



# ASSOB 200

“A year of evolution”



2008

**\$8.43B to \$780M**

92% down

Only 4% of the \$780M was raised  
in the last quarter of 2008.

Source - IPO Watch



# Australian Small Scale Offerings Board Limited



```
graph TD; A[Australian Small Scale Offerings Board Limited] --> B[ASSOB Pty Ltd]; A --> C[ASSOB Corporate Advisory Pty Ltd]; A --> D[ASSOB Media Services Pty Ltd]; B --> E[Website]; E --- F[Smart Capital Magazine]; E --> G[Primary Board]; E --> H[Secondary Board]; E --> I[ASSOB TV]; E --> J[Executive Equity];
```

The diagram is an organizational chart for Australian Small Scale Offerings Board Limited. At the top is a brown box with the company name. A vertical line descends from this box and branches into three horizontal lines, each leading to a blue box: ASSOB Pty Ltd, ASSOB Corporate Advisory Pty Ltd, and ASSOB Media Services Pty Ltd. From ASSOB Pty Ltd, a vertical line descends to a green box labeled 'Website'. A horizontal line connects the 'Website' box to a purple box labeled 'Smart Capital Magazine' on its left. From the bottom of the 'Website' box, a vertical line descends and branches into four horizontal lines, each leading to an orange box: Primary Board, Secondary Board, ASSOB TV, and Executive Equity.

ASSOB  
Pty Ltd

ASSOB  
Corporate  
Advisory  
Pty Ltd

ASSOB  
Media Services  
Pty Ltd

Smart Capital  
Magazine

Website

Primary  
Board

Secondary  
Board

ASSOB TV

Executive Equity

The Board

CEO - Paul Niederer  
CA - Adam Hudson

Admissions  
Committee

Joe Olejnik  
Head of  
Membership

Terrina Planicic  
Legal Counsel

Courtney Barber  
e-News

Natalie Stray  
Head of  
Administration

Brianna Power  
Smart Capital  
Magazine

Compliance  
Administrator

Sasha Murphy  
Reception

Sarah Hamilton  
Design







# Raising Capital

*as an unlisted company.*



00:00:00



# Two new issuer education tools



+





Creating a new category of investment

ASSOB must improve but so must  
**the issuers**



# Our clients should be doing more than they are:

- Better valuations
- Better offer documents
- Better information on their issuer pages
- Better investor presentations
- Better communication




What ASSOB is  
doing

As the world has gotten busier...  
the **stakes** have risen.




# The new website



Adam Hudson logged in [my account](#) | [logout](#)

OffersASSOB TVFor CompaniesSmart CapitalAbout ASSOBContact

Text PlacementEdit Account | Logout



I have a  
wealth of  
knowledge

You have successfully logged out

### Login

Welcome to the ASSOB Subscribers Area!

If you've already got a ASSOB Subscribers account please login below

Your Email Address

Your Password

☐ Remember Me

Forgot your password [click here](#)

Don't have an account?

[Click here to start one](#)



**EXPECT  
THE BEST**


Powerful,  
professional tools

**Tight spreads**  
(as low as 2 pips\*)

GET MORE ►



Company Name	Listing Code	Security Type	Industry	R1 Share Price	R1 Min Parcel	R1 Funding Sought	R2 Share Price	R2 Min Parcel	R2 Funding Sought	R3 Share Price	R3 Min Parcel	R3 Funding Sought	Allocation Status	View Company Listing Page
21st Century Security Worldwide Limited	CSW	Ordinary shares	IT & T	0.02	30000	300000	0.03	30000	300000				<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<a href="#">View Issuer Page</a>
Abcash Limited	ABC	Ordinary shares	Financial Services	0.01	20000	200000	0.02	20000	200000				<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<a href="#">View Issuer Page</a>
Affiliated Lion Limited	AFL	Ordinary shares	Food/Beverage	0.01	30000	300000	0.02	30000	300000				<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<a href="#">View Issuer Page</a>
ANG Group Limited	ANG	Ordinary shares	IT & T	0.01	15000	150000	0.02	15000	150000				<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<a href="#">View Issuer Page</a>
Because Group International Limited	BCG	Ordinary shares	Media and Entertainment	0.02	25000	250000	0.04	25000	250000	0.12	2000	4425000	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<a href="#">View Issuer Page</a>
Biofuel Partnership Limited	BFP	Ordinary shares	Green Technology	0.07	25000	500000							<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<a href="#">View Issuer Page</a>
Chocolateria San Churro Limited	CSC	Ordinary shares	Food/Beverage	0.05	50000	500000	0.1	50000	500000				<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<a href="#">View Issuer Page</a>



Offers

ASSOB TV

For Companies

Smart Capital


About ASSOB

Contact

Primary Board | Secondary Board | Listing Rules | ASSOB Disclosure Rules | Issuer Governance | ASSOB FAQs | Resources

Primary Board

have a  
wealth of  
knowledge



### Because Group International Limited

Because Group International (BGI) is a digital media distribution company raising capital for the continued development of its online distribution infrastructure. 'Digital Future Solution' is a portal for the creation, distribution, tracking and billing of digital media.

