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ASX IPO LAUNCHPAD



- Get Media Attention
- Inform Potential Investors
- Reinforce your Market Brand

THE BLUEPRINT

**GLOBALLY
Accredited
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Components in this Offer

- Prospectus Distribution prior to listing date
- 2 x In Studio (Sydney) or Remote (Skype) Video Interviews
- 4 staged Announcements/Media Releases prior to listing date

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- Outperform Their Peers
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3-BLOOMBERG
Capital Markets Menu SOUTHERN CROSS M Equity IPO

<HELP> for explanation.
90<Go> to Save, 95<Go> for Advanced Search, <Menu> to Remove Last Filter

<Search> 95) Edit Search 96) Actions 97) Settings **Equity Offerings**

Type IPO Addl Rights Announced Last 12 Months Deals 597 Curr USD 22:50:20

Asia Pacific Asia Developed Australia

Offer Stage			Performance by Region			Performance by Industry		
Stage	Count	YoY (%)	Region	Value	Perf. (%)	Industry	Value	Perf. (%)
1) Announced	597	-6.28	1) Global	12.85B	5.73	All	12.85B	5.73
2) Pending	129	-2.27	2) Asia Developed	12.85B	5.73	3) Financial	4.87B	11.47
3) Priced	580	-5.84	Australia	12.85B	5.73	4) Basic Materials	2.48B	16.10
4) Trading	467	-6.97				5) Industrial	1.67B	5.25
14) Postponed	1	.00				6) Consumer Ncycl	1.52B	19.56
15) Withdrawn	0	-100.00				7) Energy	1.11B	-0.75
16) Upcoming	4					8) Utilities	435.12M	8.56
17) Lock-up Exp.	0					9) Communications	417.31M	24.16

7) View Full List Rank by Best Performing

N	Announced	Issuer Name	Size(M)	Type	S	Offer Price	Last Close	Perf. (%)	Last Price
101)	01/28/2014	Bone Medical Ltd	3.36	Addl	T	.018	4.40k	.018	.018
102)	07/31/2013	Liquefied Natural Gas Ltd	7.17	Addl	T	.20	1.605	702.50	1.605
103)	08/07/2013	Triton Minerals Ltd	.90	Addl	T	.055	.38	590.91	.38
104)	01/07/2014	Triton Minerals Ltd	1.43	Addl	T	.056	.38	578.57	.38
105)	08/06/2013	Benitec Biopharma Ltd	1.43	Addl	T	.275	1.14	314.55	1.14
106)	03/20/2014	Liquefied Natural Gas Ltd	3.80	Addl	T	.42	1.605	282.14	1.605
107)	03/12/2014	My ATM Holdings Ltd	.90	Addl	T	.04	.15	275.00	.15
108)	05/23/2014	Mosman Oil & Gas Ltd	.59	Addl	T	10.00	37.00	270.00	37.00
109)	08/15/2013	TNG Ltd	1.06	Addl	T	.045	.16	255.56	.16

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Capital Markets Menu SOUTHERN CROSS M Equity IPO

<HELP> for explanation.
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<Search> 95) Edit Search 96) Actions 97) Settings **Equity Offerings**

Type IPO Addl Rights Announced Last 12 Months Deals 62 Curr USD 22:56:03

Asia Pacific Asia Developed Australia

Offer Stage			Performance by Region			Performance by Industry		
Stage	Count	YoY (%)	Region	Value	Perf. (%)	Industry	Value	Perf. (%)
1) Announced	62	10.71	1) Global	9.11B	11.19	All	9.11B	11.19
2) Pending	13	30.00	2) Asia Developed	9.11B	11.19	3) Financial	3.78B	10.33
3) Priced	59	18.00	Australia	9.11B	11.19	4) Consumer Ncycl	2.62B	26.99
4) Trading	47	17.50				5) Consumer Cycl	870.65M	5.60
14) Postponed	0	.00				6) Industrial	815.70M	6.22
15) Withdrawn	2	-66.67				7) Communications	641.00M	-0.15
16) Upcoming	1					8) Technology	264.67M	16.18
17) Lock-up Exp.	0					9) Energy	75.27M	79.13

