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National Stock Exchange of Australia Limited
ABN: 11 000 902 063

Initial or Final Director's Interests Notice

File Reference:

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Introduced: 31 March 2004



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Introduction

To ensure the efficient processing of this form by NSX, please:

1. Adhere to the suggested number of the annexures required by this form.
2. Complete **all** statements and questions in this form. (NSX can provide an electronic version of this form on request).

More Information and Submission of Form:

Further information can be obtained from and all applications should be sent to:

General Manager
National Stock Exchange of Australia Limited
PO BOX 283
Newcastle NSW 2300

Phone: +61 2 4929 6377
Fax: + 61 2 4929 1556
<http://www.nsga.com.au>

Information or documents not available now must be given to NSX as soon as available.
Information and documents given to NSX become NSX's property and may be made public.

Name of entity Ascend Group Limited
ABN 69 114 162 631

We (the entity) give NSX the following information under section 205G of the Corporations Act.

Name of director	Barry John Dawes
Date of last notice	na
Date that director become a director (if initial notice)	3 March 2010
Date that director ceased to be director (if final notice)	na

Part 1 – Director’s relevant interests in securities of which the director is the registered holder

Number & class of securities
NIL

Part 2 – Director's relevant interests in securities of which the director is not the registered holder

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest Note: Provide details of the circumstances giving rise to the relevant interest	Number & class of securities
Dronkay Pty Ltd (an entity controlled by Mr Dawes)	3,000,000 ORD 1,500,000 Options
Martin Place Securities Staff Super Fund Pty Ltd (an entity controlled by Mr Dawes)	3,200,000 ORD 1,700,000 Options
Tuxedo Investments Pty Ltd (an entity controlled by Mr Dawes)	147,959,154 ORD 97,168,142 Options

Part 3 – Director's interests in contracts

Detail of contract	Mr Dawes has agreed to advance \$10,000 to the Company to meet working capital requirements of the Company. Subject to shareholders approval, the parties have agreed to convert loan to share equity.
Nature of interest	Subject to shareholders approval, the Company has agreed to issue and allot to Mr Dawes (or his nominee) 10,000,000 fully paid ordinary shares at a price of \$0.001 per share in lieu of repayment of his loan advance of \$10,000.
Name of registered holder (if issued securities)	NA
No. and class of securities to which interest relates	10,000,000 ORD