#### Company Details

**ACN** 130 972 431  
**Company Website** [www.becausegroup.com](http://www.becausegroup.com)  
**Registered Office** Level 1 - / 483 Riley Street  
Surry Hills New South Wales

#### Key Documents

[Prospectus](#)

#### ASSOB member contact

Stepping Stone Equity  
James Skinner  
0409 875 698


#### Mail this member a question

This will go to the email address that is contained in the member profile.


Type your question here ...

☐ Please keep me informed of future investor meetings

Submit Query

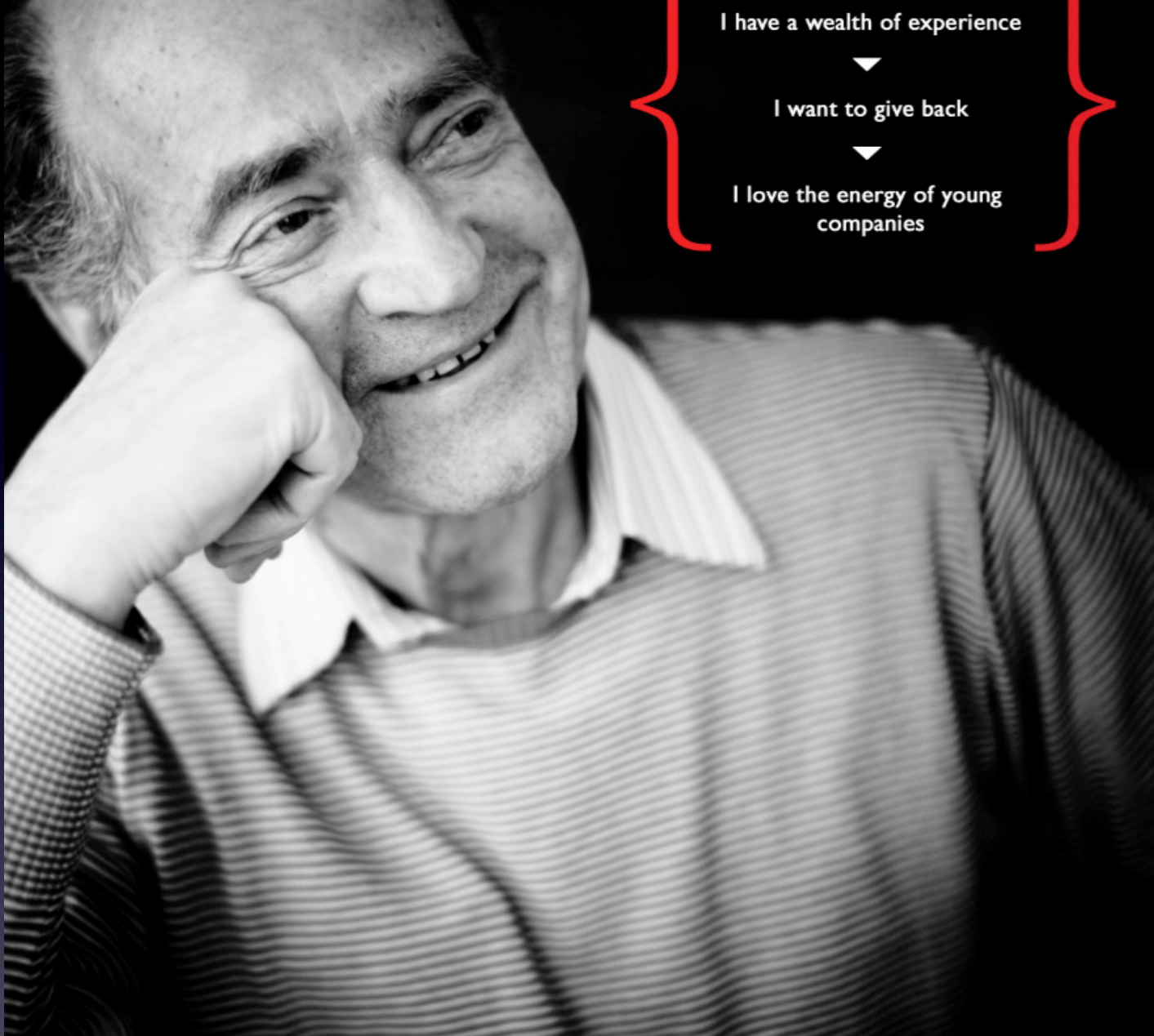


#### Investment Summary

Company Location	Surry Hills, New South Wales
Number of staff	10
Years in business	1
Industry category	Media and Entertainment
Years to planned exit	3
Most likely exit strategy	IPO
Round 1 implied value	6625000
Round 2 implied value	13500000
Round 3 implied value	45234999.96
Allocation status	