7) View Full List Rank by Best Performing

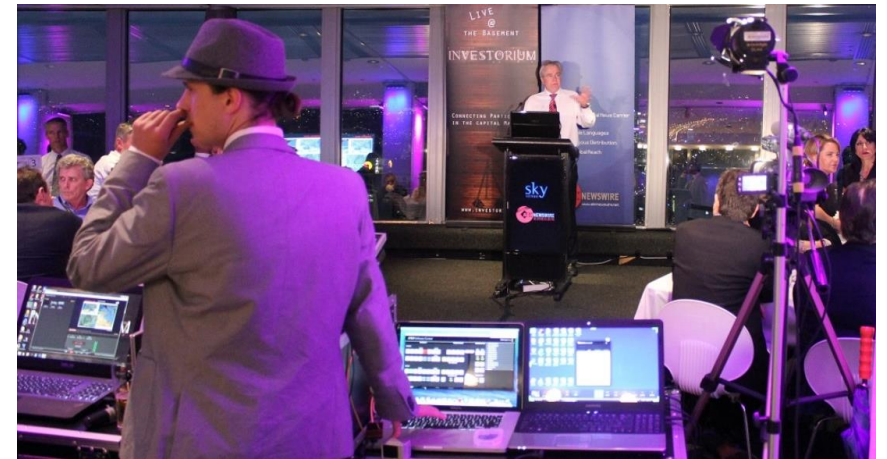
N	Announced	Issuer Name	Size(M)	Type	S	Offer Price	Last Close	Perf. (%)	Last Price
101)	02/27/2014	Fifth Element Resources Ltd	3.14	IPO	T	.20	1.20	500.00	1.20
102)	03/06/2014	Mosman Oil & Gas Ltd	2.51	IPO	T	8.00	37.00	362.50	37.00
103)	07/25/2013	Fertoz Ltd	3.68	IPO	T	.20	.60	200.00	.60
104)	11/15/2013	Valence Industries Ltd	9.49	IPO	T	.20	.46	130.00	.46
105)	10/02/2013	Freelancer Ltd	14.06	IPO	T	.50	.95	90.00	.95
106)	11/18/2013	Vocation Ltd	237.81	IPO	T	1.89	3.19	68.78	3.19
107)	11/01/2013	Veda Group Ltd	321.67	IPO	T	1.25	2.08	66.40	2.08
108)	09/11/2013	Sealink Travel Group Ltd	15.37	IPO	T	1.10	1.80	63.64	1.80
109)	03/12/2014	Beacon Lighting Group Ltd	57.37	IPO	T	.66	1.03	56.06	1.03

GAIN VISIBILITY INTO INVESTOR ACTIVITY ACROSS INDUSTRIES **IP**

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SOCIAL MEDIA ENGAGEMENT

Instant SOCIAL Media

- Twitter
- LinkedIn
- Facebook
- Weibo



The screenshot shows the Twitter profile for ABN Newswire (@ABN_Newswire). The profile picture is the ABN logo. The bio reads: "ABN Newswire @ABN_Newswire News from Listed Companies Worldwide". Contact information includes "iPhone: -33.866508,151.205780", "abnnewswire.net", and "Joined April 2009". There are 295 photos and videos. The stats bar shows: TWEETS 10.2K, PHOTOS/VIDEOS 295, FOLLOWING 13, FOLLOWERS 396, FAVORITES 2. The main content area shows two tweets. The first tweet, posted 7 hours ago, mentions "\$AVL \$AVL Avalon Rare Metals (TSE:AVL) Comments on House of Commons Committee on Natural Resources Report on R... bit.ly/1lzeWRB". The second tweet, posted 10 hours ago, mentions "\$CLH \$CLHRF \$GV8 Coral Gold Resources Ltd. (CVE:CLH) Announces Barrick Core Drill Program Has Commenced at Gol... bit.ly/1vfNitQ". The right sidebar shows "Who to follow" with accounts like Racingbase, Anna Cartaar, and Symposium, and "Trends" with hashtags like #Glastonbury, #Iraq, #Lebanon, and #Egypt.

MULTILINGUAL IR WEBSITES

Reach
Offshore
INVESTORS

- Inform your Stakeholders
- Reach New Investors
- Satisfy Corporate & Social Responsibility



The screenshot shows the Chinese version of the Baobab Resources website. At the top, there is a navigation menu with links for 首页 (Home), 企业 (Company), 项目 (Projects), 莫桑比克 (Mozambique), 投资者中心 (Investor Center), and 联系 (Contact). Below the menu is a large banner image of a mining site with a text box that reads: "在莫桑比克矿产资源开发" (Mineral resource development in Mozambique) and "Baobab资源公司是一家专注于莫桑比克中北部地区的大型资源勘探开发公司。该公司的旗舰项目，是太特省的铁矿床" (Baobab Resources is a large resource exploration and development company focused on the central-northern region of Mozambique. Its flagship project is the iron ore deposit in Tete province).

