

A photograph of a conference room. In the foreground, a glass-topped conference table is visible. Behind it is a black office chair. On the wall is a large whiteboard with the text 'easy investing with assob' written on it. The text 'easy investing' is in black, and 'with assob' is in a light blue color. Below the whiteboard, there are some markers and a small black object. To the left, a wooden desk with a whiteboard on it is partially visible. The room has a neutral-colored wall and a carpeted floor.

# easy investing with assob

ASSOB Professional Education Series

# easy investing with assob

## Ten pointers on how to know what you are looking at on the ASSOBS platform

1. **Why Invest In ASSOBS-Listed Companies?**
2. **Primary Sales or Secondary Sales**
3. **What Are The Red Squares?**
4. **The Offer Document**
5. **Company Announcements**
6. **Research, Web Links, Downloads**
7. **Video Profile**
8. **RSS Updates**
9. **Questions**
10. **Request A Share Application**

# step 1

## why invest

### 1. Why Invest In ASSOB-Listed Companies

The Australian Small Scale Offerings Board is the largest and most successful platform for showcasing investment opportunities in high-growth, unlisted Australian companies. Below are a few reasons why you might consider investing in ASSOB-Listed companies:

1. **Multiple Investment Opportunities:** The ASSOB platform provides transparency and comparability into multiple investment opportunities all in one location. This allows investors to assess a large number of investment opportunities in a rapid time-frame.
2. **3rd Party Process:** Prior to admission to the Board, the ASSOB Admissions Committee reviews applicants on various criteria including corporate governance, disclosure and compliance.
3. **Transparency:** All companies listed on ASSOB must adhere to initial and ongoing ASSOB compliance requirements. These requirements result in detailed information on each company and this can be viewed by potential investors via each company's profile page.
4. **More Advanced Investment Opportunities:** Prior to ASSOB admission, companies must work with an Accredited ASSOB Sponsor to assess various factors relating to their business model, scalability, path to market, competitive advantage, financials & valuation, board & management team strength, use of funds, development milestones and many other factors critical to success.
5. **Sector Diversity:** Almost every industry has been represented in the 200+ companies that have successfully listed on ASSOB. These industries include mining, IT&T, finance, education, travel, environmental / green technologies, media, entertainment, manufacturing, health & beauty and food & beverage.

6. **Life-cycle Diversity:** Companies at all stages of the business life-cycle are represented on ASSOBS. Investments can be made in companies ranging from pure start-up to fully operational, profitable businesses.
7. **Direct Access to the Company's Management Team:** Investors can meet the founders, directors and management personally and 'walk-the-floor' of the business.
8. **Exit Focused:** Companies applying to list on ASSOBS must have a medium term exit strategy for their investors (with many working towards IPO or Trade Sale). In addition to the companies stated exit strategy, investors in ASSOBS-Listed companies may be able to utilise the ASSOBS Secondary Sales function to allow for a potential early-stage exit.
- 9.



## Secondary Sales

Companies that have completed their primary capital raise generally maintain their ASSOB listing to allow their shareholders to access the ASSOB Secondary Sales function. The Secondary Sales function provides a restricted sales mechanism for shareholders to potentially exit all or part their investment much earlier than might normally be the case. This is also highly compelling for the companies themselves as it can 'crystallise' a value for their business and deliver increased 'investor spread' which is extremely useful for a future exchange listing. Although there is limited liquidity, it is interesting to note that the average premium achieved by sellers via the ASSOB Secondary Sales function has been well in excess of 100% on their original investment under the ASSOB primary offer and in fact some transactions have been much higher than this.

If you want to buy shares in an ASSOB-listed company that is not currently conducting a primary capital raise then:

- Go to the relevant company profile page
- Scroll down to the bottom of the profile page
- Make a bid. The ASSOB Sponsor will then to match your bid to any shareholders seeking to sell all or part of their shareholding in that company.

The following image shows an ASSOB-Listed company (Preshafood Limited) which has completed its current primary capital raising and is now open for secondary sales.

**Share Sale Tracker - Preshafood Limited**  
Status > **OPEN FOR SECONDARY SALES**  
\* Most recent issue or sale on top

Volume	Price	Value	Movement since ASSOB listing	Type
1,785,714	\$0.15	\$250,000	▲ 114.29%	Primary
714,286	\$0.15	\$100,000	▲ 114.29%	Primary
1,071,430	\$0.15	\$150,000	▲ 114.29%	Primary
185,667	\$0.15	\$25,000	▲ 114.29%	Primary

**Bid or stay informed**

**Alerts**

[What's this?](#) [What's this?](#)

**Make a Bid**

Number of shares

Price per share (\$)

I agree to the Bid [Terms & Conditions](#).

**Sell Holdings**

[What's this?](#)

# step 3

## red squares

### 3. What Are The Red Squares?

To find out if parcels of shares are still available under the Primary Raise for a particular company check out the status of the red squares. Each red square represents around \$30,000 raised depending on the offerings average parcel size. Grey squares represent parcels still available. The third row with no squares represents the third round which is often in millions of dollars.