Self editing  
Email linked  
RSS enabled





I have a wealth of experience



I want to give back



I love the energy of young  
companies

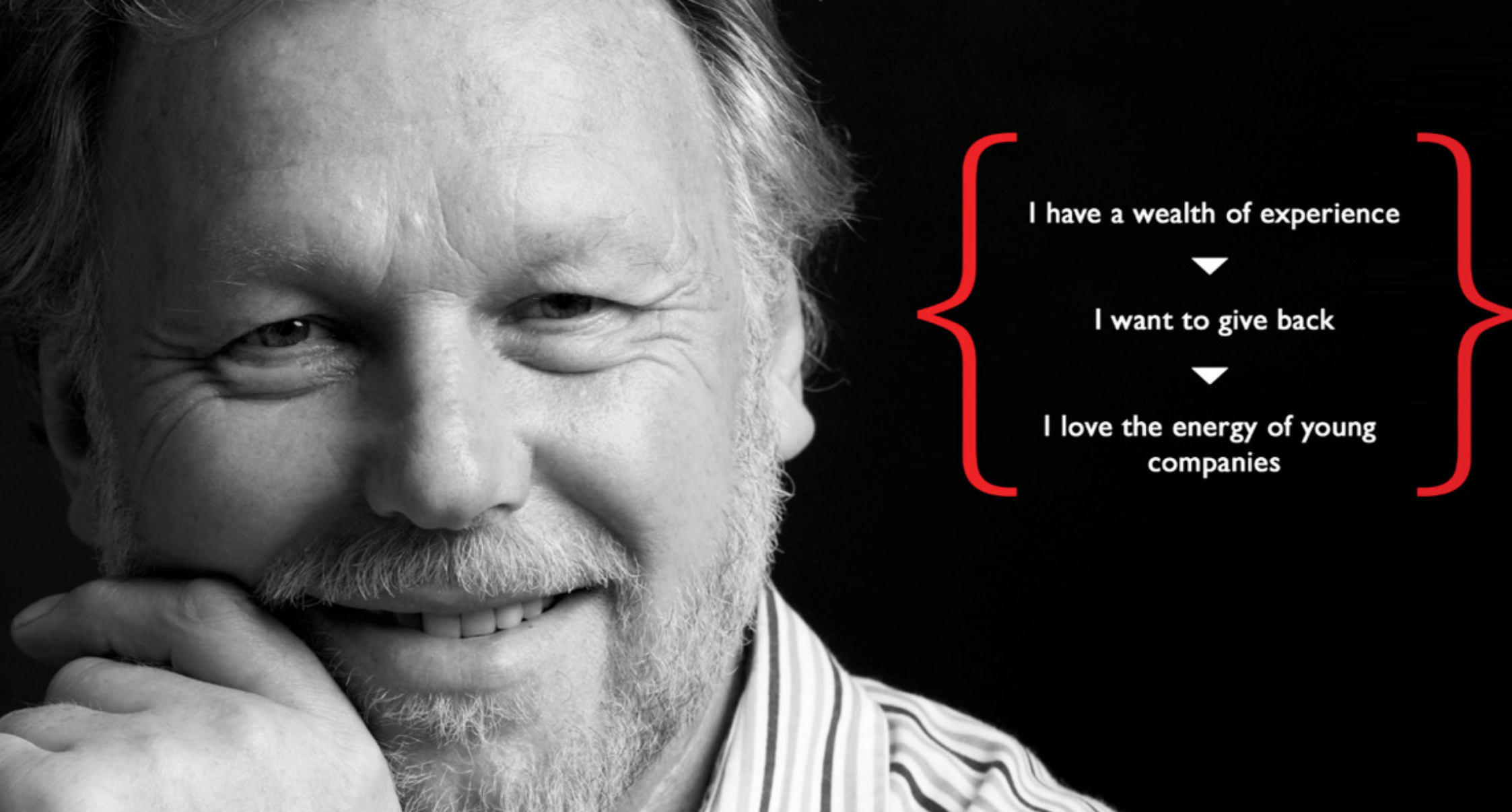
**INTRODUCING EXECUTIVE EQUITY** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer metus. Duis lobortis. Suspendisse nec, imperdiet vel, rutrum sed, sapien. Sed laoreet sodales neque. Cras egestas sem quis dolor.

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For more informations visit us at - [www.assob.com.au/executiveequity](http://www.assob.com.au/executiveequity)

executive.  
*equity*





I have a wealth of experience



I want to give back



I love the energy of young  
companies

**PRODUCING EXECUTIVE EQUITY** Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
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For more information visit us at - [www.assob.com.au/executiveequity](http://www.assob.com.au/executiveequity)

executive.  
*equity*

[Offers](#)[ASSOB TV](#)[For Companies](#)[Smart Capital](#)[About ASSOB](#)[Contact](#)[Text Placement](#)[Primary Board](#) | [Secondary Board](#) | [Listing Rules](#) | [ASSOB Disclosure Rules](#) | [Issuer Governance](#) | [ASSOB FAQs](#) | [Resources](#)