Below the banner, there is a section titled "(简体中文) 资源" (Resources in Simplified Chinese) with a language selector showing flags for UK, China, USA, Germany, and Korea. A list of news items follows:

- Baobab Resources (LON:BAO): CSIRO火法冶炼测试工作确认了产品质量
11 April 2014
- BRR媒体采访Baobab Resources董事总经理 Ben James先生
31 March 2014
- Baobab Resources Plc (LON:BAO)的探明资源量可保义务进行至少20年，入选品位39%
27 March 2014
- Baobab Resources Plc (LON:BAO)截至2013年12月31日的6个月中期结果
5 March 2014
- Baobab Resources Plc(LON:BAO)初次钻探结果预示入选品位提高、运营成本降低的前景
12 February 2014

To the right of the news list is a video player showing a globe with a play button. Below the video is a "快速链接" (Quick Links) section with links for AIM公告 (AIM Announcements), 财务报告 (Financial Reports), and 演示文稿 (Presentations).

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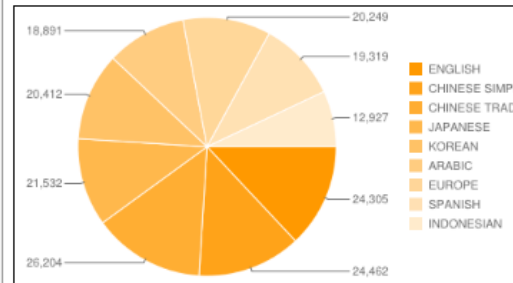
- Page Views
- Company Views
- Website Referrals
- Demographics

ABN Newswire Communications Report Dashboard

Rio Tinto Limited

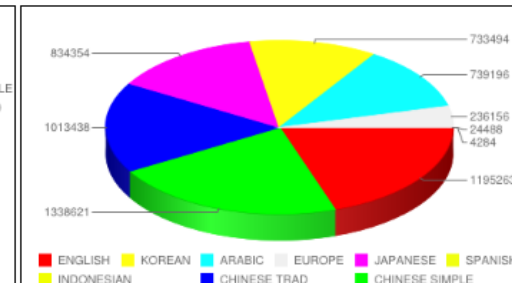


Company Profile Views on ABN [\(Click here to View\)](#)



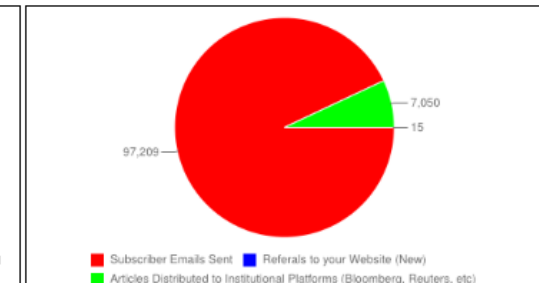
188,301 COMPANY PROFILE VIEWS

Article Page Views on ABN [\(Click here to View\)](#)

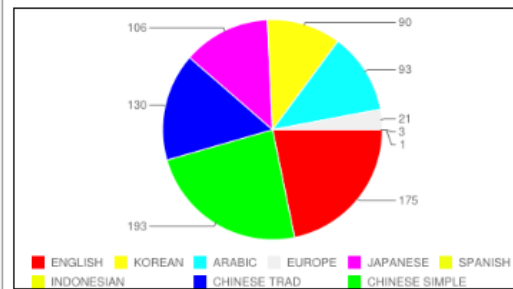


6,119,294 Article Views In All Supported Languages

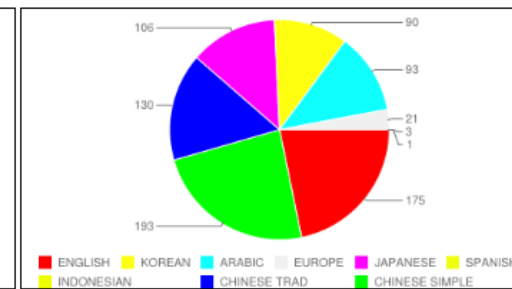
Distribution / Referral Statistics [\(Click here to View\)](#)



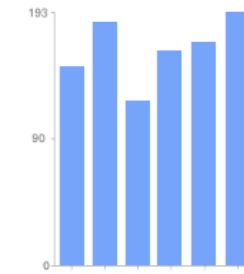
104,274 Real Time Distribution / Referral Recipients



812 Total Unique Distributed Articles



812 Articles Distributed For Current Period



Referrals To Your Website (last 6 months)

A GLOBAL TEAM

Reach Our Team

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