

ASSOB Case Studies

Preshafood

- ASSOB Code: PRE
- Company established in 2006
- Listed on ASSOB to fund expansion
- \$1.5M raised via ASSOB Listing (3 Rounds)
- Once “Live” on ASSOB Primary Board the Offer filled in a matter weeks (oversubscribed by \$1M)
- A further \$1.5M was then raised 6 months later
- Investors include a “BRW 100 Rich” investor
- ASSOB Sponsor (Tauro Capital) – their very first ASSOB listing!
- Still ASSOB-listed for Secondary Sales
- Contracts now with Woolworths, Coles etc
- Won best new beverage at international ‘Drinktec’ competition (Pepsi came second!)
- Preshafood Company Profile page (on ASSOB platform)
 - Company Announcements (scroll to bottom of page) – shows debut, R1 and R2 closed, R3 closed
 - Shares Sales Tracker – shows good notional increase in share price
- Video overview - <http://www.youtube.com/watch?v=F3o9E6izJPc>
- ABC Inside Business (Alan Kohler) > press play at top of article: <http://www.abc.net.au/insidebusiness/content/2009/s2704252.htm>



Biofuel Partnership

- ASSOB Code: BFP
- Listed on ASSOB in 2007 at concept stage
- A processing unit that converts commonly available, oil-bearing fruits and Used Vegetable Oil into high quality biodiesel
- Produces up to 200 litres / hour of international grade bio-diesel (EN14214)
- Offers rural, developing communities potential to make their own fuel
- Provide employment and revenue streams to the local community
- Eliminates fuel transportation carbon footprint
- Field trials completed successfully – now in commercial production
- Round 1 investors - \$0.01 filled in 24 hours
- Round 2 investors - \$0.02 filled in 6 weeks
- Round 3 investors - \$0.07 filled in 6 weeks (70% from original investors)
- Received one of the first climate ready matching grants (\$500K)
- The ASSOB:BFP offer is now closed, fully subscribed however the company remains ASSOB-listed for Secondary Sales (share transfers) - recent Secondary Sales between \$0.09 and \$0.10



Aware Environmental

- ASSOB Code: AWA
- Own various “green” brands including Orange Power & Aware Laundry Powder
- PLANET ARK endorsed
- Supply to leading supermarkets nationally
- Plans to move to a full exchange listing
- Has made recent, successful acquisition
- Original profit projections exceeded
- \$10M+ turnover and paying dividends



Cocoon Data Limited



- ASSOB Code: CDL
- \$1.5M raised from investors via their ASSOB listing
- Developed a class leading technology which allows electronic files to be securely encrypted providing confidentiality
- Completed commercial stage with sale and release of their technology to one of the “Big Four” banks
- ASSOB: CDL offer is now closed, fully subscribed, however the company remains on ASSOB – listed for secondary sales (share transfers)



Titan Media Group Limited

- \$1M raised via their ASSOB Listing (Round 1 and Round 2 fully subscribed)
- High-growth player in the outdoor advertising and media market, focussed on small format media panels
- Titan has executed agreements with 2 national shopping centre operators and several other negotiations with national shopping centre operators are continuing
- Raised capital via ASSOB to finance expansion