Preshafood Limited	PRE	Ordinary shares	Food/Beverage	\$0.07	\$25,000	\$250,012	\$0.10	\$25,000	\$250,000	\$0.15	\$25,000	\$1,000,000		<a href="#">View Issuer Page</a>	<a href="#">Register Here</a>
Rapid Nutrition Limited	RNL	Ordinary shares	Health & Beauty	\$0.04	\$25,000	\$250,000	\$0.08	\$25,000	\$250,000					<a href="#">View Issuer Page</a>	
Shared Vision Group Limited	SVG	Ordinary shares	Education/Training	\$0.01	\$20,000	\$200,000	\$0.02	\$20,000	\$200,000	\$0.20	\$20,000	\$4,000,000		<a href="#">View Issuer Page</a>	<a href="#">Register Here</a>

At the time the screen shot pictured above was taken Preshafood Limited has all the red squares and the red bar filled which means it has successfully completed three rounds of capital raising via ASSOB. Shares are only available now via Secondary Sales.

For the two companies illustrated above there are still parcels of shares available.

As the status of individual ASSOB offerings is continually updated there is full transparency as to where a particular offer is at.

# step 4

## offer document

### 4. The Offer Document

For companies that are currently conducting a Primary Capital Raise an Offer Document is available to be downloaded via the profile page of each company. When visiting a profile page look for the button below to download Offer Documents like those featured.

#### Key Documents

Offer Document



Buy My Place  
INFORMATION MEMORANDUM  
Confidential



OFFER DOCUMENT >CLICK TO ENTER

Darwin Clean Fuels  
enabling energy into the future



# step 5

## announcements

### 5. Company Announcements

All companies listed on ASSOB must adhere to initial and ongoing ASSOB compliance requirements. Some of these compliance requirements result in announcements made by the company and are then uploaded to the company profile page. Read current Announcements to be kept informed on news about the company. The image below provides an example of the 'Announcements' section on an ASSOB-listed company (Cocoon Data Holdings) profile page.

#### Announcements

##### **CDL - Round 2 Fully Subscribed**

Cocoon Data Holdings Limited (ASSOB Code: CDL) has now filled Round 2 of its capital raising offer. CDL has now entered

##### **CDL - Round 1 Fully Subscribed**

Cocoon Data Holdings Limited (ASSOB Code: CDL) has filled Round 1 of its capital raising through cash investors and

##### **CDL - Minimum Subscription Attained**

Cocoon Data Holdings Limited (ASSOB Code: CDL) has reached its Minimum Subscription amount of \$100,000 pursuant to Clause

##### **NEW DEBUT > Cocoon Data Holdings Limited ACN 127 002 200**

# step 6

## research

### 6. Research, Web Links, Downloads

This section is a good source for recent media exposure for the company or links to where they have additional repositories of information. The image below provides an example of the 'Research, Web Links, Downloads' section on an ASSOB-listed company's profile page.

### **Research, Web Links, Downloads**

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TV appearance – Today Tonight (text)

TV appearance - The Morning Show

TV appearance – Today Tonight

Newspaper Article – The Courier Mail

# step 7

## videos

### 7. Video Profile

ASSOB recognises investors are often time-poor, as such some companies have uploaded a short corporate video to their profile page which you can use to rapidly review the company. The images below provide examples of videos on ASSOB-listed company profile pages.



# step 8

## updates

### **8. Automated continual updates**

If you want to be kept informed on a particular company then subscribe to that Company's RSS feed on their profile page so that you are immediately updated with news relating to that company.

These RSS feeds are available for individual companies. "Google Reader" is free and easy to use.

RSS (most commonly expanded as "Really Simple Syndication") is a family of web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardised format.

You subscribe to a feed by entering into the reader the feed's URL

# step 9

## questions

### 9. Questions About The Company

If you have questions after reviewing the material available to you on the profile page there is a place to ask any questions at the bottom of each company profile page (see image below). Your question will be sent to the ASSOB Sponsor handling the particular listing.

Plus you are always welcome to ring ASSOB Support on 1300 722 954

### Mail This ASSOB Sponsor a Question

Type your question here ...

Please keep me informed of future investor meetings

send

# step 10

## share applications

### 10. Request A Share Application

Once you are ready to invest in a particular ASSOB-listed company then contact the ASSOB Sponsor handling the listing and request a share application. The relevant ASSOB Sponsor details are available on the profile page of the company you are looking to invest in and are also available in the Offer Document for that particular matter.

To date over \$100 million has been raised from investors via the ASSOB platform so you are in good company.

If you are having difficulty you are always welcome to ring ASSOB Support on 1300 722 954

The image shows a screenshot of the 'APPLICATION FOR ORDINARY SHARES IN' form from ASSOB. The form is titled 'APPLICATION FOR ORDINARY SHARES IN' and includes the ASSOB logo in the top right corner. It contains several sections for providing details about the applicant and the investment. Key sections include: 'This is an Application Form for the above named Company under the Small Scale Offering set out in Supply Offering', 'The Offer Document contains information relevant to a decision to invest in Shares and you should read the entire Investment Document carefully before applying for Shares.', 'Please tick if you are this type of investor:' with checkboxes for Associate, Director, Existing Shareholder, Retail, Substantial, and Professional. Below this, there are fields for 'Number of Shares you are applying for', 'Total amount payable', and 'Write the name(s) you wish to register the shares to see page 1 for instructions'. The form also includes a section for 'Applicant's Name - Account Designation' with fields for 'Name', 'Address', and 'Phone No.'. The form is labeled 'ASSOB APPLICATION FOR ORDINARY SHARES IN 2019' at the bottom left and 'page 1' at the bottom right.