## Executive Equity

<a href="#">State</a>	<a href="#">Age</a>	<a href="#">Availability</a>	<a href="#">Name</a>	<a href="#">Comments</a>	<a href="#">View</a>
NSW	58	ED, NED	Dr Brian Smith	IT background. Public company board experience.	<a href="#">View page</a>
VIC	47	NED, ADV	Ms Shirley Symond	Health care. Entrepreneur. Board experience.	<a href="#">View page</a>
QLD	61	ED, NED, ADV	Mr Simon Peters	Long corporate history. IBM, Apple, Pepsi.	<a href="#">View page</a>
ACT	58	ED, NED	Mrs Patricia Edwards	Entrepreneur. Accountant. ITC specialist.	<a href="#">View page</a>
NSW	25	END	Mr Harry Kewell	Professional footballer. Manchester United.	<a href="#">View page</a>
WA	58	ED, NED	Mr Edward Faloon	Mining background. Floated several companies. ASX, Toronto.	<a href="#">View page</a>
QLD	44	NED, ADV	Mr Adam Robinson	Food service entrepreneur. Founded Eagle Boys.	<a href="#">View page</a>
NSW	36	ED, NED	Mr Jason Thompson	Direct sales professional. Telco's, utilities, software.	<a href="#">View page</a>
NSW	26	END	Ms Delta Goodrem	Actor, singer.	<a href="#">View page</a>
QLD	51	NED, ADV	Mr Michael Fairweather	Financial services entrepreneur. Built several successful companies.	<a href="#">View page</a>
NSW	58	NED, ADV	Mr Jeremy Chelmer	Financial services. X Macquarie Bank, Westpac.	<a href="#">View page</a>
WA	64	ADV	Mr Bradley Williams	Corporate adviser. Highly experienced board member.	<a href="#">View page</a>
ACT	51	ADV	Mr Erin Philpott	Bio-tech adviser.	<a href="#">View page</a>

I have a  
wealth of  
knowledge





## Executive Equity

{ I have a  
wealth of  
knowledge }

### Mr Bill Smith

Age - 58

Location - NSW

Looking for - ED, NED, ADV

#### Brief description

I am a highly experienced senior manager having worked for some Australia's leading Telco's including: Telstra, Vodafone, Optus and more recently DoDo Internet. Specifically I have been involved in the development and roll out of new technology products in the corporate market.

#### Core strengths

- Building sales teams
- Communication
- Providing strategic direction

#### Previous companies & positions

- Telstra      Senior advisor
- Optus        Product specialist
- Vodafone    Business development
- DoDo        COO

#### Documents & Links

[CV](#)

[References](#)

[My current website](#)



#### What do you believe you could add to a developing business?

I am a highly experienced senior manager having worked for some Australia's leading Telco's including: Telstra, Vodafone, Optus and more recently DoDo Internet. Specifically I have been involved in the development and roll out of new technology products in the corporate market.

#### What are you looking for specifically (or not looking for)?

I am a highly experienced senior manager having worked for some Australia's leading Telco's including: Telstra, Vodafone, Optus and more recently DoDo Internet. Specifically I have been involved in the development and roll out of new technology products in the corporate market.

#### Contact details

Email - [bill@abc.com](mailto:bill@abc.com)

Phone - 0412 558 524



A computer monitor with a black bezel and a silver stand. The screen displays a blue gradient background. The text 'ASSOB TV' is centered at the top, with 'ASSOB' in white and 'TV' in red. Below it, the text '62% more successful!' is displayed in white.

# ASSOB TV

62% more successful!

## Investment TV



### Serbia Shivers As Gas Supplies Dry Up

The gas war between Ukraine and Russia is leaving more than a dozen nations in the cold and many... 1/2009 AP

[channels](#)
[my playlist](#)


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#### Serbia Shivers As Gas Supplies ...

The gas war between Ukraine and Russia is leaving more than a dozen nations in the cold and many... 1/2009

[add to playlist](#)


#### Obama Offers Stark Warning if ...

President-elect Barack Obama urged dubious lawmakers to work with him to approve the largest... 1/2009 AP

[add to playlist](#)


#### Raw Video: Burris Arrives at ...

Roland Burris was sworn in Thursday as a witness before a panel considering the impeachment of Gov. 1/2009

[add to playlist](#)


#### Raw Video: Casey Anthony ...

A judge has agreed to place some restrictions on how autopsy photos of Caylee Anthony are viewed...

[add to playlist](#)




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Award-winning  
customer service

Tight spreads  
(as low as 2 pips\*)

No dealing desk  
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## Smart Capital Magazine

### Additional exposure



The Australian Small Scale Offerings Board Limited (ASSOB) brings investment opportunities with growing unlisted companies to the attention of sophisticated investors.

Using the ASSOB platform, unlisted companies raise capital through the origination, aggregation and sale of their securities. The Board also provides a facility for investors to buy and sell securities through primary and secondary sales.

ASSOB consultants are trained in all aspects of compliance and governance relating to capital raising and structuring. We have assisted businesses in many industry sectors including mining, education, IT&T, finance, travel, environmental technologies, bio-fuels and entertainment.

