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

# Change of Director's Interests

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:

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

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

## Change of Director's Interest Notice

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.

<b>Name of entity</b> Ascend Group Limited
<b>ABN</b> 69 114 162 631

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

<b>Name of Director</b>	Alan Preston Beasley
<b>Date of last notice</b>	30 June 2010

### Part 1 - Change of director's relevant interests in securities

<b>Direct or indirect interest</b>	Direct and Indirect
<b>Nature of indirect interest (including registered holder)</b> Note: Provide details of the circumstances giving rise to the relevant interest.	Direct  Capereef Pty Ltd (an entity controlled my Mr Beasley)  Finta Pty Ltd (an entity controlled my Mr Beasley)
<b>Date of change</b>	30 July 2010
<b>No. of securities held prior to change</b>	Direct – 12 Ordinary Shares and 1,000,000 Options  Capereef Pty Ltd – 9,000,000 Ordinary Shares and 7,500,000 Options  Finta Pty Ltd – 947,960 Ordinary Shares and 947,960 Options
<b>Class</b>	Ordinary Shares
<b>Number acquired</b>	7,750,000
<b>Number disposed</b>	0
<b>Value/Consideration</b> Note: If consideration is non-cash, provide details and estimated valuation	\$5,166

<b>No. of securities held after change</b>	<p>Direct – 12 Ordinary Shares and 1,000,000 Options</p> <p>Capereef Pty Ltd – 15,000,000 Ordinary Shares and 7,500,000 Options</p> <p>Finta Pty Ltd – 2,697,960 Ordinary Shares and 947,960 Options</p>
<b>Nature of change</b> Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back.	<p>Shares issued and allotted pursuant to shareholder approval given at General Meeting of members of the Company held 16 July 2010 – for further details, refer Notice of Meeting and Explanatory Memorandum.</p>

## Part 2 – Change of director's interests in contracts

<b>Detail of contract</b>	Mr Beasley 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.
<b>Nature of interest</b>	Subject to shareholders approval, the Company has agreed to issue and allot to Mr Beasley (or his nominee) 15,000,000 fully paid ordinary shares at a price of 0.0667 cents per share in lieu of repayment of his loan advance of \$10,000. Shareholders approved the transaction on 16 July 2010.
<b>Name of registered holder</b> (if issued securities)	Capereef Pty Ltd    6,000,000 shares Finta Pty Ltd        1,750,000 shares
<b>Date of change</b>	30 July 2010
<b>No. and class of securities to which interest related prior to change</b> Note: Details are only required for a contract in relation to which the interest has changed	Nil
<b>Interest acquired</b>	7,750,000 Ordinary Shares. 7,250,000 Ordinary Shares were issued and allotted to parties nominated by Mr Beasley, the shares in which Mr Beasley has no relevant interest.
<b>Interest disposed</b>	Nil
<b>Value/Consideration</b> Note: If consideration is non-cash, provide details and an estimated valuation	\$5,166 for shares allotted to Mr Beasley and \$4,834 for shares allotted to nominees of Mr Beasley in which he has no relevant interest.
<b>Interest after change</b>	No further interest in contract.