



MEDIA RELEASE

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ASX and Orient Capital launch *ASX IR Intelligence* – an investor relations initiative for ASX-listed companies

The Australian Securities Exchange (ASX) and Orient Capital have launched an investor relations initiative called *ASX IR Intelligence*.

Designed specifically for ASX-listed companies, *ASX IR Intelligence* is a suite of investor relations tools delivered through miraqle, Orient Capital's online investor relations platform. The tools are designed to assist companies identify and communicate with investors, potential investors and the wider investment community. The first tool available through *ASX IR Intelligence* is miraqle shares.

Available at no cost to ASX-listed companies, miraqle shares replaces ASX's Securities Activity Report (SAR) with an online, on-demand equity market intelligence product. Drawing data directly from the ASX, miraqle shares gives companies the ability to view, analyse, compare and download market data on the trading activity of individual stocks, sectors and indices.

Richard Murphy, ASX General Manager, Equity Markets said: "Investor relations plays a vital role in building the profile of a company and fostering relationships with new and existing investors. The right level of interaction and communication between listed companies and investors helps minimise the cost of capital. It also provides the framework for a fully informed and efficient market, thereby enhancing liquidity, access to capital and price discovery.

"*ASX IR Intelligence* is the latest initiative in ASX's range of investor relations products and services. It is primarily aimed at enhancing a company's ability to monitor market activity and communicate with shareholders and potential investors."

David Geddes, Orient Capital's Chief Executive Officer, said: "This initiative fosters a wider appreciation of the benefits of good investor relations. miraqle is already the investor relations tool of choice for many Australian companies, and through *ASX IR Intelligence* all ASX-listed companies will now have the opportunity to enhance their investor relations activities."

ASX IR Intelligence allows ASX-listed companies to supplement their free access to miraqle shares by subscribing to additional miraqle modules that focus on identifying underlying shareholders (sharetrak) and managing and facilitating shareholder communications (sharecom).

All ASX-listed companies will be given access to miraqle shares, with workshops scheduled in capital cities around Australia to assist companies familiarise themselves with the product.

Further information about *ASX IR Intelligence* can be found at: www.asx.com.au/irintelligence.

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About Orient Capital and miracle

Orient Capital is a global leader in share register analysis, equity market intelligence, investor communication and shareholder management technology for listed companies.

miracle, Orient Capital's unique web-based platform, is the desktop investor relations solution of choice for over 700 listed companies in Australasia, Asia, UK, Europe and Africa. Acclaimed for its intuitive design and integrated functionality, it comprises a constantly evolving series of modular products – each designed to assist companies to efficiently and accurately identify, profile, track, manage, target and communicate with investors, potential investors and the wider investment community.

Orient Capital has been at the forefront of investor relations innovation in Australia for over 25 years.