## Featured Issuer



## Market Data



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Powerful,



# ASSOB Media Services (AMS)

**STAND  
OUT  
FROM THE CROWD**

## + WHY ASSOB MEDIA SERVICES

A well-crafted professional image and a suite of marketing and promotional tools at your disposal will invariably create a better impression when seeking to raise capital.

ASSOB research shows that companies who have engaged in a simple media relations program have experienced on average 26 percent more downloads for their offer documents than those companies that haven't.

Companies who have a corporate video on their issuer page are also 62 percent more successful on average in their round 1 and 2 capital raising than those companies that don't.

**If you're serious about making the right impression and reaching the widest possible pool of investors, then ASSOB Media Services can help.**

## + OUR KNOW - HOW

ASSOB Media Services knows business and what it takes to get you noticed in a crowded market.

Whether media exposure in key newspapers or business publications, a professional corporate video or website, or advice on marketing your product or services, ASSOB Media Services utilises some of the most creative and highly qualified communication minds in the industry.

We can also implement Australia-wide communication programs drawing on specialist local knowledge to ensure effective delivery in each state.

Our track record speaks for itself, with consistent results translating into better business outcomes for our clients.

“COMPANIES WHO HAVE A  
CORPORATE VIDEO  
ON THEIR INVESTORS  
PAGE ARE **62%**  
MORE SUCCESSFUL  
IN THEIR CAPITAL RAISING”

# Surf's up . . . forget all the boring talk of recession

Matthew Ogg

Hydroflex Technology, and likened the innovation to changing the structure of cars by taking off their wheels and making them able to fly.

"Nothing's ever been this big in surfing," Mr Nelson says. Cream surfboards are made with non-toxic recyclable material and can withstand 400kg of weight.

Cream Surf Company director Dominic Dirupo says in the present unstable economic climate, people are more likely to invest in developing projects that are likely to rise in value in the future.

"We've had good feedback from potential investors so far, and at this early stage of investment we've mainly been targeting people in



## BusinessOwner

### natural progression

owned by out funds

What's on offer

## hobbie to cream surf market



"Along with selling and distributing surfboards, Cream has the rights to sell and licence the Hydroflex technology to other surf companies."

"Cream is also seeking to penetrate the local markets for its products in independent retail outlets as well as targeting key franchise chains for distribution."

Cream's board of directors includes former Oakley executive Gas Buckner and Deutsche Bank investment banker

## Microcap seeks growth funding

Microcap seeks growth funding

## Nappy firm will skip baby steps

Lisa Toia

AN online

very confident, with what I consider to be at the end of calendar

most container of nappies imported when the third fundraising reached dollar some time to start said.

Stewart said.

My business model is they will have direct manufactured product delivered directly to offices in Brisbane, Melbourne, Sydney, Perth, Auckland, and Christchurch.

China makes nappies worldwide, producing 400 million quality checks 15 minutes.

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China makes nappies worldwide, producing 400 million quality checks 15 minutes.



## Microskin franchise goes capital

Microskin franchise goes capital

COMPANIES WHO HAVE A CORPORATE VIDEO ON THEIR INVESTORS PAGE ARE SUCCESSFUL IN THEIR CAPITAL RAISING

62% MORE



## + WHAT WE OFFER

ASSOB Media Services is a full service business unit of ASSOB that can advise on and provide your company on a range of marketing and media services.

Our suite of services include:

### + Public Relations

A basic public relations campaign can not only get your company noticed in the media, but also increase general awareness to help raise your profile to potential investors.

Public relations services are costed at \$165 per hour

### + ASSOB TV

Companies who have a corporate video on their issuer page are also 62 percent more successful on average in their round 1 and 2 raising than those companies that don't.

An ASSOB Media Service corporate video can provide a professionally produced video that can be used for a range of applications and presentations.

### + Graphic Design

ASSOB Media's graphic design services focus on cutting edge visual communication and presentation to ensure your corporate image stands out above your competitors. Graphic design services are costed at \$xx per hour.



### + Social Media Marketing

The best way of marketing your product is to get people to talk about it, and the more influential they are, the better. Today the 200,000,000 bloggers, 100,000,000 YouTube videos, 4,000,000 Wikipedia articles and the 57% of Internet users who have joined some sort of social network (like Facebook or MySpace) are becoming the spheres of influence.

Social Media Marketing campaigns start from \$xx per hour

### + Web Design & Optimisation

Companies who have a corporate video on their issuer page are also 62 percent more successful on average in their round 1 and 2 raising than those companies that don't.

An ASSOB Media Service corporate video can provide a professionally produced video that can be used for a range of applications and presentations.

### + Advertising, Media Planning & Buying

ASSOB Media's graphic design services focus on cutting edge visual communication and presentation to ensure your corporate image stands out above your competitors. Graphic design services are costed at \$xx per hour.



# PASSION + KNOW HOW = RESULTS

## + OUR EXPERIENCE

ASSOB Media Services is managed by Bruce Nelson, a long recognised communications practitioner with 20 years strategic communications and public relations experience.

