

Media Release

ASX IPO Workshops to provide guidance to small caps

Sydney, July 19 2010 - The Australian Securities Exchange (ASX) in association with Wholesale Investor will be holding IPO Workshops in Sydney and Melbourne designed to introduce private small cap companies to the fundamentals of Initial Public Offering (IPO) planning from a financial, legal, fundraising and broking perspective.

The free workshops will provide the combined expertise of ASX, Norton Rose, PricewaterhouseCoopers, Bell Potter Securities and Wholesale Investor through an informal forum to assist companies in determining whether listing is appropriate for their business requirements and consistent with their long-term strategic goals. Small group breakouts will be held afterwards for Q&A sessions with each IPO expert.

First Hand Australian IPO Expertise

Each workshop will allow private small companies to hear directly from IPO specialists in different fields with a combined experience of over 40 IPOs between them:

- Helen Cox, Director (Sydney) and Kate Byrne, Director (Melbourne), PricewaterhouseCoopers - Accounting requirements
- Andrew Rankin, Partner (Sydney) and Robert Sultan, Partner (Melbourne), Norton Rose - Legal requirements
- Simon Matison, Partner, Bell Potter Securities - Broking requirements
- Reuben Buchanan, Director, Wholesale Investor - Pre-IPO fundraising

These workshops will illustrate the framework that ASX provides as a major platform for accessing capital, providing companies with a higher public profile, attracting institutional investors, facilitating company valuations, generating liquidity and creating a suitable exit strategy for early stage investors.

The Aim Of The ASX IPO Workshops

Eddie Grieve, Manager Listings at ASX and host of the forum said: "Our aim is to provide support to potential ASX issuers with guidance in IPO planning through this workshop. Listing with ASX, allows companies to enter a new phase in their development, joining a select group of organisations on the public capital market. Listing on ASX has helped thousands of companies achieve their growth ambitions. Over \$106bn in capital was raised through primary and secondary raisings by ASX listed companies in 2009 alone."

Connecting Companies With Investment

"These IPO Workshops will provide a valuable insight for businesses which are considering a public listing," said Reuben Buchanan, Director of Wholesale Investor.

"The results of our recent investor survey tell us that two in three sophisticated and professional investors are optimistic about the Australian economy over the next two years. Fifty percent of investors surveyed are looking for pre-IPO investment opportunities meaning there is significant funding available for pre-IPO and IPO funding."

WHOLESALE INVESTOR

The ASX IPO Workshops will be held:

- From 8.30am to 11.40am on 27 July, 2010 at ASX Ltd, 20 Bridge St, Sydney 2000; and
- From 8.30am to 11.40am on 29 July, 2010 at Stamford Plaza Hotel, 111 Little Collins St, Melbourne 3000.

Private companies wishing to attend can visit www.asx.com.au/sydney and www.asx.com.au/melbourne to register.

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About ASX

As one of the world's top-10 listed exchange groups, measured by its market capitalisation, the ASX Group (ASX:ASX) was created through the merger of the Australian Stock Exchange and the Sydney Futures Exchange. The ASX Group operates under the brand Australian Securities Exchange.

The Australian Securities Exchange spans the markets for corporate control, capital formation and price discovery, and functions as an operator, supervisor, central counterparty clearer and payments system facilitator. The diverse domestic and international customer base of the Australian Securities Exchange includes issuers of a variety of listed securities, corporates, investment banks, trading banks, fund managers, hedge funds, commodity trading advisers and proprietary and retail traders. More information on ASX can be found at: www.asx.com.au

About Wholesale Investor

Wholesale Investor is Australia's leading private investment platform with over \$350 million in investment opportunities featured.

Through a subscriber only magazine, interactive website and investor opportunity evenings Private, Public Unlisted, Pre-IPO and Small Cap Public companies are able to showcase their opportunity to over 7,100 High Net Worth, Professional and International investors, or to CEOs seeking acquisition targets.

To view the Investment Opportunities, explore a company's potential to Raise Capital through our Magazine, or find out more about the Wholesale Investor National Investor Survey go to www.wholesaleinvestor.com.au.