



ADVANCED SHARE REGISTRY LIMITED

Member of Securities Registrars Association of Australia Inc.

ABN 14 127 175 946

150 Stirling Highway, Nedlands, Western Australia 6009 PO Box 1156, Nedlands, Western Australia 6909
Telephone: (08) 9389 8033 Facsimile: (08) 9389 7871 web: www.advancedshare.com.au

15 June 2011

Company Announcements Manager
Australian Securities Exchange
4th Floor
20 Bridge Street
SYDNEY NSW 2000

"Transmitted Electronically"

Dear Sirs,

Re: Preliminary Profit Advice

Please find attached the Preliminary Profit Advice for Advanced Share Registry for the year ending 30 June 2011.

Yours faithfully,

ALAN C WINDUSS
Company Secretary



ADVANCED SHARE REGISTRY LIMITED

ACN 127 175 946

ASX Release 15 June 2011

Head office:

150 Stirling Highway
Nedlands WA 6005
T +61 8 9389 8033

Sydney office:

Level 6, 225 Clarence Street
Sydney NSW 2000
T +61 2 8003 6825

ASX Code: ASW

Capital Structure:

Shares: 42.4m
Options: nil

Share price: \$0.82

Market capitalization: \$34.76m

Annual dividend: 3.6 cents

Board of Directors:

Simon Cato – *Chairman*
Kim Chong – *Managing Director*
Alan – *Non-executive*
Winduss – *Director/
Company
Secretary*
Alvin Tan – *Non-executive
Director*

About ASW:

Advanced Share Registry Limited provides registry services to listed and unlisted clients on a national basis. The business has built its registry operations through its reputation and delivery as an efficient, cost effective service provider, especially for smaller companies. The Company has a track record of profits and pays a 6 monthly franked dividend. In April 2010, the company opened its Sydney office and will continue to look towards national expansion.

www.advancedshare.com.au

The company advises that it anticipates the EBIT (in excess of 50% of gross revenue) for the financial year ending 30 June 2011 to be in excess of \$2,590,000. This is an increase of approximately 21% when compared with the same period last year.

Subject to this profit being confirmed by year end financial statements, it is the intention of the directors to recommend a fully franked final dividend of 2.0 cents per ordinary share, making a total dividend payable of 3.85 cents for the financial year ended 30 June 2011.

This profit has been achieved on an increased revenue for the year of \$5,650,000. This increased revenue is attributed to a gain of new clients and together with an increase in corporate activity amongst listed clients.

The company continues to focus on a value proposition for its client base by improving its service and service offerings to a wide range of clients and potential clients.

The company has maintained profitability for every month of operations for the 2011 year.

As part of its future expansion plans, the Directors are constantly looking for opportunities which may have synergies with the Company's profit activities and remains cash positive even allowing for the increased dividend payments.

The Directors are confident for the future growth and profitability of the Company.

Alan Winduss
Company Secretary