \$31.20m

Board of Directors:

Simon Cato – *Chairman*

Kim Chong – *Managing Director*

Alan Winduss – *Non-executive Director/ Company Secretary*

Alvin Tan – *Non-executive Director*

Member of Securities Registrars Association of Australia Inc.

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