He has assisted with marketing and communication campaigns to a wide range of businesses including QANTAS Airways, the NSW and Queensland State Governments, Macquarie Real Estate Equity and numerous private and publicly listed companies.

Coupled with our network of highly skilled consultants, we are able to provide a complete marketing and media service to meet your specific business needs

## + HOW WE WORK

ASSOB Media Services can provide a cost effective 'off-the-shelf' solution or a tailored service.

Our first step is to sit down and discuss where you're at and where you want to be, we can then work out a strategy to meet your goals.

And you don't have to be an ASSOB client to engage ASSOB Media Service's expertise.

Call Bruce Nelson at ASSOB Media Services on 0423 403 449 or email [bruce@assobmediaservices.com.au](mailto:bruce@assobmediaservices.com.au) to arrange an obligation free consultation.

“ PROVIDING  
**OFF-THE-SHELF  
OR CUSTOMISED**  
SOLUTIONS - TAILORED TO YOUR NEEDS ”

Services start at \$165/hour



Be the media



Great design + great stories

Relentlessly...



## OYSTER PERPETUAL SUBMARINER

A symbol of the supremacy of the Rolex watch in terms of waterproofness, the Submariner is impermeable to a depth of 300 metres/1,000 feet. It has a unidirectional bezel for safe immersion time tracking and is self-winding.

- [DISCOVER THE SUBMARINER](#)
- [DISCOVER THE SUBMARINER FROM BASELWORLD 2008](#)

[↑ VIEW ALL MODELS](#)








Mercedes-Benz

The S-Class





We have world beating technology



We have a global opportunity



We have energy to burn

**We need experienced leadership**

**INTRODUCING EXECUTIVE EQUITY** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer metus. Duis lobortis. Suspendisse nec, imperdiet vel, rutrum sed, sapien. Sed laoreet sodales neque. Cras egestas sem quis dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer metus. Duis lobortis. Suspendisse nec, imperdiet vel, rutrum sed, sapien. Sed laoreet sodales neque. Cras egestas sem quis dolor.

For more informations visit us at - [www.assob.com.au/executiveequity](http://www.assob.com.au/executiveequity)

Around \$5K-\$6K for full editorial feature (4-8 pages).

cluding:

- Professional photography
- AMS journalist to write article
- Design
- Distribution - all CO273 converted







er groups -

Existing database

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# SMART CAPITAL

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Smart Capital Magazine will be Launching in May of 2009. A niche, 'investors only' magazine, Smart Capital will feature in-depth interviews with some of Australia's most exciting unlisted companies - all of which you can invest in!

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# ASSOB Corporate Advisory (ACA)

# 2-Day Workshop

\$10,000. 2 people.  
Strategic Plan & Capital Strategy.

Business  
Development  
Mandate  
(\$5K-\$15K/mth)

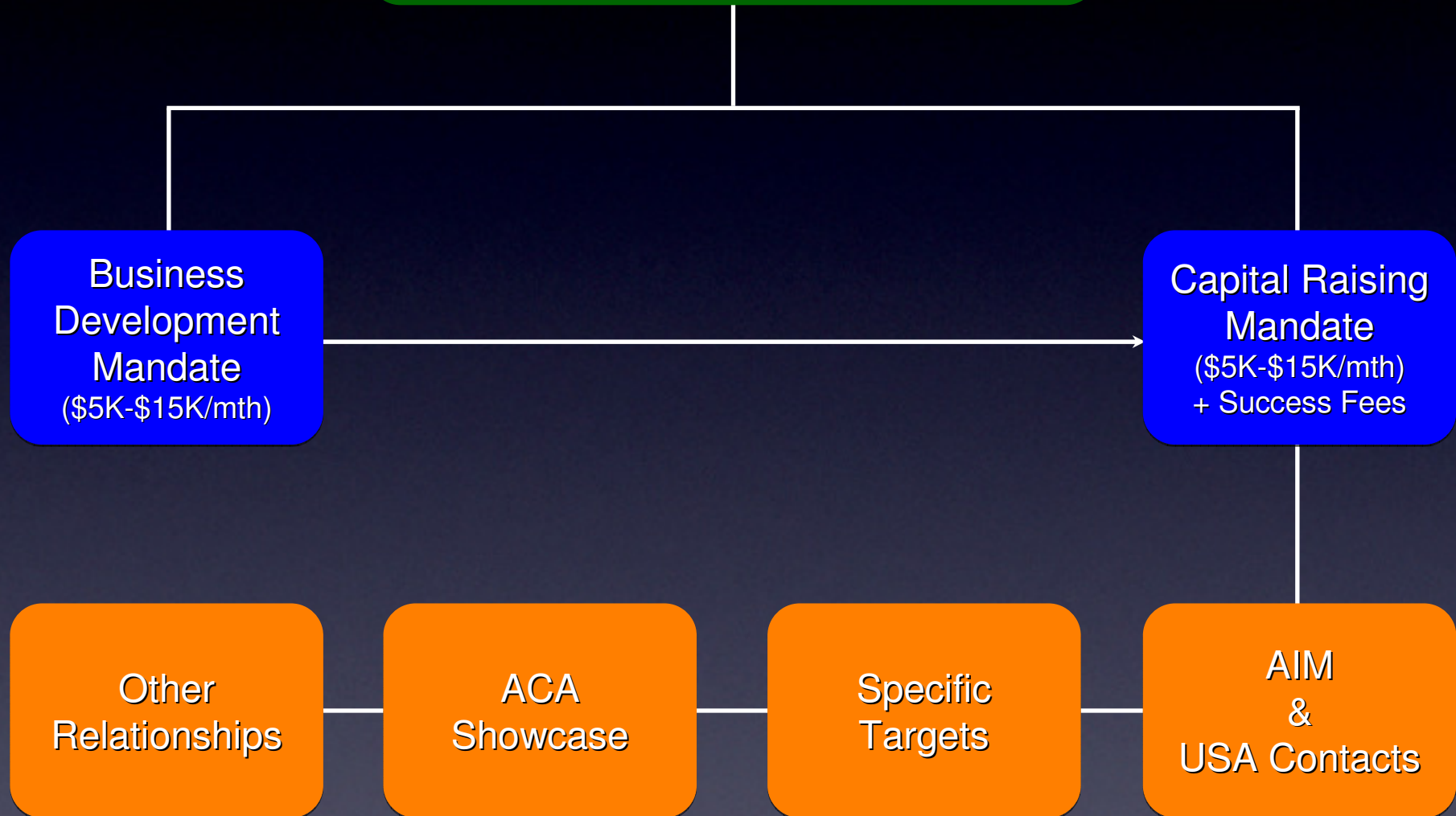
Capital Raising  
Mandate  
(\$5K-\$15K/mth)  
+ Success Fees

