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Change of Director's Interests

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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
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<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.

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	17 May 2010

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

Direct or indirect interest	Indirect
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	Dronkay Pty Ltd (an entity controlled by Mr Dawes) Martin Place Securities Staff Super Fund Pty Ltd (an entity controlled by Mr Dawes) Martin Place Securities Staff Super Fund Pty Ltd <Investment A/C> (an entity controlled by Mr Dawes) Tuxedo Investments Pty Ltd (an entity controlled by Mr Dawes)
Date of change	30 July 2010
No. of securities held prior to change	Dronkay Pty Ltd - 3,000,000 Ordinary Shares and 1,500,000 Options Martin Place Securities Staff Super Fund Pty Ltd - 3,200,000 Ordinary Shares and 1,700,000 Options Martin Place Securities Nominees Pty Ltd 98,639,436 Ordinary Shares and 64,778,761 Options behalf on behalf of and beneficially owned by Martin Place Securities Staff Super Fund Pty Ltd Tuxedo Investments Pty Ltd - 49,319,718 Ordinary Shares and 32,389,381 Options
Class	Ordinary Shares
Number acquired	15,000,000

Number disposed	0
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	\$10,000
No. of securities held after change	<p>Dronkay Pty Ltd - 3,000,000 Ordinary Shares and 1,500,000 Options</p> <p>Martin Place Securities Staff Super Fund Pty Ltd - 3,200,000 Ordinary Shares and 1,700,000 Options</p> <p>Martin Place Securities Nominees Pty Ltd 98,639,436 Ordinary Shares and 64,778,761 Options behalf on behalf of and beneficially owned by Martin Place Securities Staff Super Fund Pty Ltd</p> <p>Martin Place Securities Staff Super Fund Pty Ltd <Investment A/C> - 15,000,000 Ordinary Shares</p> <p>Tuxedo Investments Pty Ltd - 49,319,718 Ordinary Shares and 32,389,381 Options</p>
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back.	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.

Part 2 – Change of 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) 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.
Name of registered holder (if issued securities)	Martin Place Securities Staff Super Fund Pty Ltd <Investment A/C>
Date of change	30 July 2010
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	Nil
Interest acquired	15,000,000 Ordinary Shares.
Interest disposed	Nil

Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	\$10,000.
Interest after change	No further interest in contract.