Other  
Relationships

ACA  
Showcase

Specific  
Targets

AIM  
&  
USA Contacts





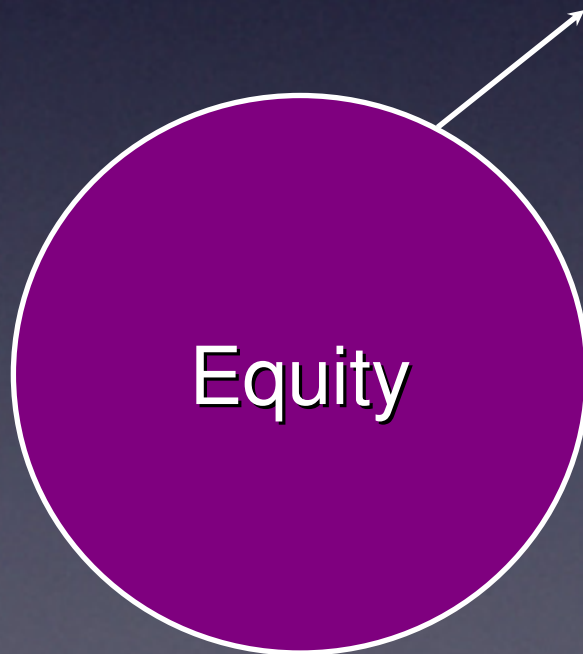
Workshop  
Fees

Retainer  
Fees

ASSOB Member 10%

Equity

Success  
Fees





## 5 clients who each:

- sign an \$8,000/month retainer
- pay 8% commission
- raise \$4M

5 x \$1,000 in workshop fees = \$5,000

5 x \$800/mth = \$4,000/month

\$20M raising = \$160,000



## Welcome to G.M.Legal

---

Our clients are business people who are working hard to grow their businesses and we pride ourselves on working closely with them to help them to achieve that goal. To that end we ensure that our legal assistance is always commercially relevant, timely and provides the stability that growing businesses need.

Many of our clients are in the process of raising capital to assist them to achieve their strategic business objectives. Our experience with all aspects of that process allows us to work quickly and efficiently with them to provide them with assistance that is both legally accurate and commercially relevant. We also have particular expertise in the areas of intellectual property and technology law, and count ourselves amongst Melbourne's leading firms in those fields.

What we won't do is criminal law, family law or personal injury work, and in specialist areas such as taxation, we often work with subject matter experts to ensure that we achieve the best outcome for our clients. If your business is looking for legal advisors to support it as it grows then we can help.





+

I have a wealth of knowledge

Unlisted Property Trusts						
Fund	Last quoted	Last ROI	Ask	Est. ROI	Units avail	View PDS
Macquarie Prime Industrial	\$1.05	6.1%	75c	12.5%	43,000	<a href="#">View PDS</a>
Colonial First State Residential	93c	4.6%	68c	12.3%	12,500	<a href="#">View PDS</a>
Orchard Prime	\$1.25	6.5%	\$1	8.9%	13,750	<a href="#">View PDS</a>
First Pacific Trust	88c	2.3%	23c	8.5%	120,678	<a href="#">View PDS</a>
Macquarie Prime Residential	\$1.45	6.5%	\$1.02	8.9%	94,560	<a href="#">View PDS</a>
Macquarie Prime Industrial	\$1.05	6.1%	80c	11.7%	76,000	<a href="#">View PDS</a>
Macquarie Japan First	\$1.80	5.75%	\$1.50	7.88%	54,321	<a href="#">View PDS</a>
Investec Boutique Commercial	56c	6.77%	38c	9.98%	78,900	<a href="#">View PDS</a>
St George Private Development	\$1.11	5.5%	78c	8.8%	234,500	<a href="#">View PDS</a>
Macquarie Premium Income	\$2.35	10.2%	\$2	12.67%	100,000	<a href="#">View PDS</a>
Macquarie Premium Income	\$2.35	10.2%	\$2.05	12.34%	10,788	<a href="#">View PDS</a>

+

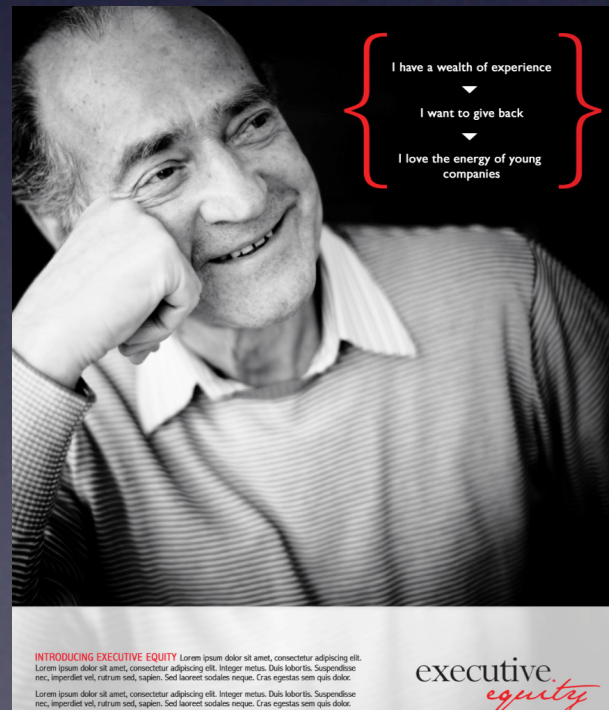


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+



+



+

=

More Value



**“Hello, this is ASSOB**





## Excellent corporate governance shows respect for your investors and creates a valuable corporate asset.

If you are new to running a public company, complete with outside shareholders, then corporate governance may be something that is new to you. Creating agendas, running board meetings in accordance with the best practice and properly minuting the dialogue and decisions of your board so that it forms a cohesive and valuable history are the marks of well-run companies.

As your business grows, your corporate governance discipline will pay off in many ways including:

- Being able to furnish larger investors with a detailed history of how your company got to where it is today. Many professional investors request board minutes as part of their due-diligence.
- Being able to refer to agenda items regarding actions. Who was responsible, what was done, or not.
- Being able to keep a tight record of who said what and when. If it isn't in writing, it doesn't exist.

ASSOB Easy Governance is a simple, affordable service which you may use for just 3-months after which you take over or you can retain our services on an ongoing basis if you wish. We know that many business owners have never taught the basics of running and documenting meetings so don't be shy in getting help. After 3-months of one of our team overseeing and documenting your meetings you will know the basics of good governance and it's up to you what you want to do from there. It's only \$1,650/month – a tiny investment considering its importance. See over for more of exactly what we do.



**easy governance**

*"We make governance easy"*

# ASSOB Easy Governance



## SHAREHOLDER REPORT

January 2009

Mr Tony Puls  
10 Palmwood Court  
Burleigh Heads  
QLD 4220

Sales*	Jan 09	Jan 08	Change
Application Fees	\$12,986	\$15,687	-35.2%
Listing Fees	\$35,456	\$28,789	+12.45%
Success Fees	\$125,675	\$168,907	-35%
Administration Fees	\$2,456	\$2,500	-1.2%
<b>TOTAL</b>	<b>\$175,687</b>	<b>\$223,456</b>	<b>-18.6%</b>

Costs	Jan 09	Jan 08	Change
Rent	\$8,789	\$8,789	0%
Staff	\$45,897	\$86,568	-48.5%
Contractors**	\$4,558	\$25,887	-73.8%
Travel	\$3,567	\$12,345	-72%
Essential services***	\$5,667	\$8,998	-34%
Insurances	\$2,445	\$5,444	-45%
Consumables	\$544	\$5,668	-79%
<b>TOTAL</b>	<b>\$71,345</b>	<b>\$153,567</b>	<b>-56.2%</b>

**Estimated GP** **\$100,876 (EBIT)**

\* All figures shown are after paying member commissions.  
 \*\* External/legal advice, accounting, web designers, IT consultants etc.  
 \*\*\* Internet, electricity, water.



### Quick summary

Sales Down by 18.6%  
 Costs Down by 56.2%  
 Estimated GP for period \$100,876

### We thank you for your continued support

Want to chat with our CEO?

Paul Niederer 1300 722 954

# Much better reporting

# Listing & Disclosure Rules

The recession we  
don't have to have.